

**PMGT220.10 – Fundraising  
Spring Semester 2009**

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George Washington University Graduate School of Political Management

Class hours: Tuesdays, 7:10 to 9:40 p.m., 2020 K St., NW, Room 13

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**Course 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, guest speakers and assigned readings and projects.

**Objectives:**

- 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.

**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 both by their written material and the strength of their oral arguments in support of their plan and strategic approaches.

**Grading:**

Class Participation: 15%

Attendance: 10%

Written Assignments: 30%

Final Project: 45%

**Required Reading:**

Political Fundraising, by Nancy Bocskor (pay instructor directly)

How to Write Successful Fundraising Letters, by Mal Warwick

Successful Fundraising, by Joan Flanagan

Soft Money, Hard Law, by Robert Bauer (teacher will provide for \$5 a copy)

Other readings will be assigned.

**Optional Textbook:**

Event Planning: The Ultimate Guide, by Judy Allen

**Other resources:**

Philanthropy News Digest: <http://foundationcenter.org/newsletters/>

Political Action Committee (PAC) info: [www.fec.gov](http://www.fec.gov), [www.opensecrets.org](http://www.opensecrets.org)

**Week 1: Tuesday, January 13, 2009**

Class Introduction – be prepared to introduce yourself to the class

- Course description and syllabus review
- Overview of fundraising techniques

For January 27:

- Read chapters 1, 2, 9 and 10 in Successful Fundraising

**NO CLASS FOR INAUGURATION DAY, January 20, 2009**

**Week 2: Tuesday, January 27, 2009**

An Introduction to Non Profit Fundraising

*Guest Lecturer: James Schmutz*

For next week:

- Read Mal Warwick's How to Write Successful Fundraising Letters

**Week 3: Tuesday, February 3, 2009**

Direct Mail Strategies

*Guest Lecturer: Shana Davidson*

For next week:

- Read chapter 12 in Successful Fundraising
- Homework: Write a fundraising letter
  - Include an outline of target audience, how you chose the message, and prepare collateral materials
  - Homework is due online or in person by COB on 2/10

**Week 4: Tuesday, February 10, 2009**

Corporate Fundraising

*Guest Lecturer: Bridget Hankin Daly, Fundraising Director of KaBOOM!*

For next week:

- Read chapters 13 and 14 in Successful Fundraising

**Week 5: Tuesday, February 17, 2009**

Writing Grant Proposals and Researching Foundations

*Guest Lecturer: Lynn O'Connell*

**Week 6: Tuesday, February 24, 2009**

Event Planning

*Nancy Bocskor*

For next week:

- Read chapters 5 and 8 in Successful Fundraising

**Week 7: Tuesday, March 3, 2009**

Major Donors and High Dollar Strategies

*Guest Lecturers: Paige Lance Hahn and Stephen Clouse*

For next week:

- Homework assignment: Research a potential major donor and prepare a memo outlining how you would approach this donor – what will motivate this person to make a contribution? (3 pages maximum)
- Homework is due by COB on 3/10 online or hand in during class
- Read the “PAC Manual” (instructor to provide)

**Week 8: Tuesday, March 10, 2009**

PAC Fundraising

*Guest Lecturer: David Rehr, President of the National Association of Broadcasters*

**NO CLASS TUESDAY, MARCH 17, 2009 FOR SPRING BREAK**

**Week 9: Tuesday, March 24, 2008**

Writing a Finance Plan and Preparing a Fundraising Budget

Fundraising for the national parties and campaigns

*Guest Lecturer: Stephanie Berger, Berger Strategies (tentative)*

For next week:

- Prepare a one page memo outlining your final project: what organization./project/campaign will you choose? Please describe and be ready to discuss on

**Week 10: Tuesday, March 31, 2009**

Psychology of Fundraising

*Guest Lecturer: Amy Showalter*

Discussion about Final Project Outlines

For next week:

- Read chapters 3, 6 and 7 in Successful Fundraising
- Read: The Political Consultants’ Online Fundraising Primer from the Institute for Politics, Democracy & the Internet
  - [http://www.ipdi.org/UploadedFiles/online\\_fundraising\\_primer.pdf](http://www.ipdi.org/UploadedFiles/online_fundraising_primer.pdf)

**Week 11: Tuesday, April 7, 2009**

Internet Fundraising Strategies

*Guest Lecturer: Jen Stolp, Campaign Solutions*

Telemarketing Strategies

*Guest Lecturer: Phil Smith, Captel*

For next week:

- Write a telemarketing script and an internet fundraising appeal
- Read Bob Bauer's book, Soft Money, Hard Law
- Read Dr. Anthony Corrado's "History of Campaign Finance"
  - <http://www.brookings.edu/gs/cf/sourcebk01/HistoryChap.pdf>

**Week 12: Tuesday, April 14, 2009**

Election Law

*Guest Lecturer: Bob Bauer, Perkins Coie Law Firm*

Read Bob's bio at: <http://www.perkinscoie.com/bios/bauer.htm>

*In-class quiz: Campaign Finance*

**Week 14: Tuesday, April 21, 2009**

Database Management & List Acquisition

*Guest Lecturer: Bob Blaemire*

Final Project Review