

# Building Nonprofit Capacity: Fundraising

## Assignment 2

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

**Objective:** To give students experience in selecting and developing appropriate tactics for raising critical funds necessary to a nonprofit organization's capital project.

**Resources:** Students will refer to readings and class notes particularly from classes 6 and 7. In addition, Chapters 8, 9, 11 and 13 of the readings from the Seltzer text, "Securing your Organization's Future" provide useful guidance in developing specific fundraising tactics.

### Exercise Description:

1. Students will review the Case Statement for the Ronald McDonald House Capital Campaign which may be found at  
  
[http://www.capitalcampaigns.com/case\\_statements/case\\_mcdonald\\_house.php](http://www.capitalcampaigns.com/case_statements/case_mcdonald_house.php)
2. Students will consider the various fundraising techniques we have discussed; i.e. personal solicitation, internet solicitation and special events and determine which will best foster giving among mid-range donors to the Ronald McDonald House (those who annually have given between \$200 and \$500 to the organization). Two techniques will be selected and described.. A paper of at least three pages will be prepared describing and justifying these tactics as they apply to the Ronald McDonald House capital campaign. This paper may be thought of as a preliminary fundraising plan for the campaign.
3. Your paper should explain the tactics (what they are and how they will be carried out) and justify their use in effectively raising the necessary monies.

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

- Completeness (are the three elements described in sufficient detail)
- Accuracy (do the descriptions of the tactics comply with established fundraising practice as described in class and readings)
- Justification (does the plan appropriately support these tactics as most effective in raising the necessary funds)
- Quality of written product
- Timely submission