Course Description

Reviews the theory and practice of fundraising in sport-related fields and provides specific, helpful ideas for conducting fundraising activities in sports business. Combines fundraising theory and practical advice so learners can organize and develop fundraising plans.

Course Textbook


Course Learning Outcomes

Upon completion of this course, students should be able to:

1. Explain the fundraising process, to include the importance of fundraising.
2. Explain the nature and principle of sport business.
3. Identify different types of fundraising methods.
4. Develop practical fundraising plans in sport programs and/or events.
5. Discuss varied methods for implementing potential fundraising plans.
6. Create a fundraising plan that includes how to induce potential sponsors.
7. Recognize publicity and promotional tactics.
8. Discuss personnel management in the operation of fundraising projects.
9. Examine key legal issues that include, but are not limited to, liability concerns, risk management, and insurance matters.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Study Guide**: Each unit contains a Study Guide that provides students with the learning outcomes, unit lesson, required reading assignments, and supplemental resources.
2. **Learning Outcomes**: Each unit contains Learning Outcomes that specify the measurable skills and knowledge students should gain upon completion of the unit.
3. **Unit Lesson**: Each unit contains a Unit Lesson, which discusses lesson material.
4. **Reading Assignments**: Each unit contains Reading Assignments from one or more chapters from the textbook and/or outside resources.
5. **Suggested Reading**: Suggested Readings are listed in each unit’s study guide. Students are encouraged to read the resources listed if the opportunity arises, but they will not be tested on their knowledge of the Suggested Readings.
6. **Learning Activities (Non-Graded)**: These non-graded Learning Activities are provided to aid students in their course of study.
7. **Discussion Boards**: Discussion Boards are part of all CSU term courses. More information and specifications can be found in the Student Resources link listed in the Course Menu bar.
8. **Unit Assignments:** Students are required to submit for grading Unit Assignments in Units I-VIII. Two assignments are present in Units I-III and Unit VI. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with each assignment. Specific information about accessing these rubrics is provided below.

9. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

10. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

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**CSU Online Library**

The CSU Online Library is available to support your courses and programs. The online library includes databases, journals, eBooks, and research guides. These resources are always accessible and can be reached through the library webpage. To access the library, log into the myCSU Student Portal, and click on “CSU Online Library.” You can also access the CSU Online Library from the “My Library” button on the course menu for each course in Blackboard.

The CSU Online Library offers several reference services. E-mail (library@columbiasouthern.edu) and telephone (1.877.268.8046) assistance is available Monday – Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm. The library’s chat reference service, Ask a Librarian, is available 24/7; look for the chat box on the online library page.

Librarians can help you develop your research plan or assist you in finding relevant, appropriate, and timely information. Reference requests can include customized keyword search strategies, links to articles, database help, and other services.

**LibGuides**

Click here for the LibGuide for this course.

Think of a LibGuide (a Library Guide) as a mini-website to help you with your assignments. It has relevant information such as databases, eBooks, and websites specific to your courses. If you have any questions, please reach out to your friendly library staff.

**Unit Assignments**

**Unit I Proposal**

The focus of this course will be on creating a sport fundraising plan, which will be submitted in parts throughout the course. The final sport fundraising plan will be submitted as a complete project in Unit VII.

For this assignment, you will write a proposal for a sport fundraising campaign/event. You should not base your plan on an existing event, but you may use an existing campaign/event as a guide; you must be creative with the name and event type. In addition, the campaign/event must support a sport program’s cause. You may use any of the ideas suggested in the textbook. If you use the textbook, make sure to cite it as a reference, along with any other sources you may use. This proposal will be the foundation for the sport fundraising plan that you will be building throughout the course.

Your proposal should be a minimum of two pages in length. Use APA format, and include a title page and a reference page. The title page and reference page will not count toward meeting the two-page minimum requirement.

