

# The Graduate School of Political Management

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THE GEORGE WASHINGTON UNIVERSITY

## **M.P.S. in Political Management**

Fall 2016

August 30<sup>th</sup> – December 6<sup>th</sup>

## **PMGT 6454.10 (Fundraising and Budgeting)**

3 Credits

Tuesdays from 7:10-9:40 p.m.

Monroe 115

## **BASIC INFORMATION AND RESOURCES**

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### **Instructor**

Nancy Bocskor is a sought-after speaker and internationally recognized expert in applied democracy. She is a trainer and consultant whose client list includes citizen activists and organizations in the U.S. and abroad. The author of *Go Fish: How to Catch (and Keep) Contributors: A Practical Guide to Fundraising*, Nancy is a professor at George Washington University's Graduate School of Political Management where she teaches both online and classroom fundraising courses. Nancy encourages you to reach out to her by connecting with her on Facebook or following her on Twitter (@nancybocskor), where she often posts fun-facts about fundraising and women's leadership.

### **Contact Information**

Phone Number: (703)-276-7488

Email Address: nbocskor@gmail.com

### **Communication**

Please email me for appointments – and I'm happy to meet with you before class.

### **Blackboard Site**

A Blackboard course site has been set up for this course. Each student is expected to check the site throughout the semester, as Blackboard will be the primary venue for outside classroom communications between the instructors and the students. Students can access the course site at <https://blackboard.gwu.edu>. Support for Blackboard is available at 202-994-4948 or [helpdesk.gwu.edu](http://helpdesk.gwu.edu).

### **Academic Integrity**

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking exams. Members of the community will be presumed to be familiar with the proper academic procedures and will be held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Academic dishonesty is defined as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.” Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the proper university channels. The University Code of Academic Integrity can be found at <http://studentconduct.gwu.edu/code-academic-integrity>.

### **Support for Students with Disabilities**

GW's Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Accommodations are available through DSS to facilitate academic access for students with disabilities. Please notify your instructor if you require accommodations. Additional information is available at [www.gwu.edu/~dss](http://www.gwu.edu/~dss).

### **In the Event of an Emergency or Crisis during Class**

If we experience some an emergency during class time, we will try to stay at this location until we hear that we can move about safely. If we have to leave here, we will meet at **[fill in proximate location]** in order to account for everyone and to make certain that everyone is safe. Please refer to Campus Advisories for the latest information on the University's operating status: <http://www.campusadvisories.gwu.edu/>.

### **Attendance Policy**

Attendance is mandatory. If you need to miss class, it is your responsibility to notify the instructor. It is also the student's responsibility to review lecture notes and complete the readings as assigned.

### **Course Evaluation**

At the end of the semester, students will be given the opportunity to evaluate the course through GW's online course evaluation system. It is very important that you take the time to complete an evaluation. Students are also encouraged to provide feedback throughout the course of the semester by contacting any/all of the following:

Dr. Lara Brown  
Director, Political Management Program  
[larambrown@gwu.edu](mailto:larambrown@gwu.edu) | 202-994-4545

Dr. Jack Prostko  
Associate Dean for Learning and Faculty Development  
College of Professional Studies  
[jackp@gwu.edu](mailto:jackp@gwu.edu) | 202-994-3592

Suzanne Farrand  
Director of Academic Administration, GSPM  
[sfarrand@gwu.edu](mailto:sfarrand@gwu.edu) | 202-994-9309

## **THE COURSE**

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### **Course Description and Overview**

This course introduces GSPM students to the elements of fundraising for both political and nonprofit organizations. The course will rely heavily on the instructor's experience in fundraising, assigned readings and projects.

### **Course Learning Objectives**

Students who successfully complete this course should:

- Become familiar with current best practices for fundraising, including ethical, legislative and legal considerations.
- Incorporate “lessons learned” and counsel from guest speakers into your fundraising repertoire.
- Learn how to write a finance plan for a political campaign or non-profit organization

- Create a comprehensive donor-focused fundraising strategy using a variety of fundraising tools and techniques.
- Understand the points of intersection and divergence between fundraising, branding, marketing, communications and advocacy.
- Develop the ability to conduct a detailed data-driven assessment of a fundraising operation, with a focus on people, processes and technology.

