

Course Outline: CRN 25625 - SLSS 103R - 002
Foundations of Philanthropy

Student Leadership and Development

The Foundations of Philanthropy class will introduce students to the fundamental principles of philanthropy, call upon career professionals to teach marketable fundraising skills and bring awareness of best practices, prepare students to organize and execute fundraising campaigns, develop an understanding of their personal philanthropic values, and understanding of “effective altruism” as it applies to philanthropy and its role within society and the University.

Course Objectives

The learning goals of this course are derived from UVU’s Essential Learning Outcomes; students completing this course will:

- Engage with fundraising professionals and prominent local philanthropists
- Obtain a fundamental understanding of philanthropy, both in theory and application, from a variety of academic and professional lenses
- Recognize their own ethical obligation to their community and society
- Develop basic professional competency in fundraising
- Cultivate an awareness of local, national, and world issues that are being addressed by philanthropy

Date	Instructor	Topics & Lecturers	Assignments
Week 1	Walkenhorst	Introduction to Philanthropy/Syllabus Review Kevin Walkenhorst & Phil Schwartz <i>UVU Alumni Relations</i>	Reading: Why Giving Matters
Week 2	Walkenhorst	Why Giving Matters Kevin Walkenhorst & Justin Ferrell <i>UVU Alumni Relations and Annual Giving</i>	Definition of Philanthropy
Week 3	Walkenhorst	Philanthropic Identity and Affinity: Finding a Cause Phil Schwartz <i>UVU Alumni Relations</i>	Finding a Cause
Week 4	Walkenhorst	Active Citizen Continuum Summer Valente <i>UVU Volunteer & Service-Learning Center</i>	
Week 5	Walkenhorst	Religion & Philanthropy Dr. Brian Birch <i>UVU Religious Studies</i>	
Week 6	Walkenhorst	Beyond Philanthropy: Systems and Structures Dr. Michael Minch <i>Director – Peace & Justice Studies</i>	TEDx Reflection Paper
Week 7	Walkenhorst	Fundraising Bootcamp: The Essentials Lexie Grant, CFRE <i>UVU Annual Giving</i>	
Week 8	Walkenhorst	Fundraising and Development at UVU Scott Cooksey <i>VP of Development and Alumni Relations</i>	
Week 9	Walkenhorst	Making a Case Ron Taylor & Alex Phillips <i>Development Communications</i>	Case Statement Research
Week 10	Walkenhorst	No Class	

Week 11	Walkenhorst	Impact of Giving <i>Shauna Brown & Kena Matthews</i> <i>Project Read, Habitat for Humanity</i>	Impact Video
Week 12	Walkenhorst	The Ask & Careers in Fundraising <i>Todd Nebeker & Crista Casper</i> <i>Major Gift Officers</i>	
Week 13	Walkenhorst	Running a Successful Fundraising Campaign <i>Lindsay Hadley</i> <i>UVU Foundation Board</i>	The Ask Presentation Group Assignment
Week 14	Walkenhorst	No Class	
Week 15	Walkenhorst	A Philanthropist's Perspective: Why I Give <i>Heather Kahlert</i> <i>UVU Foundation Board</i>	
Week 16	Walkenhorst	Group Time: Final Presentation Preparation	
Week 17	Walkenhorst	Final Presentation: The Ask	Final Presentation

Assignments

1. Reading: Why Giving Matters
2. Definition of Philanthropy
3. Finding a Cause
4. TEDx Reflection Paper
5. Case Statement Research
6. Impact Video
7. Presentation: The Ask

Quizzes and Exams

1. Syllabus Quiz
2. Lecture Review Quizzes (2)
3. Boot Camp Exam

Final Project

The Ask

Grading Metrics:

Attendance	25 points
Quizzes and Exam	25 points
Participation	50 points
TEDx Reflection Paper	50 points
Case Statement Research	50 points
Impact Video	50 points
Final Project: The Ask	200 points