**Course Description**

Discusses the theory and practice of fundraising in sports related fields and provides specific, helpful ideas and plans for conducting fundraising activities in sports business. Combines the fundraising theory and practical advices 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 overall concept of the components of the fundraising process.
2. Discuss the necessities of fundraising.
3. Explain the nature and principle of sports business.
4. Identify different types of fundraising skills, and develop fundraising methods.
5. Identify the fundraising plans in sports programs and/or events.
6. Explain how to develop practical ideas for successful fundraising plans.
7. Discuss varied methods for implementation of potential fundraising plans.
8. Create a fundraising plan.
9. Determine how to induce potential sponsors.
10. Develop an awareness of publicity and promotional tactics.
11. Discuss how to manage personnel in the operation of fundraising projects.
12. Identify 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. **Unit Learning Outcomes:** Each unit contains Unit Learning Outcomes that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Unit Lesson:** Each unit contains a Unit Lesson, which discusses lesson material.
3. **Reading Assignments:** Units I, II, IV, V, VI, and VIII contain reading assignments from one or more chapters from the textbook.
4. **Learning Activities (Non-Graded):** These non-graded Learning Activities are provided to aid students in their course of study.
5. **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.
6. **Unit Assessments:** This course contains six Unit Assessments, one to be completed at the end of Units I, II, IV, V, VI, and VIII. Assessments are composed of multiple-choice, short answer, and/or matching questions.
7. **Unit Assignments**: Students are required to submit for grading Unit Assignments in Units III and VII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with the Unit III and VII Assignments. Specific information about accessing these rubrics is provided below.

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

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

**CSU Online Library**

The CSU Online Library is available to support your courses and programs. The online library includes databases, journals, e-books, 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.

**Unit Assignments**

**Unit III Proposal**

Fundraising Proposal

Now is the time to start putting theory into practice. Please submit a proposal for what your fundraising event/campaign will be for this session. The following areas should be addressed:

1. Name of campaign/event
2. Location of campaign/event
3. Potential dates for the campaign/event
4. Potential fundraising goal for the campaign/event
5. Direct beneficiaries of the campaign/event
6. Purpose/background of this event and the reason why you chose this campaign/event

Your proposal should be a minimum of two pages. Use APA Style and include a title page and a reference page. Do not include the title page and reference page in your page count.

This cannot be an existing event. You can use an existing campaign/event as a guide, but you must be creative with the name and event. In addition, the campaign/event must be an event that supports a sports program’s cause. You can 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 reference(s) you use.

This proposal will be the foundation for the Fundraising Plan assignment required in Unit VII.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit VII Project**

Fundraising Plan

The final project for this course requires students to reflect their acquired knowledge from the course by developing a Fundraising Plan. This detailed plan will be for a fundraising situation in a sports setting using the Fundraising Proposal you created in Unit III.
Please include the following in your Fundraising Plan:

1. Introduction and background
2. Case statement
3. SWOT analysis
4. Organizational development/dynamics
5. Funding history
6. Funding opportunities/funding goals
7. Funding/marketing/promotional strategy
8. Structure of the fundraising strategy/timeline
9. Conclusion

See the Unit VII lecture for more details on each section.

This project should be in APA Style and a minimum of three pages, not including the title page, the table of contents page, or the reference page (if any references are used).

As stated in the proposal, this cannot be an existing event, and you must be creative with the name and event. In addition, the campaign/event must be an event that supports a sports organization’s cause. Again, be sure to cite any and all references you use, including your textbook.

Information about accessing the Blackboard 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 in the myCSU Student Portal by clicking on the “Citation Resources” link in the “Learning Resources” area. 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**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Discussion Boards (8 @ 2%)</td>
<td>16%</td>
</tr>
<tr>
<td>Assessments (6 @ 6%)</td>
<td>36%</td>
</tr>
<tr>
<td>Unit III Proposal</td>
<td>17%</td>
</tr>
<tr>
<td>Unit VII Project</td>
<td>31%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**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.

### Unit I
**Understanding Successful Fundraising, Promotions, and Public Relations in the 21st Century**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Read:</td>
<td>Chapter 1: Understanding Successful Fundraising, Promotions and Public Relations in the 21st Century</td>
<td>Chapter 2: Fundamental Elements and Resources of Fundraising and Promotion</td>
</tr>
<tr>
<td>Discuss:</td>
<td>Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m (Central Time)</td>
<td>Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m (Central Time)</td>
</tr>
<tr>
<td>Submit:</td>
<td>Assessment by Tuesday, 11:59 p.m (Central Time)</td>
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Notes/Goals:

### Unit II
**Booster Clubs and Sport Support Groups**

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<tbody>
<tr>
<td>Read:</td>
<td>Chapter 3: Booster Clubs and Sport Support Groups</td>
<td>Chapter 4: The Importance of Planning in Fundraising Activities</td>
</tr>
<tr>
<td>Discuss:</td>
<td>Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m (Central Time)</td>
<td>Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m (Central Time)</td>
</tr>
<tr>
<td>Submit:</td>
<td>Assessment by Tuesday, 11:59 p.m (Central Time)</td>
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Notes/Goals:

### Unit III
**The Development of Fundraising Events and Campaign Proposals**

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</thead>
<tbody>
<tr>
<td>Read:</td>
<td>None</td>
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</tr>
<tr>
<td>Discuss:</td>
<td>Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m (Central Time)</td>
<td>Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m (Central Time)</td>
</tr>
<tr>
<td>Submit:</td>
<td>Proposal by Tuesday, 11:59 p.m (Central Time)</td>
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Notes/Goals:
### Unit IV
**The Who, What, and Why of Fundraising**

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- Chapter 5: The Who, What and Why of Fundraising
- Chapter 6: Strategies and Tactics of Raising Money

**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:**
- **Assessment** by Tuesday, 11:59 p.m. (Central Time)

### Notes/Goals:

### Unit V
**Single Person Cultivations and Profit Center for Fundraising**

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- Chapter 7: Single Person Cultivations
- Chapter 8: Profit Centers for Fundraising

**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:**
- **Assessment** by Tuesday, 11:59 p.m. (Central Time)

### Notes/Goals:

### Unit VI
**The Essence of Corporate Sponsorships and Business Partnerships**

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- Chapter 9: The Essence of Corporate Sponsorship and Business Partnership
- Chapter 10: Creating Corporate Sponsorships and Partnerships

**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:**
- **Assessment** by Tuesday, 11:59 p.m. (Central Time)

### Notes/Goals:
### Unit VII: The Development of Fundraising Events and Campaign Proposals II

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- None

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

**Notes/Goals:**

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### Unit VIII: Fundraising Strategies and Promotional Tactics

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- Chapter 11: Fundraising Strategies and Promotional Tactics
- Chapter 12: Organizing Specific Fundraising Projects-Use of a Template

**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:**
- **Assessment** by Tuesday, 11:59 p.m (Central Time)

**Notes/Goals:**