

# The Graduate School of Political Management

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THE GEORGE WASHINGTON UNIVERSITY

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**M.P.S. in Political Management**  
Spring 2019  
Class start/end date  
**January 17-April 25th, 2019**  
**Fundraising and Budgeting**  
PMGT 6454.10  
3 Credits

Thursdays 7:10-9:40PM  
1776 G Street NW, Room TBD

## **BASIC INFORMATION AND RESOURCES**

### **Instructor**

Emily Crerand and Angela Struebing

### **Contact Information**

Emily Crerand

Phone Number: (585) 748-7071

Email Address: [emily.crerand@gmail.com](mailto:emily.crerand@gmail.com)

Angela Struebing

Phone Number: (202) 320-3945

Email Address: [angelastruebing@gmail.com](mailto:angelastruebing@gmail.com)

### **Communication**

If you need to reach Emily by phone, she can be reached by phone from 9AM-7PM Monday through Friday. Should you contact her by email, please expect a response within 24 hours. Should you need to arrange a meeting with Emily, please call or email to arrange an appointment.

### **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](mailto: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>.

### **University Policy on Observance of Religious Holidays**

- Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance.
- Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations.
- Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities

### **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 <https://disabilitysupport.gwu.edu/>.

### **Title IX: Confidentiality and Responsible Employee Statement**

The George Washington University (GWU) and its faculty are committed to helping create a safe and open learning environment for all students. If you (or someone you know) have experienced any form of sexual misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available. GWU strongly encourages all members of the community to take action, seek support and report incidents of sexual misconduct to the Title IX Office. Please be aware that under Title IX of the Education Amendments of 1972, faculty members are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Mental Health Services through Colonial Health (counselors are available 24/7 at 202-994-5300 or you can make an appointment to see a counselor in person.). For more information about reporting options and resources at GWU and the community, please visit <https://haven.gwu.edu/>.

### **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**

Class attendance is mandatory. Class participation and attendance are factored into the overall grade.

### **Out-of-Class/ Independent Learning Expectation**

Over the course of the semester, students will spend at least 2 hours (100 minutes) per week in class. Required reading for the class meetings and written response papers or projects are expected to take up, on average, 7 hours (350 minutes) per week. Over the course of the semester, students will spend 25 hours in instructional time and 87.5 hours preparing for class.

### **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  
Interim Director, Political Management Program  
[larambrown@gwu.edu](mailto:larambrown@gwu.edu) | 202-994-5512

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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### Political Management Program Objectives

A Political Management degree prepares students to win campaigns for elective office and policy positions, and to do so in a manner that benefits democracy and society as well as their organization and clients.

In completing the degree, students will be able to:

1. Assess a political environment, develop a strategy to achieve specified goals, and execute that strategy;
2. Draw upon a repertoire of effective campaign communication skills;
3. Collect, evaluate, and incorporate empirical evidence to shape and optimize the strategy;
4. Find, engage, and motivate the right leaders, professionals, and citizens;
5. Recognize and work through recurring political dilemmas in a manner that upholds ethical standards and professional conduct.

### 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.

### Course Description and Overview

PMGT 6454.10 Fundraising and Budgeting will teach you the basics of campaign and nonprofit fundraising and budgeting. This class will expose you to everything from candidate call time to how to campaign finance law to direct mail fundraising.

### Course Learning Objectives

[Identify in specific and measurable terms what the student will know or be able to do as a result of participating in this course. Please note that there can be more than three learning objectives.]

1. Learn how to write a finance plan and prepare a fundraising budget
2. Learn how to make high dollar solicitations for nonprofit and campaign fundraising
3. Learn about the different components of fundraising and a finance plan

### Course Requirements

Students are required to actively participate in class discussions and come prepared with smart questions for guest speakers. Students are expected to participate in offsite field trips and to complete course reading.

### Evaluation and Grading

Assignment	Due Date	Weight
Quizzes and Assignments		15%
Final Project and Final Presentations	April 18 and 25th	50%
Attendance and Participation		35%
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**

Fundraiser Who Wanted More: The 5 Laws of Persuasion that Transforms Your Results by Rob Woods  
A Fundraiser’s Guide to Irresistible Communications by Jeff Brooks  
Power Questions: Build Relationships, Win New Business, and Influence Others by Andrew Sobel and Jerold Panas

### **Optional Supplemental Text and Learning Materials**

Articles may be distributed on a case by case basis.