Submit a proposal for what your fundraising event/campaign will be for this course. The following areas should be addressed in your proposal:

- name of campaign/event,
- location of campaign/event,
- potential dates for the campaign/event,
- potential fundraising goal for the campaign/event,
- direct beneficiaries of the campaign/event, and
- purpose/background of this event and the reason why you chose this campaign/event.
You should also consider the following when writing your proposal:

- All items above should be included and thoroughly developed.
- Ideas should be arranged logically and clearly and should be in support of the proposed campaign/event.
- Analysis should be insightful with strong arguments that apply course concepts.
- Your writing should be clear and concise with excellent use of grammar, spelling, and punctuation.
- You should use APA format for all of your work.
- Opinions can be included; however, first person should not be used.

Information about accessing the grading rubric for this assignment is provided below.

**Unit I Essay**

Submit a two-page essay entitled “The Fundraising Process.” Your essay should discuss the importance of fundraising as well as the nature and principle of sport business.

You may use the textbook, online sources, articles from the CSU Online Library, and/or resources from your local library to support your essay.

When writing your essay, please consider the following:

- Your introduction should be engaging and should clearly summarize the topic.
- Your discussion should display critical thinking about the topic and use transitions correctly.
- Your ideas and points should be organized and presented logically.
- Your writing should be clear and concise with excellent use of grammar, spelling, and punctuation.
- You should use APA format for all of your work.
  - A title page and reference page should be present.
- Opinions can be included; however, first person should not be used.

Information about accessing the grading rubric for this assignment is provided below.

**Unit II Course Project**

**Sport Fundraising Plan: Sections 1 and 2**

The final project in Unit VII requires that you submit a sport fundraising plan. This detailed plan will be based on the proposal you submitted in Unit I, and the plan will outline the fundraising campaign/event of your creation that will support a sport program. A fundraising plan can take many forms; however, for this assignment, a template has been provided for you to use. The information found on pages 19–30 in your textbook regarding the structure and content of a fundraising plan may not look exactly like the template (below) for the assignment, but the information may still provide basic information about what should be included in your fundraising plan.

You will begin by using the sport fundraising plan template. Click here to access the template. (If you have difficulty accessing the sport fundraising plan template, or if you have questions about what part of the template you should be completing in each unit, contact your professor for assistance.)

Be sure to review any suggestions or feedback provided by your professor in regard to the proposal you submitted in Unit I. Using the provided template (above), you will complete the sections as assigned in Units II-VII; in each unit, you will submit the most up-to-date version of the template, which should contain the newly added sections as well as any sections completed in previous units. In Unit VII, you will add your table of contents and make any final revisions before making your final submission.

For the Unit II Course Project, complete Sections 1 and 2 in the sport fundraising plan by using the template above, and submit the document for grading. Each section should be a minimum of one page in length.

Section 1: Explain who the campaign/event will benefit, what the proceeds will go toward, and where the event will be held. (Example: ABC Organization will hold a 5K event in Your City to raise money for underprivileged children who wish to participate in XYZ sport. ABC Organization has held events for the last decade, and the organization’s successes are XYZ.)
Section 2: Explain why fundraising is necessary for your sport fundraising campaign/event. Consider adding statistics from past research that represent the actual need. (Example: ABC Organization wants to raise funds for children who need assistance paying for local club sports teams due to economic and demographic circumstances. Approximately, 33% of children interested in local club sports come from families who fall below the poverty line.)

Please consider the following as you complete the assignment:

- Content should be highly relevant, informative, and remain on topic.
- All assigned tasks should be addressed and proficiently completed.
- Accuracy should be excellent, and close attention to detail should be clearly evident in all parts of the assignment.
- Your writing should be clear and concise with excellent use of grammar, spelling, and punctuation.

Information about accessing the grading rubric for this assignment is provided below.

**Unit II Essay**

Imagine that you are the athletic administrator for the campaign/event you chose in Unit I. As the athletic administrator, write an essay on the selection process for assembling an effective fundraising department.

You will first write a brief introduction about the fundraising department for your chosen fundraising campaign/event. Discuss the size of the team, the number of committees that will be needed, the number of volunteers that will be needed, and the resources that will be needed for the campaign/event.

Also, athletic administrators have to follow a three-step process, which involves conducting preliminary evaluations, reviewing resumes, and conducting interviews. Keeping this in mind, you will write 10-15 interview questions to ask in order to select the members for the fundraising event. For each question, give a brief explanation of why you need to ask that question.

Your introduction, interview questions, and justifications for the questions should be a minimum of two pages in length.

