

# Building Nonprofit Capacity: Fundraising

## Assignment 1

**Professor:** Dr. Julie A. Pietroburgo, Visiting Fulbright Professor

**Objective:** To give students experience in preparing persuasive communications that will be effective in raising critical funds for important causes.

**Resources:** Students will refer to readings and class notes to prepare this assignment (especially notes/materials from class 6). In addition, Chapter 9 of the readings provides useful guidance in preparation of fundraising letters.

### Exercise Description:

1. Students will review the Case Statement for Niagra Hospice House which may be found at [http://www.capitalcampaigns.com/case\\_statements/case\\_hospice\\_house.php](http://www.capitalcampaigns.com/case_statements/case_hospice_house.php)
2. Students will prepare a fundraising letter appropriate for distribution via direct mail to the mid-range donors of the hospice organization (those who have in the past annually supported the organization with gifts of \$200 or less), requesting that they support the “Wings of Serenity” Campaign. Keep in mind that large donors will be approached through a personal solicitation campaign; the intent with this direct mail letter would be to encourage the support among the large base of donors who annually give much smaller gifts.
3. Your letter should be as long as necessary (and no longer) to explain the campaign, establish the need, make a specific request for funds and describe how the funds will be used. Brevity, directness and persuasiveness are important as is personalization of the request.

**Grading:** A total of 50 points is possible for this exercise. Criteria for grading of the exercise include:

- Completeness (are all critical elements of an effective fundraising letter included)
- Persuasiveness (does the letter present a compelling portrayal of a need and reason for giving)
- Quality of written product
- Timely submission