

AUBURN UNIVERSITY SYLLABUS

EDUC 5970/6970 – Principles of Fund-Raising – Fall 2013

Monday 5:00 pm – 7:50 pm

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I. Introduction

This course provides the overall principles for managing a successful fund-raising program. The student will learn that these principles never change and are valid regardless of the size of the organization/school. This course will also cover the legal and ethical issues associated with fund-raising. This course provides the foundation and background for comprehending and applying the principles and concepts that would be taught in future courses.

II. Course Objectives - The essential functions of this course are to:

- A. Develop a comprehensive understanding of the fundamentals of fund-raising.
- B. Understand the link between development and a school's/organization's success.
- C. Develop the ability to analyze the mission of a school/organization and implement a corresponding fund-raising plan.

III. Required Texts – *Fund-Raising: Rules of the Road to Success* by Jerry F. Smith, CFRE. 2009, 1st Edition.

SUCCESS in Fund-Raising is Spelled with 3 C's: Contact, Cultivate, Close
by Jerry F. Smith, CFRE. 2013, 1st Edition

*Both books listed above can be purchased through the J.F. Smith Group Auburn office
located at 735 East Glenn Avenue, Auburn, AL 36831; Phone number (334) 502-5374*

IV. Supplemental Readings (Required)

- A. *The Go-Getter* by Peter B. Kyne. 2003, Times Books.
- B. *Mr. Shmooze: The Art and Science of Selling Through Relationships* by Richard Abraham.
2002, The Richard Abraham Company, LLC.
- C. *Lunchmeat & Life Lessons: Sharing a Butcher's Wisdom* by Mary B. Lucas. 2006, MBL Press.

V. Course Policies and Procedures

- A. Students are expected to attend class. The student is responsible for all material discussed or presented in class. Since much of the learning comes from class discussion and participation, attendance is important in this course.
- B. All portions of the Auburn University student academic honesty code (Title XII) found in the *Tiger Cub* will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.
- C. Students who need special accommodations in class, as provided by the Americans with Disabilities Act, should arrange for a confidential meeting with the instructor as soon as possible. The student must bring a copy of their Accommodations Letter and an Instructor Verification

- Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, (334) 844-2096.
- D. Cell phones should be turned on silent or off and put away during class time.

VI. Method of Instruction - The texts and class discussion will provide insight into the overall structure of a fund-raising/development program in a school/organization. Guest speakers will provide additional insight into the application of methods discussed to real life schools and organizations. Exam questions will be based on lecture, texts, and class discussion.

VII. Competencies - Students should learn to apply the course material to improve their understanding of the overall principles of fund-raising, rational thinking, solve fund-raising scenarios, and act positively in a fund-raising/development environment.

VIII. Grade - The final grade will be based on:	Final Grade (Total 300 points)*	
Midterm	- 100 points	A - 270 points
Final	- 100 points	B - 240 points
Book Quizzes/Class Discussion/Papers/Assignments	- 100 points	C - 210 points
		D - 180 points

*Graduate students will have two additional assigned papers due at the end of the semester. These papers are worth 100 points total (75/25) and graduate students' final grade will be calculated based on a 400-point total.

IX. Tentative Course Outline

August 26	Class Introduction/Overview/Qualities of a Successful Fund-raiser
September 2	Labor Day Holiday
September 9	Rules of the Road/50 Things Learned
September 16	Discussion of The Go-Getter/Basic Principles/Strategic Plan
September 23	Printed Materials/Campaign Name and Logo/Jim Ray, CEO Children's Harbor
September 30	Discuss Mr. Shmooze/Campaign Reporting/Steve Jankiewicz, JFSG VP Client Services
October 7	Midterm Exan
October 14	Fund-raising in Different Organizations/Mac Plummer, St. Francis Hospital; Kay Hargrave, Auburn University Athletics; Rob Wellbaum, Auburn University Central Development

October 21	Feasibility Studies/John Staton and Bob Adams, JFSG Interviewers
October 28	Lunchmeat and Life Lessons/5 Steps and TAPP/Campaigns and Solicitation Proposals
November 4	Solicitation role-play/Getting the Appointment
November 11	Bob Adams, JFSG Project Manager, and Jerry Reeder, Headmaster, Whitesburg Christian Academy
November 18	Trends & Changes in Fund-Raising/ Challenges for the Future
November 25	Thanksgiving Holidays
December 2	Review for Final & Open Q&A/Due Date for Graduate Student Papers
December 7-8	Study/Reading Days
December 9	Final Exam