### **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.

#### **January 17**

*Topic:* *Topic:* Course Description, Syllabus Review, Class Expectations, Intro to Fundraising and the Current Landscape, Demographics of Donors

*Speaker:* Crerand and Struebing

*In class activity:* Introductions (interview style), 10 ways to ask for money

*Assignment:* Select organization/candidate for your final project. Write a case statement of why it’s important to support your candidate or organization. Prepare one pager of top line goals. Give to an org/candidate – report back on acknowledgement – how could it be improved?

#### **January 24**

*Topic:* Candidate fundraising from the courthouse to the White House (also to cover microtargeting and engaging diverse audiences/expanding your donor universe)

*Speaker:* Jonathan Bronstein

*In class activity:* None

*Assignment:* Read the [Fundraiser Who Wanted More](#)

#### **January 31**

*Topic:* Writing a Finance Plan and Preparing a Fundraising Budget, Cash Flow and Projections– Overview of Fundraising Channels

*Speaker:* Liz Chadderon

*In class activity:* Bridging a budget gap/cash flow scenarios

*Assignment:* Work on campaign budget

#### **February 7**

*Topic:* PACs and Super PACs. c3 and c4’s and the influence of outside money on elections

*Speaker:* Tiffany Mueller of ECU and an association person

*In class activity:* None

*Assignment:* Make list of target organizations

### **February 14**

*Topic:* Campaign Finance Law and Nuts and Bolts of Fundraising (database management, campaign reporting, transparency)

*Speaker:* Steve Roberts (Holtzman Vogel) or Dan Backer Aristotle, NGP, Compliance Firm

*In class activity:* Quiz from last week's lecture on the PAC's.

*Assignment:* None

### **February 21**

*Topic:* Personal Solicitations and High Dollar Strategies

*Speaker:* Mike Smith

*In class activity:* Partner Asks

*Assignment:* Research a potential major donor and prepare a memo and call sheet of how you would approach this donor. How will you establish a relationship that will motivate this person to make a contribution?

### **February 28**

*Topic:* Events

*Speaker:* GOP event planner

*In class activity:* Start your event plan

*Assignment:* Read [A Fundraiser's Guide to Irresistible Communications](#)

### **March 7**

*Topic:* Direct Mail and Crafting Your Offer

*Speaker:* Richard Norman

*In class activity:* start direct mail appeal

*Assignment:* Write a direct mail appeal for your candidate or organization

### **March 14-** No class, Spring Break

Read [Power Questions](#). Be prepared to answer what you think the most impactful question is at beginning of next class.

### **March 21**

*Topic:* How digital is changing the fundraising world

*Speaker:* Anthony Bellotti

*In class activity:* Write emergency email appeal

*Assignment:* Craft email year end/FEC appeal and SEM ads for your chosen org/candidate and prepare communications schedule

### **March 28**

*Topic:* TM, Texting and DRTV

*Speaker:* Panel of speakers

*In class activity:* Write a solicitation phone script for your chosen org/candidate

*Assignment:* Write an event plan for your chosen org/candidate, target audience, timeline, marketing plan, event goals.

### **April 4**

*Topic:* The gigantic world of Non-Profit Fundraising

*Speaker:* from the Center

*In class activity:* Field Trip to Foundation Center (grants)

*Assignment:* How is candidate and non-profit fundraising different/the same?

**April 11**

*Topic:* More on Non-profit Fundraising

*Speaker:* Heritage Foundation or CATO/Red Cross

*In class activity:* Quiz on field trip from last week

*Assignment:* Work on final project

**April 18**

*Topic:* Final Project Presentations (10-15 min ppt)

*Speaker:* YOU

*In class activity:* Peer review of presentations

**April 25th - LAST DAY OF CLASS**

*Topic:* Final Project Presentations (10-15 min ppt)

*Speaker:* YOU

*In class activity:* Peer review of presentations

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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.*