### Course Requirements

#### Written Assignments:

Written assignments are working components of your final project. You will receive a grade for each assignment and feedback from your facilitator to incorporate into your final plan. Each written assignment includes a sample of a previous student's work that should be considered an ideal standard of quality work.

#### Final Project:

Students will select either a non-profit organization or a political campaign and develop a strategic fundraising plan, drawing on the written assignments, research, class readings and lectures. Students will be judged by the strength of their written material in support of their plan and strategic approaches.

### Evaluation and Grading

Assignment	Learning Objective(s) Addressed	Due Date	Weight
Class Participation			15%
Attendance			10%
Written Assignments			30%
Final Project			45%
Total			100%

Following is the grade scale for all GSPM classes:

Grade*	Grading Standard
A 94-100	Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.
A- 90-93	Represents solid work with minor errors. Overall, excellent work.
B+ 87-89	Very good. Represents well-written material, research, and presentation, but needs some minor work.
B 83-86	Satisfactory work, but needs reworking and more effort. Note that although not a failing grade, at the graduate level, anything below a “B” is viewed as unacceptable.
B- 80-82	You’ve completed the assignment, but you are not meeting all of the requirements.
C+ 77-79	Needs improvement in content and in effort. Shows some motivation and concern.
C 73-76	Needs reworking, improved effort, and additional research. Shows minimal motivation and concern.
C- 70-72 (lowest grade to pass)	Poor performance. Major errors, too many misspellings, problems with accuracy, etc.
F Below 70	Unacceptable performance, or inability to submit the assignment.

\*Please note that you may be penalized for late submission of assignment(s).

### Required Text and Learning Materials

1. *Go Fish: How to Catch (and Keep) Contributors*, by Nancy Bocskor (pay \$35 to instructor directly – check/cash)
2. *Power Questions* by Jerold Panas
3. *Asking: A 59-Minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift* by Jerold Panas
4. *How to Write Successful Fundraising Appeals* by Mal Warwick (new edition)
5. *The Fundraiser’s Guide to Irresistible Communications* by Jeff Brooks

Other readings will be assigned.

### Optional Supplemental Text and Learning Materials

1. *Fundraising When Money Is Tight* by Mal Warwick (Recommended for those looking at careers in non-profits)

Please subscribe to the following free newsletters:

- Jerold Panas & the Institute for Charitable Giving: email [ideas@jeroldpanas.com](mailto:ideas@jeroldpanas.com) & ask to receive newsletter
- Kevin Gentry’s Fundraising Tip of the Week (email Kevin and mention my class): [kevin.gentry@kochps.com](mailto:kevin.gentry@kochps.com)
- Non-Profit Pro, formerly Fundraising Success Magazine Newsletter: [http://www.nonprofitpro.com/#utm\\_source=nonprofit-pro-today&utm\\_medium=newsletter&utm\\_campaign=2015-08-06&utm\\_content=newsletter\\_header](http://www.nonprofitpro.com/#utm_source=nonprofit-pro-today&utm_medium=newsletter&utm_campaign=2015-08-06&utm_content=newsletter_header)
- Future Fundraising blog: [www.futurefundraisingnow.com](http://www.futurefundraisingnow.com)
- Sandy Ree’s newsletter (she is looking for clients, but has great info): [www.getfullyfunded.com](http://www.getfullyfunded.com)

- Pamela Grow's blog: <http://www.pamelasgrantwritingblog.com/>

Other resources: The Foundation Center offers a variety of newsletters, including The Philanthropy News Digest; they also publish a weekly job listing: <http://foundationcenter.org/newsletters/>  
Political Action Committee (PAC) info: [www.fec.gov](http://www.fec.gov), [www.opensecrets.org](http://www.opensecrets.org)

### **Tentative Course Calendar\***

\*The instructor reserves the right to alter course content and/or adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar.

