George Mason University
Graduate Course Approval/Inventory Form

Please complete this form and attach a copy of the syllabus for new courses. Forward it as an email attachment to the Secretary of the Graduate Council. A printed copy of the form with signatures should be brought to the Graduate Council Meeting. Complete the Coordinator Form on page 2, if changes in this course will affect other units.

Please indicate:  __x____ NEW     ____ MODIFY     ____ DELETE

Local Unit:  Master of Arts Management Program
Graduate Council Approval Date:

Course Abbreviation: MAM: Development
Course Number:   MAM 501

Full Course Title: Fundraising and Development

Abbreviated Course Title (24 characters max.): MAM 501: Fundraising/Dev.

Credit hours:  3  Program of Record: Master of Arts Management

Repeatability for Credit?
___ D=Yes, not within same term  Up to hours
___ T=Yes, within the same term    Up to  hours
_x__ N=Cannot be repeated for credit

Activity Code (please indicate):  _x__ Lecture (LEC)   ___ Lab (LAB)   ___ Recitation (RCT)
___ Studio (STU)    ___ Internship (INT)    ___ Independent Study (IND)    ___ Seminar (SEM)

Catalog Credit Format 3 : 3 : 0  Course Level: GF(500-600) 500 ___ GA(700+) ____

Maximum Enrollment: 20  For NEW courses, first term to be offered: Fall, 04
Prerequisites or corequisites: No Prerequisites

Catalog Description (35 words or less) Please use catalog format and attach a copy of the syllabus for new courses.: This course introduces students to the art and practice of fundraising in the Arts. Students learn the role of fundraising as a management function and as part of the overall strategic intention of arts organizations. They will study the process of fundraising as a multi-faceted, team-based process. We will analyze the tools and techniques for effective fundraising. This course will serve as an overview for those students seeking general knowledge, as well as the introductory course for students who will complete the fundraising concentration.

For MODIFIED or DELETED courses as appropriate:
Last term offered:  Previous Course Abbreviation:  Previous number:

Description of modification:

APPROVAL SIGNATURES:
New Course:

*Master of Arts Management: Fundraising and Development in the Arts*  
*MAM 501*

**Objective:** This course introduces students to the art and practice of fundraising in the Arts. Students learn the role of fundraising as a management function and as part of the overall strategic intention of arts organizations. They will study the process of fundraising as a multi-faceted, team-based process. We will analyze the tools and techniques for effective fundraising. This course will serve as an overview for those students seeking general knowledge, as well as the introductory course for students who will complete the fundraising concentration.

**Instructor:** Brian Marcus is Associate Dean for Development in the College of Visual and Performing Arts at George Mason. Formerly Director of Development at the Shakespeare Theater, and Director of External Affairs for the Levine School, Mr. Marcus has been engaged in leadership roles in fundraising for more than 20 years.

**Text and Readings:**


**Objectives:**

- To gain better understanding of the overall climate of development and fundraising in the Arts in contemporary society;
- To gain understanding of some major historical trends and developments, as well as future strategic directions for fundraising in the arts;
- To appreciate the ethical foundations, as well as rules and regulations concerning fundraising and managing donors;
- To gain an understanding of the organization’s role and relationship to the activity of fundraising and donor;
- To gain understanding of cultural differences in giving and philanthropy;
- To learn to manage the development function;
- To establish a basic understanding of the budget process;
- To coordinate with the student’s learning in marketing and strategic planning toward creating fundraising planning as part of the overall mission;
- To appreciate the function of major gifts and their management;
- To gain basic understanding of donor databases.
Weekly Schedule of Topics and Assignments:

*Week One:* Introduction and Common Myths about Fundraising  
Bremner, Chap. 1-3

*Week Two:* Historical Trends in Fundraising and the American experience: Bremner, Chapters 3-4

*Week Three:* Future Trends in Fundraising  
Florida, Chapters 1-5  
The Rise of the Creative Class and Relationship to Fundraising  
The Creative Economy and Relationship to Fundraising

*Week Four:* Ethics and Fundraising  
Burlingame, Chapter 2-4

*Week Five:* Who is the Donor? Managing the Donor Relationship  
Bremner, Chapter 4-5

*Week Six:* Organizational Relationships and the role of Philanthropy  
Burlingame, Chapter 5-6

*Week Seven:* The role of Culture, Class, Philanthropy and Donors  
Pribbenow, Chapter 2

*Week Eight:* Major Gifts  
Pribbenow, Chapters 5-8

*Week Nine:* The role of Major Gifts and their Management II  
Burlingame, Chapters 7-8

*Week Ten:* Capital Campaigns: Why, When, and How as Overview  
Pribbenow, Chapter 6-8

*Week Eleven:* Capital Campaigns 2  
Pribbenow, Chapters 9-10

*Week Twelve:* The Fundamentals of the Budget Process  
Burlingame, Chapters 8-9

*Week Thirteen:* Donor Database Management  
Burlingame, Chapters 10-11

*Week Fourteen:* Presentations.

**Grading:** In this course, grades will be derived by the following measures:

- Class contribution to discussion:  25%
- Case Study Papers – 2 Papers at 20% each = 40%
- Group Project:  In this project, student teams will construct development plans for arts organizations, with the parameters provided by the professor:  35%
Approval from other units:

Please list those units outside of your own who may be affected by this new, modified, or deleted course. Each of these units must approve this change prior to its being submitted to the Graduate Council for approval.

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