

Principles of Non-Profit Communication

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Course: Principles of Non-Profit Communication
COMM 3380

Course Description & Objectives

No longer do all students entering the workforce see money as the ultimate goal of their career. Many envision a career where they will be able to impact society in ways that improve health, the arts, society or social capital. To do this they would enter the Civil Society, also called the nonprofit sector, which has been growing steadily, both in size and financial impact. According to the Urban Institute, between 2001 and 2011, the number of nonprofits increased 25 percent; from 1,259,764 to 1,574,674. The growth rate of the nonprofit sector has surpassed the rate of both the business and government sectors. The Independent Sector offers statistics even more compelling: In 2010 nonprofits employed 13.7 individuals, 10 percent of the country's workforce and a growth rate of 18 percent – faster than the U.S. economy.

In 2010, nonprofits contributed products and services that added \$779 billion to the nation's gross domestic product; 5.4 percent of GDP.

Social Entrepreneurship

In the nonprofit sector a primary need is communications: communicating the problem addressed, the solution, the specifics of how the nonprofit is addressing the problem, telling the story to raise funds, and understanding the power of social media to succeed.

Over 11 days of this class, students will see nonprofits in action, hear from those who started them, and understand the issues they face. Some of the speakers will be onsite and others will be in the class depending on the value of being present at the organization.

They will see nonprofits in action and hear from thought leaders in Dallas about how the Nonprofit Sector has contributed to the health and wellbeing of its citizens. The class will explore the structure of nonprofit leadership and look at why having a great idea doesn't mean success if all the factors are not in place

The class will look at mission, sustainability, accountability and evaluation as well as hearing from the foundation side and what they see as the challenges faced by the city's nonprofits as

well as social entrepreneurship, one of the newest approaches not only to funding but also to sustainability.

More than one class will look at social entrepreneurship and how the future is moving toward a time when nonprofit, private and public sectors will merge into what the New York Times calls “the emerging hybrid of philanthropy and private equity.”

The college classroom has become the incubator for more than one successful national model. Why Not at SMU?

Course Objectives:

- An understanding of the nonprofit sector and its role in the country.
- How the nonprofit works internally
- How funders see the issues of nonprofits in Dallas.
- Looking at emerging social entrepreneurship and cause marketing
- Social Media for the nonprofit

Required Reading

- *Selected readings from the Urban Institute, Independent Sector, Indiana University's Center on Philanthropy, and Researchers in the field*
- *Selected case statements of nonprofits in the area*
- *101 Social Media Tactics for Nonprofits: a Field Guide*
- *Social Entrepreneurship for the 21st Century: Innovation Across the Nonprofit, Private and Public Sectors*

Assignments:

Each student in the class will choose one unique area of focus from the list in the schedule be it homelessness, domestic violence, education, faith-based nonprofits, giving, etc. They will be the lead on this topic as the class proceeds and will complete a paper on this area for their final.

In depth paper on one aspect of the nonprofit

1. Best Practices around the country that can be replicated.
2. What are the major challenge and the problem they are addressing? I want broad research on the issue that includes statistics, history, everything.
3. What is the solution they are presenting? This nonprofit has a piece of the solution – it may be a broad piece or a focused piece. You will tell me what they see as the solution, the history and evolution.
4. What exactly are they doing that works? I want specific information on how their program operates. Don't just say they link similar nonprofits. I want to know exactly how they do it.

5. How do they fund their programs? Give me sources of funding and discuss their fundraising efforts. Do they have an effective fundraising strategy or get all funds from one place.
6. How do they evaluate their program? Is there a standard evaluation practice. What is it and does it show that they are succeeding. On what do they base success?
7. Your assessment of how well the organization functions. Give me facts and opinion based on what we have read and discussed in class that tells me from your perspective the organization's strengths and weaknesses.
8. From what you have seen this semester what should the nonprofit be doing to ensure sustainability

Journal: Due Last Day of Class

You will keep a daily journal that addresses two questions each day.

1. Explain the day and how it affected you
2. What did you do/learn today

The journal is the place where you will document what you learned from speakers and on site visits. I may ask you to turn them in unexpectedly and they should be up to date. Your grade is based on three things, as you see below. I will expect to read information from your journal in your final paper. I would expect some opinion in the answer to the first question. But the information in the second question is fact.

You will soon see that the days pass quickly and you won't remember what you did the day before yesterday. Spend the last 20 minutes of your day writing about it. These are confidential. It is your place to talk to me – and to yourself.

The most important assignment for this class will be to “be present.” We will be visiting numerous nonprofits in the Dallas area. These professionals are giving you their time and you will be not only be present but also attentive. You will take notes on the presentations and use the information in your final paper.

Grading:

Final paper	40%
Journal (being kept up to date, detailed)	30%
Instructor Discretion	30%

May Term Schedule

Please note that the speakers may change and the topics may move depending on the availability of those listed for each class.

Reading:

This class happens quickly. Please read the schedule and see when the books and readings need to be finished.

May 12

Where: In Class

Assignment of topics to students. Students will be given a list of areas I want researched. They can request an area and if more than one student wants it, they can make a case for why they should be the one.

Background on the nonprofit

Governance

Evaluation of funding (Charity Navigator)

Discussion on small nonprofits compared to large and their unique problems Management

Skills Unique to the Nonprofit:

- Fundraising, Grantwriting

- Governance

- Budgeting and Accountability

- Program development and Evaluation

- Public Policy

- Volunteer Programs

For tomorrow:

<http://www.hks.harvard.edu/fs/phall/Herman-CH1.pdf>

May 13

In class 1-3 p.m.

