

**Syllabus: ANNUAL GIVING**

Open to all university students.

**Days/Time:** 2 days a week

**Location:** TBA

**Instructors:** TBA

**Required**

**Text:** *Conducting a Successful Annual Giving Program* by Kent E. Dove, Jeffrey A. Lindauer and Carolyn P. Madvig (2001 John Wiley & Sons, Inc.; ISBN 0-7879 5649-X) A copy of the text is on reserve at the library). Additional readings may be distributed in class, posted electronically and/or placed in the library.

**Course**

**Description:** From the early planning stages to signature events and celebrations, this course will give students information, practical skills and resources useful to nonprofit professionals, volunteers and/or donors who want to create **effective annual giving programs.**

**Course**

**Objectives:** To increase understanding of, and appreciation for, the annual giving program as an integral part of nonprofit resource development.

. To increase students' awareness of challenges, needs/capacity and volunteer opportunities in their communities that can be addressed through effective resource mobilization.

To provide information, resources, contacts and practical experiences useful to nonprofit professionals and volunteers responsible for annual giving programs.

**Course Schedule (To include guest lecturers, TBA):**

- (Week 1)                    **Welcome, Course Overview, Expectations**  
**Overview of Annual Giving**  
**Defining a Modern Annual Giving Program**  
*Assignment (text): Introduction*
- (Week 2)                    **Direct Mail**  
*Assignment: Chapter 4 and Resources*  
**Special Events**  
*Assignment: Chapter 5 and Resources*
- (Week 3)                    **Telemarketing**  
*Assignment: Chapter 6 and Resources*

**Personal Solicitation**

*Assignment: Chapter 7 and Resources*

**EXAM #1**

(Week 4)

**Developing a Case/Plan**

**Market Segmentation**

*Assignment: Chapters 1 and 2 and Resources*

**Testing and Analysis**

*Assignment: Chapter 3 and Resources*

(Week 5)

**Key Program Roles and Responsibilities (Board, Staff,  
Campaign Leadership)**

*Assignment: Chapter 8 and Resources*

**Working With Volunteers**

*Assignment: Chapter 9 and Resources*

(Week 6)

**Promotions, Communications, Marketing**

*Assignment: Chapter 10 and Resources*

**Gift Administration and Donor Appreciation**

*Assignment: Chapter 11 and Resources*

(Week 7)

**Closing the Campaign and Moving Forward**

*Assignment: Chapter 12 and Resources*

**Wrap-Up, Final Resource Sharing and Review for Final Exam**

(Week 8)

**FINAL EXAM**