Course Overview: The purpose of this course is to further enhance your understanding of non-profit fundraising, planning, and success. The course will primarily focus on donor solicitation, speaker events, and fundraising strategy to develop your communication and general business skills. All students are expected to participate in activities and programs sponsored by the class. In addition, we will broaden the expectations of this class to include activities that will benefit the Scholars program as a whole and look to improving the Community Service aspect of the program.

Structure of the Class: This class will meet approximately once a week as scheduled. If you are unable to make this time, an alternative time will be scheduled. Students are expected to work cooperatively with their partners and meet weekly deadlines. The majority of time commitment will take place outside of class. This will include visiting local businesses, presenting to potential donors, following up on leads, making cold calls, and assisting at Scholars fundraising events. Students must be responsive to communication and update on their progress in a timely manner. There are six (6) general areas that you will self select into. This is explained later in this document. Additionally, at the end of the course, each pair will present a brief (10-minute) presentation to the class summarizing their progress throughout the semester and their overall take-away from the course.

Grading Policy: This is a Pass/Fail class. Passing is contingent on appropriate participation and effort throughout the semester. In addition each team will be required to submit deliverables throughout the semester. Goals for each team will be clearly defined at the beginning of the semester. Meeting these goals constitutes passing the class. A peer evaluation will also be administered.

Fundraising Expectation: This semester, our goal is to raise $2,500. Funds can be raised through local donor solicitation, as well as the solicitation of any businesses or individuals that you may have personal connection with. Additionally, any in-kind (goods/services) donations received will be used for the Scholars fundraising events.

General Expectations:
- **Be responsive**- to emails, text messages, phone calls, requests for help, etc.
- **Meet deadlines**- If you feel like you won’t make one, give advance notice.
- **Ask questions**- If something seems unclear or if you feel like there might be a better way to approach something.
- **Be accountable** for your work and commitments- if you agree to have something done, make sure that it’s done. If you’ve over-extended yourself and realize that you may have taken off more than you can chew- acknowledge and ask for help before it becomes an issue.
Teams:

1. **“Dark in the Park”/Grant Writing Team (2-3 People)** – This team will have a dual purpose. A group of high-school students are organizing an event at Rec Park for the OurSpace project. This event will be held on Saturday, October 25. This team will work directly with the high school students to make this happen. More information will be provided. In addition, this team will continue the work of previous students in seeking and writing grants in order to help get donations. Grant writing is a valuable skill, and grants can be a very valuable avenue for the program. Laurie Norell (Major Gifts Officer, SOM) has offered assistance here. We have secured the Wendy’s Walk for Kids grant for 2015. More information is provided below.

   **Deliverables***
   1. Successful Dark in the Park event.
   2. Proper documentation of all meetings, including (but not limited to): persons attending, date, time, place, purpose of meeting, meeting notes, any To Do items.
   3. Submission of 1-2 appropriate grants.
   4. 2-3 page summary of what was accomplished during the semester.

2. **Cold-Calling (10-12 People, groups of 2 each)** – Cold-Calling is still the bread and butter of this class, so this will be the focus for about half the class. We have multiple lists of businesses to work from. Time will be spent in class on proper cold-calling techniques. Documents will also be made available.

   **Deliverables***
   1. Contact 10-20 local businesses, proper documentation of efforts and full faith effort in solicitations.
   2. 2-3 page summary of what was accomplished during the semester.

3. **Marketing Materials (4-6 People)** – This team will work on creating various marketing materials, mainly flyers and brochures, for events and the program as a whole. People with marketing experience are encouraged for this role. In addition, this team will be working with Nick Miller (VP of Communication).

   **Deliverables***
   1. Brochure (infographic) summarizing past Community Service projects. You will work with the Historical Research team for this information.
   2. Brochure for the PwC Scholars program as a whole. Your target market should be incoming high school students, their parents and (possibly) potential sponsors.
   3. Brochure explaining the PwC Scholars role in the OurSpace project.
   4. Flyer for Date Auction (if needed, coordinate with Rachel Kuhl).
   5. There are A LOT of marketing documents out there. This team will also be responsible for consolidating, organizing and indexing all of these. We have flyers for each fundraising event, as well as for past community service projects, among others. You will need to reach out to many different people in the Scholars program to access all of these documents.
   6. 2-3 page summary of what was accomplished during the semester.

