A. Course Description

Credits: 4

Lab Hours/Weeks: Corequisites: None

Lecture Hours/Week:

MnTC Goals: None

Resource Development and Strategic Communications combines fundraising and organizational communications as aspects of a strategic approach to funding and extending the reach of nonprofit and public organizations. Fundraising includes grant writing and the full range of other fund raising channels: events, donor campaigns, corporate partnerships, and other mechanisms. Communications strategy includes developing a corporate persona, establishing a corporate brand, and telling the story of the organization’s contribution to the public good.

B. Course Effective Dates: 08/21/2010 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Understand the full range of sources for funding nonprofit organizations, including charitable gifts and grants, government grants and contracts, earned income from fees, memberships and sponsorships, returns on investments, volunteer labor, and gifts-in-kind and how these revenue sources are currently utilized;
2. Apply proven practices, techniques, methods, and technologies in securing adequate and appropriate combinations or portfolios of revenues from individual and institutional sources; and
3. Be able to develop a communications strategy (e.g., a compelling story of the nonprofit’s contribution to the public good) that will help their respective organizations raise funds, extend their reach, and advance their specific missions.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

None