You may use the textbook, online sources, articles from the CSU Online Library, and/or resources from your local library to support your essay.

When writing your essay, please consider the following:

- Your introduction should be engaging and should clearly summarize the topic.
- Your discussion should display critical thinking about the topic and use transitions correctly.
- Your ideas and points should be organized and presented logically.
- Your writing should be clear and concise with excellent use of grammar, spelling, and punctuation.
- You should use APA format for all of your work.
  - A title page and reference page should be present.
- Opinions can be included; however, first person should not be used.

Information about accessing the grading rubric for this assignment is provided below.

**Unit III Course Project**

**Sport Fundraising Plan: Sections 3 and 4**

Based on your professor’s feedback, make updates to Sections 1 and 2 of your sport fundraising plan.

Complete Sections 3 and 4 in the sport fundraising plan template, and submit your updated fundraising plan for grading (Sections 1–4 should be included).

Section 3: Develop a SWOT (strengths, weaknesses, opportunities, threats) analysis for your chosen fundraising campaign/event. For more information on how to develop this section, you can refer to pages 22–24 in your textbook, or you may search for examples online. You should clearly define each section of the SWOT analysis for your fundraising plan. Section 3 should be a minimum of two pages in length.
Section 4: Explain how you plan to develop this fundraising program; elaborate on how personnel will be organized and how each member will collaborate with others. (For example, clearly define how many staff members will be needed, what job titles and job roles will be, if a board and/or volunteers will be needed, and which systems will be in place for groups to communicate with others.) Section 4 should be a minimum of one page in length.

Please consider the following as you complete the assignment:

- Content should be highly relevant, informative, and remain on topic.
- All assigned tasks should be addressed and proficiently completed.
- Accuracy should be excellent, and close attention to detail should be clearly evident in all parts of the assignment.
- Your writing should be clear and concise with excellent use of grammar, spelling, and punctuation.

Information about accessing the grading rubric for this assignment is provided below.

**Unit III PowerPoint Presentation**

Volunteers must be educated about their roles and responsibilities as members of the fundraising team for your campaign/event. Create a professional PowerPoint presentation that will provide volunteers with relevant information about the organization and will define volunteers’ roles.

You are expected to use bullets, images, and the slide notes feature (to elaborate on the information that is present on each slide). Your presentation should be at least seven slides in length, not counting the title slide and the reference slide.

Include the following in your presentation:

- Slide 1: The title slide will include the presentation’s title, your name, and the university name.
- Slide 2: Include the organization’s mission statement.
- Slide 3: Outline and define the positions that volunteers can fill leading up to, during, and/or following the fundraiser.
- Slide 4: Outline the time commitment that will be needed (e.g., hours, days, weeks, months, schedule).
- Slide 5: Explain how volunteers can benefit from the fundraising effort.
- Slide 6: Identify the purpose of the fundraiser (e.g., priorities, cause, beneficiaries).
- Slide 7: List all references in APA style.

Be sure to consider the following as you create your presentation:

- Your presentation should show originality and inventiveness, and the content and ideas should be presented in a unique and interesting way, demonstrating thorough analysis and development of the topic.
- The organization of the presentation should result in clarity and present logically arranged points to support the proposed solution. Related ideas should be well-grouped, and transitions between ideas should flow smoothly.
- All graphics and texts should be appropriate and attractive and support the theme and content of the presentation. Background use should be consistent, appropriate to topic, and not distracting.
- Your writing should be clear and concise with excellent use of grammar, spelling, and punctuation.
- You should use APA format for all of your work.
  - A title slide and reference slide should be present.
- Opinions can be included; however, first person should not be used.

Information about accessing the grading rubric for this assignment is provided below.

**Unit IV Course Project**

**Sport Fundraising Plan: Section 5 and 6**

Based on your professor’s feedback, make updates to Sections 1–4 of your sport fundraising plan.

Complete Sections 5 and 6 in the sport fundraising template, and submit your updated fundraising plan for grading (Sections 1–6 should be included). Each section should be a minimum of one page in length.
Section 5: Identify the long-term and short-term goals of the fundraising event. These should come from the vision and mission of the organization. Long-term goals should be defined first, and short-term goals should work as the actions or objectives that will assist in achieving the long-term goals.