### **Tuesday, August 30<sup>th</sup>, 2016**

Week 1

Topic and Content Covered:

Class Introduction – *Professor Nancy Bocskor*

Learning Objective(s) Addressed:

Course Description and Syllabus Review

Reading Due Next Week: none

Assignment(s) Due Next Week: Write a 300-word bio, referring to yourself in the 3<sup>rd</sup> person, to use as an introduction to your colleagues in class. It's due on Tuesday, September 6.

### **Tuesday, September 6<sup>th</sup>, 2016**

Week 2

Topic and Content Covered:

Introduction to Fundraising: Personal Solicitation & Finance Committees – *Professor Nancy Bocskor*

Learning Objective(s) Addressed: Intro to Fundraising

Reading Due Next Week:

Assignment(s) Due Next Week:

-Prepare a one-page memo outlining your final project: What organization/project/campaign will you choose? How much \$\$ do you want to raise? Due by **midnight 9/20**

### **Tuesday, September 13<sup>th</sup>, 2016**

Week 3

Topic and Content Covered:

Writing a Finance Plan and Preparing a Fundraising Budget - *Guest Lecturer: Liz Chadderton, The Chadderton Group (confirmed)*

Learning Objective(s) Addressed:  
Finance Plans and Budgets

**Tuesday, September 20<sup>th</sup>, 2016**  
Week 4

Topic and Content Covered:  
Creative High Dollar Strategies - *Guest Lecturer: Stephen Clouse, President, Stephen Clouse & Associates (invited)*

Learning Objective(s) Addressed: Using video for high end appeals

Reading Due Next Week:  
-Read Dr. Anthony Corrado's "History of Campaign Finance" (I will email you)  
-Contribution limits for federal races at [www.fec.gov](http://www.fec.gov) (back of Go Fish)

**Tuesday, September 27<sup>th</sup>, 2016**  
Week 5

Topic and Content Covered:  
Campaign Finance Law – *Charlie Spies, Partner, Clark Hill Law Firm, Jeb Bush/Mitt Romney Campaign Attorney (invited)*

In-Class Quiz: Campaign Finance

Learning Objective(s) Addressed: history of Campaign Finance; "c" orgs/SuperPacs/Presidential fundraising

Research a potential major donor and prepare a memo outlining how you would approach this donor – how will you establish a relationship that will motivate this person to make a contribution? (Three pages maximum) Due by **midnight 10/4**

Read for next week: Mal Warwick's "How to Write Successful Fundraising Appeals"

**Tuesday, October 4<sup>th</sup>, 2016**  
Week 6

Topic and Content Covered:  
Direct Mail Fundraising - *Guest Lecturer: Richard Norman, the Richard Norman Company (confirmed)*

Learning Objective(s) Addressed: Direct Mail Fundraising

Reading Due Next Week:

Assignment(s) Due Next Week:

-Write a fundraising letter. Include an outline of target audience, how you chose the message, and prepare collateral materials (envelope, reply card & return envelope).

Due by **midnight, October 11<sup>th</sup>**

**Tuesday, October 11<sup>th</sup>, 2016**

Week 7

Topic and Content Covered:

Best Practices for Membership PACs – *Guest Lecturer: Dr. David Rehr, George Mason university, past President of the Beer Wholesalers and the Broadcasters (confirmed)*

Learning Objective(s) Addressed: Campaign Fundraising

Using Microtargeting in your Fundraising Efforts - *Guest Lecturer: Bob Blaemire, Catalist, Inc. (confirmed)*

Learning Objective(s) Addressed: Microtargeting

Topic and Content Covered:

Reading Due Next Week:

Assignment(s) Due Next Week:

**Tuesday, October 18<sup>th</sup>, 2016**

Week 8

Topic and Content Covered:

*Event Planning –Professor Nancy Bocskor*

Case Study: Washington Humane Society's Bark Ball

*Guest Lecturer: Rachel Thaler, WHS (invited)*

Learning Objective(s) Addressed: Event Planning

Assignment(s) Due Next Week:

Write a fundraising event plan, detailing target audience, timeline and marketing plan. Include invitation design (including legal disclaimers). **Due by midnight November 1**

**Tuesday, October 25<sup>th</sup>, 2016**

Week 9

Topic and Content Covered:

Field Trip to Foundation Center (1627 K St. NW): please arrive by 6 p.m. sharp –

*Janice Rosenberg, Training Director, Washington Office (invited)*

Fundraising for a Presidential Campaign - *Guest Lecturer: Lisa Spies, Jeb Bush campaign Fundraiser – Jewish & Women Outreach (invited)*

Learning Objective(s) Addressed: Resources available at the Foundation Center for non-profit/NGOs

**Tuesday, November 1<sup>st</sup>, 2016**

Week 10

Topic and Content Covered:

Engaging Diverse Donors – *Guest Lecturer: Lilya Wagner, Author of “Diversity & Philanthropy: Expanding the Circle of Giving” (invited)*

Learning Objective(s) Addressed: Learning how to expand your circle of donors

Reading Due Next Week:

Assignment(s) Due Next Week:

**Tuesday, November 8<sup>th</sup>, 2016 ELECTION DAY! CLASS IS CANCELED.**

Week 11

Reading Due Next Week:

Assignment(s) Due Next Week:

**Tuesday, November 15<sup>th</sup>, 2015**

Week 12

Topic and Content Covered:

Corporate PACS – *Guest Lecturer: David Schild, PAC Director at Raytheon (invited)*

Telemarketing Strategies - *Guest Lecturer: Amy Biederman, CAPTEL (invited)*

Learning Objective(s) Addressed: Telemarketing, Corporate PAC Best Practices

Reading Due Next Week:

Assignment(s) Due Next Week:

-Write a telemarketing script – identify your target audience and how you chose it.

**Tuesday, November 22<sup>nd</sup>, 2015**

Week 13

Topic and Content Covered:



Internet Strategies - *Guest Lecturer: Alex Kellner, Bully Pulpit (invited)*

Learning Objective(s) Addressed: Internet Strategies

Reading Due Next Week:

Assignment(s) Due Next Week:

-Write an Internet fundraising appeal. Include a sample-landing page and develop a fundraising message OR craft an email message. Due on November 29.

Reading Due Next Week:

Assignment(s) Due Next Week:

**Tuesday, November 29<sup>th</sup>, 2016**

Week 14

Campaign Compliance: Ensuring Transparency

*Guest Lecturer: Bruce Nilson, RedCurve (invited)*

Learning Objective(s) Addressed: database management, campaign reporting, ensuring transparency

**Tuesday, December 6<sup>th</sup>, 2016**

Week 14

Final Class – Topic TBD

**I will email you re: your final project due date. It MUST be either FedExed or hand-delivered to my home address by 6 p.m. that day.**

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## Copyright Statement

*Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for and expected to be used by class participants only. The recording and rebroadcasting of such material, by any means, is forbidden.*

## Graduate School Expectations

Students enrolled in a graduate program should take their academic responsibilities seriously and be prepared to meet the following expectations:

1. Utilize effective time management skills so as to complete and submit their assignments on their required due dates and times.
2. Have attained a mastery of written communication skills including proper sentence structure, grammar, spelling, and word usage.
3. Understand how to properly format in-text citations and references for resources and information integrated into their written assignments.

GSPM prepares students for careers in the professional political world. In politics, words and deadlines matter. Excellent written communication skills are essential for success. Every word used, whether it is in a television or radio ad, direct mail piece, social media, or a press release, will be scrutinized. Similarly, deadlines are important. Election Day does not get postponed because a candidate and their campaign are not prepared. There are no “do-overs” because a direct mail piece did not arrive to its intended recipients until after the election was concluded. Students will be best positioned for success in the practical political world if they have developed and exercise excellent written communication and time management skills.