

# NONPROFIT MANAGEMENT

# Nonprofit Management

## Course Description

This course provides an introduction to nonprofit management, covering topics such as fundraising, volunteer management, grant writing, and social entrepreneurship. Throughout the course, students will learn how to manage nonprofit organizations effectively, develop strategies for fundraising and grant writing, and engage volunteers and other stakeholders in the organization's mission.

## Course Goals

- Understand the fundamentals of nonprofit management
- Learn how to develop effective strategies for fundraising and grant writing
- Develop practical skills in volunteer management and engagement
- Understand the role of social entrepreneurship in nonprofit management
- Develop an understanding of the ethical considerations in nonprofit management

## Course Policies

- Attendance is mandatory and will be factored into the final grade
- Late submissions will be penalized
- Plagiarism will not be tolerated and will result in a failing grade
- Classroom discussions should be respectful and constructive

## Course Schedule

### Week 1: Introduction to Nonprofit Management

1. Overview of nonprofit organizations
2. Historical perspectives on the nonprofit sector
3. Importance of nonprofit management
4. Major components of nonprofit management

## Week 2: Fundraising Strategies

1. Developing a fundraising plan
2. Fundraising techniques and strategies
3. Donor stewardship and relationship management
4. Corporate and foundation giving

## Week 3: Volunteer Management

1. Types of volunteers and their motivations
2. Volunteer recruitment and retention
3. Volunteer training and supervision
4. Legal and ethical issues in volunteer management

## Week 4: Grant Writing

1. Overview of grant writing
2. Grant proposal development and writing
3. Grant proposal review and submission
4. Grant reporting and evaluation

## Week 5: Social Entrepreneurship

1. Overview of social entrepreneurship
2. Social enterprise models
3. Measuring social impact
4. Case studies in social entrepreneurship

## Week 6: Nonprofit Leadership and Governance

1. Leadership styles and practices
2. Board development and governance
3. Strategic planning and implementation
4. Performance measurement and evaluation

## Week 7: Financial Management for Nonprofits

1. Budgeting and financial planning
2. Financial reporting and analysis
3. Internal controls and risk management
4. Auditing and compliance

## Grading and Assessment:

Attendance and participation (10%)

Individual case analysis (20%)

Group project on nonprofit fundraising and grant writing (20%)

In-class presentations and discussions (20%)

Mid-term exam (15%)

Final exam (15%)

## Required Readings:

1. [Nonprofit Management: Principles and Practice by Michael J. Worth](#)
2. [The Complete Guide to Nonprofit Management by Bucklin and Associates](#)
3. [Effective Fundraising for Nonprofits: Real-World Strategies That Work by Ilona Bray and Nolo](#)
4. [The Only Grant-Writing Book You'll Ever Need by Ellen Karsh and Arlen Sue Fox](#)
5. [Social Entrepreneurship: The Art of Mission-Based Venture Development by Peter C. Brinckerhoff](#)
6. [Financial Management for Nonprofit Organizations: Policies and Practices by John Zietlow, Jo Ann Hankin, and Alan Seidner](#)
7. [Nonprofit Financial Management: A Practical Guide by Charles K. Coe and James T. Walsh](#)
8. [The Networked Nonprofit: Connecting with Social Media to Drive Change by Beth Kanter and Allison H. Fine](#)
9. [The Nonprofit Handbook: Everything You Need to Know to Start and Run Your Nonprofit Organization by Gary M. Grobman](#)
10. [Managing Human Resources for Nonprofits: A Guide to Personnel Management by Michael J. O'Neill and Sandra L. Smith](#)
11. [The Art of Possibility: Transforming Professional and Personal Life by Rosamund Stone Zander and Benjamin Zander](#)