Section 6: Describe how you will develop your marketing/promotional strategy. Identify the four components of the marketing mix as they relate to your fundraising plan. Label each paragraph with one of the four Ps, and be specific.

Please consider the following as you complete the assignment:

- Content should be highly relevant, informative, and remain on topic.
- All assigned tasks should be addressed and proficiently completed.
- Accuracy should be excellent, and close attention to detail should be clearly evident in all parts of the assignment.
- Your writing should be clear and concise with excellent use of grammar, spelling, and punctuation.

Information about accessing the grading rubric for this assignment is provided below.

**Unit V Course Project**

**Sport Fundraising Plan: Sections 7 and 8**

Based on your professor’s feedback, make updates to Sections 1–6 of your sport fundraising plan.

Complete Sections 7 and 8 in the sport fundraising plan template, and submit your updated fundraising plan for grading (Sections 1–8 should be included). Each section should be a minimum of one page in length.

Section 7: This section should include the history of the organization and its fundraising programs; identify internal and external stakeholders; and reflect where the program was, where it is, and where it should go.

Section 8: When will the process of fundraising start, when will the event take place, when will it finish, and how long will the post-event evaluations be? Provide specific and realistic dates for the aforementioned items.

Please consider the following as you complete the assignment:

- Content should be highly relevant, informative, and remain on topic.
- All assigned tasks should be addressed and proficiently completed.
- Accuracy should be excellent, and close attention to detail should be clearly evident in all parts of the assignment.
- Your writing should be clear and concise with excellent use of grammar, spelling, and punctuation.

Information about accessing the grading rubric for this assignment is provided below.

**Unit VI Course Project**

**Sport Fundraising Plan: Section 9**

Based on your professor’s feedback, make updates to Sections 1–8 of your sport fundraising plan. Then, complete Section 9, and submit your updated fundraising plan for grading (Sections 1–9 should be included).

Section 9: This section should be a synopsis of the entire fundraising plan. It is completed after all other components of the plan are finalized. The summary is typically the first component looked at by stakeholders; therefore, this is the section where you need to grab the stakeholders’ interest and tell the program’s story. Your summary should be a minimum of one page in length.

Please consider the following as you complete the assignment:

- Content should be highly relevant, informative, and remain on topic.
- All assigned tasks should be addressed and proficiently completed.
- Accuracy should be excellent, and close attention to detail should be clearly evident in all parts of the assignment.
- Your writing should be clear and concise with excellent use of grammar, spelling, and punctuation.

Information about accessing the grading rubric for this assignment is provided below.
Unit VI PowerPoint Presentation

Imagine that you have been tasked with organizing a short-term car wash fundraiser; the fundraiser event will help offset expenses for a tournament trip for one of the athletic teams. (This event will not be a part of your sport fundraising plan; however, the same organization that is being used for your sport fundraising plan should be used for this assignment).

Create a professional PowerPoint presentation that will provide volunteers with relevant information about the organization and will define volunteers’ roles.

You are expected to use bullets, images, and the slide notes feature (to elaborate on the information that is present on each slide). Your presentation should be at least five slides in length, not counting the title slide and the reference slide.

Include the following in your presentation:

- Slide 1: The title slide will include the presentation’s title, your name, and the university name.
- Slide 2: Include the organization’s mission statement.
- Slide 3: Define the purpose of the event.
- Slides 4–5: Identify pre-event preparation that needs to take place, and identify the volunteer teams that will be needed for each task.
- Slide 6: Outline the time commitment that will be needed (e.g., hours, days, weeks, months, schedule).
- Slide 7: List all references in APA style.

Be sure to consider the following as you create your presentation:

- Your presentation should show originality and inventiveness, and the content and ideas should be presented in a unique and interesting way, demonstrating thorough analysis and development of the topic.
- The organization of the presentation should result in clarity and present logically arranged points to support the proposed solution. Related ideas should be well-grouped, and transitions between ideas should flow smoothly.
- All graphics and texts should be appropriate and attractive and support the theme and content of the presentation. Background use should be consistent, appropriate to topic, and not distracting.
- Your writing should be clear and concise with excellent use of grammar, spelling, and punctuation.
- You should use APA format for all of your work.
  - A title slide and reference slide should be present.
- Opinions can be included; however, first person should not be used.

