

COURSE OUTLINE		
TERM: SUMMER 2021	COURSE NO: AEM 348	
INSTRUCTOR:	COURSE TITLE: Advanced Resource Development: Grantsmanship, Sponsorship, And Fundraising	
OFFICE: LOCAL: E-MAIL:	SECTION NO(S):	CREDITS: 1.5

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

4 hours of instruction per week over 7 weeks.

COURSE PREREQUISITES/CO-REQUISITES

None

CALENDAR DESCRIPTION

This course examines the critical role of resource development activities in performing arts and entertainment organizations. Students will develop the skills to construct and deliver effective funding proposals in traditional avenues such as grant writing, corporate sponsorship, and annual fund campaigns as well as social media and online fundraising operations.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Describe fundraising practices and tools within arts and entertainment environments
- Summarize various funding sources and recommend which ones should be incorporated into a funding strategy for a specific organization
- Analyze an organization's public profile in terms of impact on raising funds
- Construct effective funding and financing proposals, such as grants, sponsorships, and crowdfunding, both verbally and in writing
- Discuss the importance of diversity, equity, and inclusion in the cultivation of donors and investors
- Explain the legal and ethical environment surrounding sponsorships

COURSE CONTENT

WEEK	CONTENT
1	Introduction to Resource Development
1	Telling your story
2	Social Enterprise Structures
2	Grant Writing

WEEK	CONTENT
3	Grant Writing
3	Writing Effective Proposals
4	Corporate Sponsorship
5	Crowdfunding
5	Individual Giving
6	Making the Ask
7	Final Presentations

EVALUATION PROFILE

Assignments*	40 – 80%
Tests and Quizzes	0 – 30%
Presentations and Group Projects	0 – 20%
Professional Behaviour	<u>0 – 10%</u>
Total	100%

* No single assignment to be worth more than 35% of the grade.

Assignments:

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and eLearn site for a more detailed breakdown. Assignments may include organization profiles, grant or sponsorship proposals, and crowdfunding campaigns.

Tests and Quizzes:

This course may include a combination of quizzes and tests (e.g. pop-quiz, final exam). The format will be determined by the instructor.

Presentations:

This course may include a presentation component, which may be an individual or group assignment (e.g. in-class debate, research presentation, funding pitch). Detailed instructions will be provided in class and on eLearn.

Professional Behaviour:

The Professional Behaviour grade requires attendance, a meaningful contribution to class discussion, and support of a respectful, welcoming and inclusive environment for learning.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

Missed Exams/Quizzes

Make-up exams, quizzes, and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some activities may not be able to be accommodated.

Attendance

Regular attendance is essential. Students will be allowed to make up missed meetings or seminars only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students must have access to electronic devices to participate in the online aspect of this course.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only. Please allow 2 business days for a response.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.