

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: BUS 145 **Credits:** 3

Course Title: Principles and Practices of Fundraising

Course Description:

Examines nonprofit revenue sources. Provides students with practical knowledge to demonstrate fundraising and resource development skills and acumen.
Lecture 3 hours. Total 3 hours per week. 3 credits

General Course Purpose:

The purpose of this course is to introduce students to fundraising planning and techniques in the nonprofit philanthropic environment.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Demonstrate the role of fundraising in nonprofit organizations and society as a whole.
- b. Learn the major fundraising methods (broad-based solicitations, major donor campaigns, special events, grants) and the benefits, drawbacks, and appropriate audiences of each.
- c. Identify, share, explore and seek fundraising tools, methods, strategies and best practices for their own non-profit organization from the collective expertise of their classmates and colleagues.
- d. Develop a strategic fundraising plan that leverages the nonprofit's strengths to meet its fundraising goals.

Major Topics to Be Included:

- a. Introduction to Fundraising and Donor Behavior
- b. Developing an Integrated Fundraising Program
- c. Direct and Interactive Marketing for
- d. Building & Sustaining Relationships
- e. Securing the Gift
- f. Managing Fundraising Teams
- g. Management & Accountability

Effective Date/Updated: June 25, 2024