Fundraising and Philanthropy Communication

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Undergraduate certificate: fundraising and philanthropy communication
Web site: http://clas.uiowa.edu/sjmc/philanthropy-certificate

The Certificate in Fundraising and Philanthropy Communication is administered by the School of Journalism and Mass Communication.

Undergraduate Program of Study
- Certificate in Fundraising and Philanthropy Communication

The certificate program prepares students for careers in the growing field of development, institutional advancement, fundraising, donor relations, and public relations for nonprofit organizations.

Certificate

The Certificate in Fundraising and Philanthropy Communication requires a minimum of 18 s.h. The certificate program is open to current University of Iowa undergraduate students and to all individuals who hold a bachelor's degree and are not enrolled in a graduate or professional degree program. Students must maintain a g.p.a. of at least 2.00 in work for the certificate.

The certificate consists of core courses that provide a foundation in fundraising, writing, media production, and management of nonprofit organizations. Students also choose electives from a range of courses to support their interests in a particular area of nonprofit work. Most students will complete all four core courses. Some students may choose to take three core courses plus an additional elective.

Students majoring in journalism and mass communication may count toward the certificate a maximum of 7 s.h. of journalism credit (prefix JMC) that they earn for the major. The certificate cannot be used to satisfy the major's concentration area requirement. Students minoring in mass communication may count toward the certificate a maximum of 7 s.h. of journalism credit (prefix JMC) that they earn for the minor. Students in other majors should consult with their advisors to learn whether they may count certificate course work toward their majors.

When certificate students register for fundraising and philanthropy communication courses (prefix FPC) that are cross-listed with journalism and mass communication (prefix JMC), they should register for the FPC course number.

The Certificate in Fundraising and Philanthropy Communication requires the following course work.

**CORE COURSES**

Students earn a minimum of 9 s.h. in core courses, selecting from the following two sets of courses.

- FPC:3100 Fundraising Fundamentals 3 s.h.
- MGMT:3500 Nonprofit Organizational Effectiveness I 3 s.h.

Must include at least one of these courses, with both recommended.

- FPC:3185 Fundraising and Philanthropy Communication 3 s.h.
- FPC:3633 Philanthropy Communication in a Digital World 4 s.h.

**ELECTIVES AND OPTIONAL INTERNSHIP**

Students complete a minimum of 5 s.h. in approved elective courses chosen from those listed below. Credit earned for the optional internship counts as elective credit. The certificate program coordinator may add special topics courses that fulfill certificate requirements to this list.

Some of these courses have prerequisites, which students must complete before they register for the course. Some require special permission.

**Electives**

- ARTH:1080 Writing About the Visual Arts 3 s.h.
- ARTH:3080 Marketing, Promoting, Politicking Contemporary Public Art 3 s.h.
- ARTS:3400 Grant Writing in the Arts 3 s.h.
- COMM:1130 The Art of Persuading Others 3 s.h.
- DPA:3510 Introduction to Arts Management 3 s.h.
- EALL:4130 Introduction to Grant Writing 3 s.h.
- ENTR:3500 Social Entrepreneurship 3 s.h.
- GEOG:1070 Contemporary Environmental Issues 3 s.h.
- GEOG:1090 Globalization and Geographic Diversity 3 s.h.
- HHP:3850 Promoting Health Globally 3 s.h.
- JMC:2200 Communication and Public Relations 3 s.h.
- JMC:3150 Media and Health 3 s.h.
- MGMT:3600 Nonprofit Organizational Effectiveness II 3 s.h.
- MUSM:3001 Introduction to Museum Studies 3 s.h.
- POLI:1600 Introduction to Political Communication 3 s.h.
- POLI:3119 Policy Matters: Perspective on Contemporary Problems 3 s.h.
- SSW:2222 Introduction to Social Work 4 s.h.

**Internship**

- FPC:2100 Internship in Fundraising and Philanthropy Communication 1-3 s.h.

**Courses**

**Lower-Level Undergraduate**

FPC:2100 Internship in Fundraising and Philanthropy Communication 1-3 s.h.
Faculty-supervised professional work experience in fundraising and philanthropy communication.

**FPC:2200 Communication and Public Relations**
3 s.h.
Theory and practice of public relations; cultural, social, and organizational roles of public relations, opportunities, problems, and solutions.

**Upper-Level Undergraduate and Graduate**

**FPC:3100 Fundraising Fundamentals**
3 s.h.
Nonprofit organization reliance on raised funds to survive and thrive; basic concepts of fundraising for successful nonprofit organization; work with a nonprofit organization to explore basic fundraising techniques that nonprofits typically use including donor research, annual fund campaigns (phone, mail, email), capital campaigns, events, cause-related marketing, grants, planned giving, and donor stewardship; when and how to use different fundraising strategies to meet an organization's goals.

**FPC:3185 Fundraising and Philanthropy Communication**
3 s.h.
Practical experience planning and writing fundraising materials; how yearly fundraising helps approximately 1.5 million nonprofit organizations receive more than $3 billion from individuals, foundations, and corporations to help people in need, advocate for causes, support research/arts/culture, and enhance opportunities for public and/or their members. Same as JMC:3100.

**FPC:3633 Philanthropy Communication in a Digital World**
4 s.h.
World of philanthropy and nonprofit work that changes rapidly with and in response to developments in digital communications; campaigns and fundraisers driven by free agents on social networking sites as an example of how philanthropists and nonprofit workers operate in digital environment; overview of trends in areas of philanthropy and nonprofit work; practical skills to help communicate, create, and disseminate messages using multiple digital tools and social media; analysis of communication/media strategies; media production. Same as JMC:3633.