*Information provided here is a brief summary. Deliverables should include more information than is provided here. Deliverables will be specific to the team you work with.*
4. Wendy’s Walk for Kids (WWfK) (2-3 people) – Thanks to Saba Siddiqui and Shreya Suri’s efforts (in 2013) the OurSpace project has been named one of the four charities to benefit from the 2015 Wendy’s Walk for Kids, along with all of their fundraising efforts. In 2013, WWfK distributed over $245,000 to four charities. As a recipient charity, we are now partners with WWfK. As partners we are required to assist in several of the events and fundraising activities they already have planned.

Raise money for WWfK through selling Gertrude Hawk chocolate bars and water. We need to think creatively about how to most effectively do this. It would be ideal if we could find businesses to sell the chocolate and sell an entire case rather than by the bar. In 2013, WWfK raised over $30,000 (in profit) selling chocolate bars alone. This is a large part of all of the funds raised.

Up Coming Events:

Wed., Sept. 17, 2:30-6:30pm. Help with the Doug’s Fish Fry event at Toys R Us in Johnson City.
Tues., Oct. 14, B-Sens Charity Golf Tournament

Deliverables*

1. Written goal of what is expected to be accomplished this semester.
2. Preliminary list of creative ways to sell chocolate bars and water (i.e a table at Sam’s Club or Wal-Mart, at on campus events, etc.).
3. The implementation of 4-5 creative ways to sell chocolate and water.
4. Another option is to create an on campus event (5K, Challenge Course, hula hoop contest, ice-bucket challenge, etc.) in which WWfK is the beneficiary. We can create this event so that we can choose the local charity to benefit each year.
5. Proper documentation of all meetings, including (but not limited to): persons attending, date, time, place, purpose of meeting, meeting notes, any To Do items.
6. 2-3 page summary of what was accomplished during the semester.

5. Historical Research (2 people) – This team will research our past Community Service projects, including speaking with the Executive Director that we worked with for previous projects, contacting the e-board of the Scholars program responsible for the project, collecting pictures, and working with BU media personnel to gather newspaper articles and pictures, etc. This team should also investigate if our past projects need any TLC. This team will also work with our website designers to get this information on the website as well as creating a formal document for this information. Jake Weiss has started some of this research. This group will work with Jake.

Deliverables*

1. 1-2 page summary of each project, including names of e-board members, quotes, summaries from as many e-board members as possible, quotes from the Executive Director (or another individual from the local organization) and quotes from BU media personnel.
2. Proper documentation of all meetings, including (but not limited to): persons attending, date, time, place, purpose of meeting, meeting notes, any To Do items.
3. Pictures from each project. A photo album for each project should be created and added to the Google Docs.
4. 2-3 page overall summary of all of the projects.
5. 2-3 page summary of what was accomplished during the semester.

*Information provided here is a brief summary. Deliverables should include more information than is provided here. Deliverables will be specific to the team you work with.
6. **Researching Future Projects (2-3 people)** – This team will focus on the future of the Community Service Project for the PwC Scholars program. Time will be spent reaching out to local organizations for potential projects, as well as setting up a process for selecting projects. Time should be spent detailing the types of projects that are best suited to the Scholars program. This team should also spend time learning about the Philanthropy Incubator and other related campus organizations.

**Deliverables**

1. Preliminary list of potential local organizations and a final list of the organizations you contacted.
2. Proper documentation of all meetings, including (but not limited to): persons attending, date, time, place, purpose of meeting, meeting notes, any To Do items.
3. Summary of potential projects for the Scholars to consider, including preliminary budget, details regarding what each project entails, time frame, etc.
4. 2-3 page summary of what was accomplished during the semester.

*Information provided here is a brief summary. Deliverables should include more information than is provided here. Deliverables will be specific to the team you work with.*