

IST2095 – Spiritual Foundations for Fundraising

Fall Term 2017

A two-credit hybrid course requiring about 6 hours per week

Instructors: Dr. Tom Wolfe

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This course is designed to equip future congregational and non-profit leaders for effective fundraising. Students will learn fundraising methodologies grounded in the theology of Christian Stewardship and general principles of Philanthropy. Core themes include:

- An exploration of Biblical perspectives on money and stewardship
- Consideration of the theological issues regarding scarcity and abundance
- Practical aspects of fundraising, stewardship, and donor acquisition and retention

Credit:

This course may be taken for a letter grade or pass/fail. Instructors must be notified of the student's choice by Friday of the second week of class.

Grading Criteria:

Students who fail to participate by posting as required each week may be asked to withdraw; missing the online conversation for two weeks or more will generally result in removal from the course.

Final grades are based on the following:

1. Online participation: 40%
2. In-class participation (Gathering Days): 20%
3. Written assignments and presentations: 40%
 - a. Case Study "Seed" (presented during Gathering Days) 10%
 - b. Contextual Case Study (final paper, 8-10 pp) 30%

Written Assignments:

By the end of Week 4, students will identify an organization on which they will focus their own Case Study work. This organization may be real or imagined (or an organization that they would like to lead in the future).

Students will prepare a **Case Study "Seed"** to be presented and discussed during Gathering Days. This case study will identify theologically valid, helpful ways to engage in conversations about finances within their identified organization. This assignment requires a 2-3 page paper which outlines the theological, Biblical, and/or economic foundations for financial stewardship and fundraising for that organization as appropriate. If resources are cited, a Bibliography or

Works Cited page is required in addition to the minimum page requirement. This will comprise 10% of the student's overall course grade.

Students will prepare a final paper comprised of a **Contextual Case Study** (8-10 pp. double-spaced). This case study will provide an overall approach to fundraising/stewardship within an organization of the student's choosing (real or imagined). Drawing on course materials and discussions, the Contextual Case Study should include clear engagement with theological issues present within the organization, including:

- Relevant elements from the "Seed" document;
- Plans for assessing organizational readiness and engaging donors;
- Maintaining momentum, including identification of potential obstacles and thoughts about addressing them;
- Ideas for creating an atmosphere of abundance;
- As appropriate, identification of existing paradigms and strategies for creating paradigm shifts in the organization;
- Specific long-term stewardship approaches that might be most appropriate for the organization, based on all of the above.

This is a formal paper; please ensure that it is double-spaced, with one-inch margins. If you utilize charts or graphs, be sure that they do not interfere with the overall page count requirement (in other words, an eight-page paper that includes two pages of images would be graded as a six-page paper, which is below the minimum page requirement). If resources are cited, a Bibliography or Works Cited page is required in addition to the minimum page requirement. This will comprise 30% of the student's overall course grade. Students may propose innovative responses to this assignment to the instructor(s) by the end of Week 7.

ADA:

Iliff engages in a collaborative effort with students with disabilities to reasonably accommodate student needs. Students are encouraged to contact their assigned advisor to initiate the process of requesting accommodations. The advising center can be contacted at advising@iliff.edu or by phone at 303-765-1146.

Course Texts & Readings:

- *A Spirituality of Fundraising* by Henri Nouwen and John Mogabgab – **required purchase – around \$10.00**, ISBN 978-0835810449 (also available on Kindle, and there are quite a few used copies listed on Amazon)
- *The Steward: A Biblical Symbol Come of Age* by Hall (Eerdman's), – **required purchase – around \$25.00**, ISBN 978-1592447664 (there are quite a few used copies listed on Amazon)
- *Imagining Abundance – Fundraising, Philanthropy, and A Spiritual Call to Service* by Kerry Alis Robinson – **required purchase – around \$15.00**, ISBN 978-0814637661 (also available on Kindle, and there are quite a few used copies listed on Amazon)
- *Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals* by Darian Heyman – **required purchase – around \$21.00** ISBN 978-

0470285961 (also available on Kindle, and there are quite a few used copies listed on Amazon)

Additional readings will be posted as pdf files on the Canvas course site. *Based on student responses and the ways in which the course progresses, some minor adjustments may be made during the course to the readings specified below.*

