

The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Political Management

Spring 2020

Class start/end date

January 13-April 27th, 2020

Fundraising and Budgeting

PMGT 6454.10

3 Credits

Thursdays 7:10-9:40PM

1776 G Street NW, Room TBD

BASIC INFORMATION AND RESOURCES

Instructor

Angela Struebing

Contact Information

Angela Struebing

Phone Number: (202) 320-3945

Email Address: angelastruebing@gmail.com

Communication

Angela is reachable via phone/text at 202-320-3945. Best times for a quick response are morning (I'm an early bird). Email works too but text is probably best. Appointments can also be arranged before/after 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. Email 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.

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 **Cosi** across the street on the corner 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 (120 minutes) per week in class. Required reading for the class meetings and written response papers or projects are expected to take up, on average, 5 hours (300 minutes) per week. Over the course of the semester, students will spend 25 hours in instructional time and 65 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. Todd Belt
Director, Political Management Program
tbelt@gwu.edu | 202-994-4363

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

Suzanne Farrand
Director of Academic Administration, GSPM
sfarrand@gwu.edu | 202-994-9309

THE COURSE

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 and spoken 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, email, 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 campaign finance law to direct mail fundraising.

Course 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 | | 25% |
| Final Project and Final Presentations | April 16 and 23 | 50% |
| Attendance and Participation | | 25% |
| 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
- Additional articles will be distributed on an ad hoc 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 16

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

Speaker: 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.
- Give to an org/candidate – report back on acknowledgement – how could it be improved?

January 23

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 and write a one page essay on what is the most applicable law to life and why

January 30

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

Speaker: Joe Lestingi and John Perell

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

Assignment: Work on campaign budget. Prepare one pager of top line goals.

February 6

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

Speaker: Danielle James and Jordan Wood

In class activity: None

Assignment: Make list of target organizations

February 13

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: Read A Fundraiser's Guide to Irresistible Communications

February 20

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 27

Topic: Events

Speaker: Lisa Spies

In class activity: Start your event plan

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

March 5

Topic: Direct Mail and Crafting Your Offer

Speaker: Struebing

In class activity: start direct mail appeal

Assignment: Write a direct mail appeal for your candidate or organization (includes all components of the package)

March 12

No class, Spring Break

Assignment: Read Power Questions. Answer the following in 2 pages or less: What's a Power Question and how does it differ from a regular question? What question would you use to establish trust with a donor (and why)? What question would help someone get to know your candidate or organization (and please answer it)?

March 19

Topic: How digital is changing the fundraising world

Speaker: Struebing

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 26

Topic: TM, Texting and DRTV

Speaker: Struebing

In class activity: Begin phone script

Assignment: Write a solicitation phone script for your chosen org/candidate

April 2

Topic: The gigantic world of Non-Profit Fundraising

Speaker: Struebing

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

Assignment: One page essay on How is candidate and non-profit fundraising different/the same?

April 9

Topic: Putting it all together

Speaker: Struebing

In class activity: read articles for discussion groups

Assignment: Work on final project

April 16

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

Speaker: YOU

In class activity: Peer review of presentations

April 23th - LAST DAY OF CLASS

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

Speaker: YOU

In class activity: Peer review of presentations

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.