- Nonprofit boards and their critical function.

- Case Statements

- Governmental role in the nonprofit

- Devolution challenges – it's all up to the Governor

On the road: 3:30 to 5 Center for Nonprofit Management

- Overview of sector

- Center for Nonprofit Management: Tina Weinfurther

For Tomorrow: <http://www.druckerinstitute.com/monday/>

<http://www.blueavocado.org/category/topic/board-cafe>

May 16:

Class: discussion on speakers. Key points identified. The structure of the nonprofit and its professional development in the past two decades.

Funding: Where does the money come from: Foundations, individuals, events, product, service, government grants?

May 17:

On the road:

Education 1-5 on location

<http://www.dallasfoundation.org/AboutUs/AnnualReport/tabid/182/Default.aspx>

Lumin (formerly East Dallas Community Schools) Terry Ford local Luminary Award from SMU awarded in January 2015

<https://lumineducation.org/>

Homelessness/Domestic Violence on location

Shelter Ministries: Austin Street Shelter/ Genesis Women's shelter

Jan Langbien

<http://www.shelterdallas.org/>

May 18:

Have read completely: *Social Entrepreneurship for the 21st Century*

In class 1 to 3: Discussion on yesterday's speakers. Economic nonprofits.

On the Road: 3 to 5

Beginning the discussion of Social Entrepreneurship

<http://www.druckerinstitute.com/drucker-nonprofit-innovation-award/>

Read about all the winners. Be ready to discuss

Economic redevelopment

360 grassroots Anderson Farms – economic development that uses adaptive reuse of old buildings and materials

For tomorrow: <http://nonprofit.about.com/od/faqsthebasics/f/What-Is-A-FaithBased-Nonprofit.htm>

May 19:

Faith Based nonprofits (this class may be longer than 4 hours)

Elaine Heath, Perkins School of Theology Immersion
in the

Missional Wisdom Foundation <http://missionalwisdom.com/>

May 20:

In Class: Maria Dixon/ Brittany Merrill Underwood

Entrepreneurial – the Union

On the road: Grace United Methodist – 5 missions on site Please

read over the weekend: <http://www.nptrust.org/history-of-giving>

https://www.independentsector.org/economic_role

May 23: – Focus on Giving

Speakers: Former students in the nonprofit.

- Make a wish foundation: Erin Michel, Chief Development officer
- Adine Zornow: Boys and Girls Club chief Development officer/ Komen Foundation
- Alexis Westbrook O’Connell, Chief Development Officer Child Advocacy Center
- Brittany Merrill Underwood: Jewelry sales for the women in Africa

May 24:

In Class Discussion on reading and speakers:

Sustainability

Entrepreneurship: Dallas Foundation: Mary Jalonik and how the Dallas Foundation funds Cause Marketing

www.dallasfoundation.org

May 25:

Funding the need

Foundations: Looking at corporate, community and family

In class Speakers: <http://www.embreyfdn.org/embrey/>

Embry Family Foundation, Diane Hosey

The Arts – first to go, hardest to fund South

Dallas Cultural Center: Vicki Meek

<http://www.dallasculture.org/contact.asp>

May 26:

The Nonprofit of the Future Where to from here

<http://www.socialvelocity.net/2013/01/charting-a-better-future-for-the-nonprofit-sector-an-interview-with-phil-buchanan/> Paper due at end of class Other possible

speakers:

Dallas Peace Center: John Fullinwider

Probono Legal

North Texas Legal Clinic

Instructor

Kathy LaTour has been a part of the nonprofit sector in Dallas since 1977 when she became the president of the board of a small neighborhood school. Since then she has watched the sector evolve from the inside.

In 1997, while teaching full time at SMU she created the first nonprofit class on the campus, Writing for the Nonprofit, which she taught during the summer at SMU in Taos. Her students also interned with a nonprofit as part of the class. In 2007 the course became global when her students at SMU in London interned for international nonprofits during their six weeks in London.

She founded two Dallas nonprofits: the Bridge Breast Network in 1992 and Gilda's Club (now the Cancer Support Community) in 1997. Both remain active and successful. The Bridge Breast Network assists uninsured or underinsured women with diagnosis and treatment of breast cancer by enlisting the probono services of physicians around the city. While most hospitals and doctors donate their time, there was no way to connect them with patients until the Bridge. In addition she chaired the communications committee for the National Coalition for Cancer Survivorship, a national advocacy group for cancer survivors in Washington D.C. from 1992 to 1994. In this role she led workshops on advocacy and was media liaison when Supreme Court Justice Sandra Day O'Connor spoke about her breast cancer experience for the first time.

As founding president of the board for Gilda's Club (now the Cancer Support Community), a national affiliate network of locations for cancer survivors, she established the structure including recruiting the board, setting up the programming and hiring the appropriate people.

Her management expertise includes board development, case statements, grants, and donor letters. She has consulted with a number of nonprofits on board development and capital campaigns, including Susan G. Komen For the Cure, Dallas, Texas; Agape Clinic, Dallas, Texas; Taos Community Foundation, Taos, New Mexico; Medical Services Foundation of Taos, Taos, New Mexico; Herrin House, Dallas, Texas; The Animal Group, Little Rock Arkansas; Touchstone, Taos, New Mexico; Horseplay, Taos, New Mexico; 360 grassroots

She has managed the capital campaign for Grace United Methodist, raising more than \$500,000 for the last phase that completed in 2013. Her proudest achievement has been to see the success of her nonprofit students as they have moved into the professional world.