Information about accessing the grading rubric for this assignment is provided below.

Unit VII Final Project

For your final submission of the sport fundraising plan, you will need to make any revisions to previous sections and/or formatting based on your professor’s feedback.

Additionally, you will need to add a table of contents following the title page of your sport fundraising plan. You can either manually create the table of contents, or you can use the “Table of Contents” feature (located under the “References” tab) in Microsoft Word to generate one.

This project should be formatted in APA style. Your completed sport fundraising plan should be a minimum of 10 pages in length, not counting the title page, the table of contents, and the reference page.

Information about accessing the grading rubric for this assignment is provided below.

Unit VIII Reflection Paper

Reflecting on your proposed sport fundraising plan, address the following in your paper:

- Briefly discuss the goals for the fundraiser.
- Who is the target audience?
- What are the potential legal issues?
- Are there any liability concerns?
• Discuss risk management issues.
• Share your thoughts about insurance.
• How will you know that this fundraiser has been a success?

You may use the textbook, online sources, articles from the CSU Online Library, and/or resources from your local library to support your paper.

Your reflection paper should be a minimum of two pages in length. Use APA format, and include a title page and a reference page. The title page and reference page will not count toward meeting the two-page minimum requirement.

Please consider the following when writing your reflection paper:

• Your reflection should show an in-depth consideration and personalization of the theories, concepts, and/or strategies presented with insightful and supported viewpoints and interpretations.
• Your response should display accurate accounts of the topic area, critical thinking, and scholarly or professional application of the topic area.
• Your ideas and points should be organized and presented logically.
• Your writing should be clear and concise with excellent use of grammar, spelling, and punctuation.
• You should use APA format for all of your work.
• Opinions can be included; however, first person should not be used.

Information about accessing the grading rubric for this assignment is provided below.

**APA Guidelines**

The application of the APA writing style shall be practical, functional, and appropriate to each academic level, with the primary purpose being the documentation (citation) of sources. CSU requires that students use APA style for certain papers and projects. Students should always carefully read and follow assignment directions and review the associated grading rubric when available. Students can find CSU’s Citation Guide by clicking here. This document includes examples and sample papers and provides information on how to contact the CSU Success Center.

**Grading Rubrics**

This course utilizes analytic grading rubrics as tools for your professor in assigning grades for all learning activities. Each rubric serves as a guide that communicates the expectations of the learning activity and describes the criteria for each level of achievement. In addition, a rubric is a reference tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of that learning activity. It is imperative for you to familiarize yourself with these rubrics because these are the primary tools your professor uses for assessing learning activities.

Rubric categories include: (1) Discussion Board, (2) Assessment (Written Response), and (3) Assignment. However, it is possible that not all of the listed rubric types will be used in a single course (e.g., some courses may not have Assessments).

The Discussion Board rubric can be found within Unit I’s Discussion Board submission instructions.

The Assessment (Written Response) rubric can be found embedded in a link within the directions for each Unit Assessment. However, these rubrics will only be used when written-response questions appear within the Assessment.

Each Assignment type (e.g., article critique, case study, research paper) will have its own rubric. The Assignment rubrics are built into Blackboard, allowing students to review them prior to beginning the Assignment and again once the Assignment has been scored. This rubric can be accessed via the Assignment link located within the unit where it is to be submitted. Students may also access the rubric through the course menu by selecting “Tools” and then “My Grades.”

Again, it is vitally important for you to become familiar with these rubrics because their application to your Discussion Boards, Assessments, and Assignments is the method by which your instructor assigns all grades.