	THEME	READINGS & INSTRUCTOR PRESENTATIONS	WEEKLY NOUWEN	REFLECTION POSTS
Week 1	The role of the nonprofit	<p>(18 pp + vid)</p> <p>Readings from <i>Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals</i>:</p> <ul style="list-style-type: none"> • <i>Intro to Part 1</i> (4 pp) • Chapter 1, <i>The Role of Nonprofits in American Life</i> (14 pp) <p>Barlow - Online Course Overview</p>	<i>Preface and Acknowledgments</i> (8 short pages total)	Student expectations and hopes for this course; their experiences and frustrations in the past
Week 2	Theological Foundations I – Historical Contexts; personal investment and involvement; mistakes along the historical path – how our understanding of this became broken	<p>(33 pp)</p> <p>Reading from <i>Growing Givers' Hearts</i>:</p> <ul style="list-style-type: none"> • Chapter titled <i>A Brief History of Christian Fundraising</i> (13 pp) <p>Reading from <i>Imaging God</i></p> <ul style="list-style-type: none"> • Introduction: <i>Reimagining Ourselves</i> (20 pp) 	<i>Fundraising as Ministry</i> (8 short pages)	Initial posts on the dynamics of finances and religious organizations
Week 3	<p>Theological Foundations II – The Concept of Stewardship; Abundance & Scarcity</p> <p>Assignment Overview for Week 5: Short Case Studies</p>	<p>(39 pp)</p> <p>From <i>Imagining Abundance</i></p> <ul style="list-style-type: none"> • Introduction • Chapter 1 (16 pp) <p>Reading from <i>Imaging God</i></p> <ul style="list-style-type: none"> • Chapter 2: <i>Imago Dei: The Scriptural Background</i> (23 pp) <p>Barlow – short framing video</p>	<i>Helping the Kingdom Come About</i> (3 short pages)	The scarcity trap; reality of giving potential
Week 4	<p>Theological Foundations III – Economics and Theology</p> <p>Case Study work continues</p>	<p>(27 pp + vid)</p> <p>Reading from <i>Economics in Christian Perspective</i></p>	<i>Our Security Base</i> (8 short pages)	Imagining Abundance ties directly to Nouwen; reflection on key issues that overlap

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	<i>Minimize assignments so students have time to prep for next week</i>	<ul style="list-style-type: none"> Chapter 1: Christian Faith in Relationship to Economic Activity (12 pp) <p>Readings from <i>Imagining Abundance</i></p> <ul style="list-style-type: none"> Chapter 4, <i>Worthy of Generosity</i> (9 pp) Chapter 5, <i>Money Follows Mission</i> (7 pp) <p>SIFR video re nature of money</p>		
Week 5 Gathering Days	<p>Who Gives & Why; Donor relationships; Making the Ask</p> <p>In-class Presentations: Short Case Studies</p> <p>Gathering Days; our sessions in 2017 are: Wed 10/11 1:00-5:00pm Thu 10/12 8:00-noon</p>	<p>(34 pp) + class time on campus</p> <p>Readings from <i>Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals</i></p> <ul style="list-style-type: none"> Chapter 18, <i>Fundraising: Knowing When to Do What</i> (19 pp) Chapter 19, <i>Individual Donor and Major Gift Strategies</i> (15 pp) <p>Class discussion largely led by Dr. Wolfe</p>	<i>People Who Are Rich</i> (8 short pages)	(perhaps a post-GD reflection, but probably not)
Week 6	Leadership Skills & Approaches; Organizational Readiness	<p>(11 pp + vid)</p> <p>Readings from <i>Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals</i></p> <ul style="list-style-type: none"> Chapter 3, <i>On Leadership in the Nonprofit Sector</i> (11 pp) <p>Barlow Online Lecture Series: Assessing Organizational Readiness (series</p>	<i>Asking</i> (5 short pages)	Experiences in organizations; ready vs. unready

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		of short videos totaling around an hour – moved to Week 7 after the load of Gathering Days)		
Week 7	Obstacles & Answers	(34 pp) Reading from <i>Imagining Abundance</i> <ul style="list-style-type: none"> Chapter 2, <i>Obstacles to Development</i> (7 pp) Chapter 3, <i>Before and After</i> (4 pp) Reading from <i>Economics in Christian Perspective</i> <ul style="list-style-type: none"> Chapter 9: Work and Vocation (23 pp) 	<i>A New Communion</i> (7 short pages)	Leadership as vocation Sharing final project outline with colleagues
Week 8	Paradigms in Fundraising	(~30 pp per student) Readings from a variety of sources, split among group members Barlow Online Lecture: Paradigms as Tools for Change	<i>Prayer & Gratitude</i> (5 short pages)	Rich vs poor organizations – paradigms, distinctives, correctives Group feedback on final project
Week 9	Paradigms in Stewardship – The Long View	(44 pp) Reading from <i>The Steward: A Biblical Symbol Come of Age</i> <ul style="list-style-type: none"> Introduction (23 pp) Chapter II: <i>Reflections on the Historical Treatment of Stewardship</i> (21 pp) 	<i>Your Kingdom Come</i> (two paragraphs)	The Self as Steward; integrating the organization and the individual
Week 10	Wrap-up; final thoughts and reflections <i>Short week – very light</i>	(32 pp) Reading from <i>The Steward: A Biblical Symbol Come of Age</i>	(none)	Wrap-up; reflect on course expectations and learnings Focus on finishing final paper

	THEME	READINGS & INSTRUCTOR PRESENTATIONS	WEEKLY NOUWEN	REFLECTION POSTS
	<i>load; term ends Friday</i>	<ul style="list-style-type: none"> Chapter V: <i>Enlarging Our Vision</i> (32 pp) 		
Sunday following quarter end	Final Paper due to Tom Barlow at tbarlow@iliff.edu or submit through Canvas	(This is two days past the end of the term on Friday)		