



BAKER COLLEGE

STUDENT LEARNING OUTCOMES

NPMG3310 Fund Development
3 Semester Hours

Student Learning Outcomes & Enabling Objectives

1. Explore the history of fundraising and philanthropy and various types of fundraising.
 - a. Discuss the history and trends of philanthropy.
 - b. Explain the state and federal laws that impact fund development.
 - c. Examine fundraising sources and campaigns.
 - d. Identify ethical and professional practices in fund development.
 2. Construct a fund development plan for a nonprofit organization.
 - a. Illustrate how the fund development strategy ties into the nonprofit's mission.
 - b. Explain the role of the Board of Director vs. staff in fund development.
 - c. Identify resources available to help fund development.
 - d. Determine the role of technology in fund development.
 3. Apply the operational tasks involved in nonprofit fundraising.
 - a. Compare the cost of fundraising vs. results of the fundraising effort.
 - b. Examine the appropriate fund development strategies, campaigns and sources.
 - c. Recognize challenges to fund development.
 - d. Describe the life cycle of fundraising.
 - e. Outline the role of volunteers in supporting the fund development strategy.
 - f. Identify the methods to evaluate the results of the annual fund development plan.
-

These SLOs are approved for experiential credit.

Effective: Fall 2018

