

HTT A275: EVENT FUND-RAISING AND SPONSORSHIP

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130700 - Hospitality
Units	1 Total Units
Hours	18 Total Hours (Lecture Hours 18)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Provides a comprehensive plan for identifying, evaluating, soliciting, selling, managing, and coordinating long-term fund-raising and/or sponsorship deals. Develop skills to manage events and work successfully as a staff professional or volunteer. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Develop strategies for successful fund raising events.

Course Objectives

1. Identify appropriate fund raising events for your organization
2. Recruit, orient, train, and reward volunteers
3. Develop events such as silent auctions, raffles
4. Demonstrate compliance with all tax regulations
5. Increase financial yield from existing fund raising events
6. Conduct a comprehensive needs assessment and feasibility study
7. Develop a business plan
8. Develop an effective and realistic financial plan for increasing sponsorship revenue
9. Create sponsorship agreements
10. Develop a system for monitoring and improving sponsorship services

Lecture Content

Forecasting/Needs assessment Potential income Expenses Market focus/potential volume Sponsorship/fund-raising options Financial Considerations Budget Account classifications Proposals Payables/receivables Contracts/agreements/leases Legal consultation Monitoring systems Record keeping requirements state Local Federal Employment Laws/regulations/taxes/licensing Identify necessary requirements/mandates Local, state, federal tax laws Sponsorship solicitation Liabilities Accountability/timing/outourcing Proposals/agreements Negotiation techniques/strategies Presentation/in-person/written Implementation/follow-up/liability Fund-raising Events Silent auctions Raffles Sponsorship Perspective sponsors Proposals Agreements

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, group participation, video demonstration and discussion, student research and projects, industry involvement, computers, and simulations.

Reading Assignments

Writing Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Out-of-class Assignments

Demonstration of Critical Thinking

The student must participate in class discussions. In addition, complete assignments and a mastery quiz. Students will receive a grade by successfully completing the course requirements. Students must participate in an industry-based project.

Required Writing, Problem Solving, Skills Demonstration

1. All quizzes and examinations will be at least 75% comprehensive responses.
2. Problem solving exercises will include written comprehensive responses.
3. Cognitive responses to classroom lecture/demonstration/discussion will be required.
4. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Textbooks Resources

1. Required Levy, Reynolds. Yours for the Asking: An Indispensable Guide to Fundraising and Management, ed. Philadelphia: Wiley, 2008