**Communication Forums**
These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

Discussion Boards (8 @ 2%) = 16%
Essays (2 @ 4%) = 8%
Course Project (5 @ 8%) = 40%
PowerPoint Presentations (2 @ 5%) = 10%
Unit I Proposal = 8%
Unit VII Final Project = 10%
Unit VIII Reflection Paper = 8%
Total = 100%

Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

<table>
<thead>
<tr>
<th>Unit I</th>
<th>Introduction to Fundraising and Fundraising Program Planning</th>
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</table>
| **Review:** | Unit Study Guide  
Learning Activities (Non-Graded): See Study Guide |
| **Read:** | Chapter 1: Introduction to Fundraising, pp. 3–13  
Chapter 2: Fundraising Program Planning, pp. 15–30  
Chapter 1 Presentation: See Study Guide  
Chapter 2 Presentation: See Study Guide  
Suggested Reading: See Study Guide |
| **Discuss:** | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| **Submit:** | Proposal by Tuesday, 11:59 p.m. (Central Time)  
Essay by Tuesday, 11:59 p.m. (Central Time) |

Notes/Goals:

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<th>Fundraising Program Organization and Assembling an Effective Fundraising Department</th>
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<td><strong>Review:</strong></td>
<td>Unit Study Guide</td>
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| **Read:** | Chapter 3: Fundraising Program Organization, pp. 31–40  
Chapter 4: Assembling an Effective Fundraising Department, pp. 41–62  
Chapter 3 Presentation: See Study Guide  
Chapter 4 Presentation: See Study Guide  
Suggested Reading: See Study Guide |
| **Discuss:** | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| **Submit:** | Course Project by Tuesday, 11:59 p.m. (Central Time)  
Essay by Tuesday, 11:59 p.m. (Central Time) |

Notes/Goals:
## Unit III: Development of a Fundraising Board of Directors and Volunteers

**Review:**  
- Unit Study Guide

**Read:**  
- Chapter 5: Development of a Fundraising Board of Directors and Volunteers, pp. 63–80  
- Chapter 5 Presentation: See Study Guide  
- Suggested Reading: See Study Guide

**Discuss:**  
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

**Submit:**  
- Course Project by Tuesday, 11:59 p.m. (Central Time)  
- PowerPoint Presentation by Tuesday, 11:59 p.m. (Central Time)

**Notes/Goals:**

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## Unit IV: Marketing for Fundraising Programs

**Review:**  
- Unit Study Guide

**Read:**  
- Chapter 6: Marketing for Fundraising Programs, pp. 81–117  
- Chapter 6 Presentation: See Study Guide  
- Suggested Reading: See Study Guide

**Discuss:**  
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

**Submit:**  
- Course Project by Tuesday, 11:59 p.m. (Central Time)

**Notes/Goals:**

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## Unit V: Fundraising Control and Evaluation

**Review:**  
- Unit Study Guide

**Read:**  
- Chapter 7: Fundraising Control and Evaluation, pp. 119–134  
- Chapter 7 Presentation: See Study Guide  
- Suggested Reading: See Study Guide

**Discuss:**  
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)

**Submit:**  
- Course Project by Tuesday, 11:59 p.m. (Central Time)

**Notes/Goals:**
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| Read:        | ☐ Chapter 8: Fundraising Events and Activities, pp. 137–180  
               | ☐ Chapter 8 Presentation: See Study Guide  
               | ☐ Suggested Reading: See Study Guide |
| Discuss:     | ☐ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
               | ☐ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| Submit:      | ☐ Course Project by Tuesday, 11:59 p.m. (Central Time)  
               | ☐ PowerPoint Presentation by Tuesday, 11:59 p.m. (Central Time) |
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| Read:        | ☐ Chapter 9: Fundraising Programs, pp. 181–210  
               | ☐ Chapter 9 Presentation: See Study Guide  
               | ☐ Suggested Reading: See Study Guide |
| Discuss:     | ☐ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
               | ☐ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| Submit:      | ☐ Final Project by Tuesday, 11:59 p.m. (Central Time) |
| Notes/Goals: |                                   |

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<td>Review:</td>
<td>☐ Unit Study Guide</td>
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| Read:        | ☐ Chapter 10: Summer Instructional Sports Camp Fundraisers, pp. 211–238  
               | ☐ Chapter 10 Presentation: See Study Guide  
               | ☐ Suggested Reading: See Study Guide |
| Discuss:     | ☐ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
               | ☐ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| Submit:      | ☐ Reflection Paper by Tuesday, 11:59 p.m. (Central Time) |
| Notes/Goals: |                                   |