

# CALIFORNIA STATE UNIVERSITY, CHICO

Department of Health and Community Services

HCSV 579

Grant Writing and Fundraising Strategies

Course Syllabus

Fall 2009

INSTRUCTOR      John Cannan, Executive Director  
Emergency Services Foundation  
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OFFICE HOURS    Butte 620  
Monday, 9 to 10:50 am

CLASSES            Both classes in Butte 205  
Monday, 11 am to 1:50 pm  
Monday, 2-4:50 pm

TEXTS:              Both required:

                          John Cannan  
Grantwriting: Curriculum and Class Handouts  
CSU, Chico, Bookstore

                          Klein, Kim  
Fundraising for Social Change  
Chardon Press

## **COURSE OBJECTIVES**

By the end of the one semester course, each student will:

1. Become familiar with nonprofit organizations and how they operate.
2. Know how to research government agencies, private foundations and other funding organizations.
3. Understand how funders operate charitable giving programs.
4. Become familiar with project planning.
5. Develop a grant proposal that will include all of the following sections: summary, needs statement, introduction, objectives, methods, evaluation, future funding and budget.
6. Make presentations to the class on a grant and one other philanthropic topic.
7. Learn about fundraising methods other than grantwriting, including direct mail and special events.
8. Understand the basics of developing a diverse funding plan.
9. Know techniques to recruit volunteers and maintain a volunteer program.
10. Understand the basics of how boards of directors operate.
11. Be introduced to planned giving and charitable remainder trusts.
12. Be exposed to many of the fiduciary requirements of nonprofit organizations.

## **COURSE OUTLINE**

**Aug. 24**

Syllabus. 501(c)(3) agencies. Tips on project selection.

**Aug. 31**

No class for Labor Day

**Sept. 7**

Organizations that fund. Government funding. Four types of foundations.

ASSIGNMENT      Five nonprofit descriptions due

**Sept. 14**

Nine steps to writing a grant. Summary section. Writing activity. Writing tips.

**Sept. 21**

Using the internet to research funders. More on foundations. Review for quiz

ASSIGNMENT      Summary due.

**Sept. 28**

35-point quiz. Problem statements. Writing activity.

**Oct. 5**

Agency credibility section. Boardmanship. Collaborative projects.

ASSIGNMENT:      Problem statement due

**Oct. 12**

Objective and methods sections. Outcome based programs.

ASSIGNMENT:      Agency credibility section due

**Oct. 19**

The budget and funding sections. Income diversification.

ASSIGNMENT:      Objectives and methods sections due

**Oct. 26**

Logic models. Fundraising methods, direct mail, special events, planned giving.

ASSIGNMENT:      Budget and funding sections due

**Nov. 2**

No class due to campus furlough day

**Nov. 9**

Presentation of grant proposals.

ASSIGNMENT:      Logic models due.

**Nov. 16**

Presentation of grant proposals.

**Nov. 23**

Break for Thanksgiving

**Nov. 30**

Presentation of grant proposals.

ASSIGNMENT: Three funder research assignment due

**Dec. 7**

Presentation of grant proposals.

ASSIGNMENT: Final proposal due.

**Week of Dec. 14**

Final

## POINT VALUES

Five nonprofit descriptions	10 points
Summary	20 points
35-point quiz	35 points
Problem statement	20 points
Organization introduction	20 points
Objectives	20 point
Methods	20 points
Budget	20 points
Future funding	20 points
Logic model	30 points
Final proposal	100 points
Research on three funders	15 points
Presentation on proposals	50 points
Class evaluations	20 points
Final	100 points

### Scale for final grades

500 to 450	A
449 to 400	B
399 to 350	C
349 to 300	D
Below 300	F

### Guidelines for the grant proposal assignments

The longest sections in the grant are limited to two pages or fewer. Type should be 12-point, and margins should be at least 1-inch. Double-spaced or 1.5-spacing is allowed. Any assignment turned in that exceeds the guidelines below will be penalized half the total assignment score.

#### Two page assignments:

Summary  
Needs Statement  
Organization introduction  
Methods

#### One-page assignments:

Objectives  
Budget  
Future funding  
Logic model

### **Late assignments**

All assignments are due on the date listed. Assignments submitted within 24 hours of the due date will receive no more than half credit. Assignments submitted after that will receive no credit. The exception to this is class presentations, which can be given for half credit or less one week after the due date. Assignments can be turned in at class, during office hours, or at the department office, Butte 607. Email assignments will not be accepted without prior approval of the professor.

### **Absence, tardiness**

Your grade may be reduced by 10 points if you miss more than two sessions. A fourth absence will reduce your grade by a total 25 points. Tardiness counts as one-half an absence (two “tardies” equal one day absent). You may be dropped if you miss more than four sessions or if you miss two or more sessions before October.

### **Other special instructions**

#### **Description of five nonprofits**

Give nonprofit name and a brief description of the mission (one or two sentences). An easy assignment.

#### **Research on three funders**

Give name, address, phone, contact person, internet information, amount (funded yearly or total endowment), fields of interest and area commonly funded. The funders should have priorities that match the grant you wrote, though as an option you can show three that make grants in Northern California.

#### **Final grant presentation**

Seven to 12 minutes. Presenters should cover each section besides the summary. The best way to start is usually the “who, how much and what for.” The class will serve as the Board of Directors of a funding organization and will give each presenter written feedback. Professional composure and attire are rewarded.