



# The FUND for AMERICAN STUDIES

Teaching Freedom Since 1967

**Course:** Leadership Scholars Seminar  
**Location:** TBD  
**Class Dates:** Wednesday, June 9 through July 21, 2010  
**Time:** 5:45-7:15 pm

## Class Syllabus

### General Information

**Professor:** Kimberly Mullins  
**Office Hours:** After class and by appointment

### Course Goals

- To understand what it takes to be a leader in the nonprofit sector
- To develop soft & hard workplace skills
- To provide practical experience and application for nonprofit job market
- To identify the many types of nonprofit jobs available to college graduates

### Format

- Discussion on nonprofit organizations by department
- Student interaction during class
- Leadership interview & paper
- Dialogue on internship experiences & life lessons
- Textbook: *Begging for Change: The Dollars & Sense of Making Nonprofits Responsive, Efficient, and Rewarding for All* by Robert Egger and his blog; <http://www.robertegger.org/blog/>.
- Weekly homework & biweekly journal assignments

### Grading

- Class participation (25%)
- Leader Interview (35%)
- Weekly journal assignments (40%)

### Expectations

- Participate in TFAS Service Saturday on June 19th
- Attend two TFAS Professional Development Seminars
- Proper grammar and professional writing
- Knowledge of how to write a memo
- Knowledge of how to use bullets and headings in your writing
- Active class participation

## Course Calendar

### **Week 1—Basic Overview**

Introductions & overview of course

Leadership qualities

Overview of nonprofit job titles and salaries

*Journal assignment—in memo format (10 points):*

- What three things do you think are critical to being a leader?
- What characteristics do you possess that you feel will help you reach your leadership goals?
- Who, in your opinion, is a true leader? Why?

### **Week 2—Starting a Nonprofit & Program Management**

Starting a nonprofit—is it the right approach?

Managing programs

Service Saturday prep

### **Week 3—Fundraising**

Fundraising methods

Service Saturday follow-up

*Journal assignment—in memo format (10 points):*

- Consider the ways that your internship organization raises funds. How diversified is this list?
- Outline the ways that the organization could improve its funding. If the organization is large, pick one or two things to target. Consider all pros/cons, cost vs. benefit, return on investment (ROI) and timetable for action?

### **Week 4—Grants**

Role of foundations in nonprofit sector

### **Week 5—Marketing & Communications**

Nonprofit marketing challenges

Successful MarCom examples

*Journal Assignment—in memo format (10 points):*

- You are more than half-way through your internship. What has been your greatest high and low so far in the workplace?
- What 3 things have you learned about yourself from the experience?
- From your experience so far, who do you consider to be your mentor or greatest sounding board? What two things have you learned from him/her?
- Read Robert Egger's blog, <http://www.robertegger.org/blog/>. He makes plenty of suggestions on strategy for changing the world and making an impact. How do you plan to do your part? Share your own advice and strategy for changing the world. Dream big but be concrete in how to put it into action.

### **Week 6— Volunteer Resource Management**

Recruiting & evaluating volunteers

*Journal assignment—in memo format (10 points):*

- In your opinion, what are the three most important rules (pick one from each listing) from "Robert's Rules..." and why?
  - Nonprofits
  - Businesses
  - Volunteers and Donors
- Why do you volunteer? In ten years, what kind of volunteer will you be? Do you think that there are certain types of volunteers (direct service, board members, special event) that are more critical to the organization than others? Why?

- Upon finishing *Begging for Change*, what thoughts are you left with? Do you agree or disagree with Robert Egger's vision? What is the one question that you want to ask him when you meet him?

### **Week 7—Course Wrap-up**

Discussion with Robert Egger  
Leader checklist

## **Leadership Project**

### **General Overview**

Identify a nonprofit leader to interview via telephone or in person. Focus on an individual who has made a difference in their field. During the second class, submit your 2 suggestions for leader interviews. For ideas, review a list of the NonProfit Time's "2009 Power & Influencers." The list may be found at <http://www.nptimes.com/09aug/NPTtop5019.pdf>.

Research their biography. Compile a list of questions for the interview. Be sure to ask them:

- What qualities they think are most important for leadership
- Given the recession, what new challenges are you facing? What things have you had to learn to better address the economic effects on your organization?
- Your own questions

Paper (Minimum 4 pages)

- List sources used (at least 4)
- Include final contact information for reaching your person
- Share:
  - Biographical info
  - Insights from Q+A (attach your questions)
  - Lessons learned
  - Overall impression of this person and their career path/goals
  - Overall impression of the process (accessibility, timeframe, response, etc.)

## **Course Policies**

Class attendance and participation is mandatory. Absences must be arranged and approved in advance. Assignments and topics mentioned in this syllabus are subject to change. Homework must be turned in by the beginning of class on its due date either via email or in person. All student work is based on Georgetown University's Honor Code.

## Sample Memo Format for Journal Assignments

[Logo of your organization]

### Memorandum

**To:** Name  
Title (if necessary)

**From:** Name  
Title (if necessary)

**Date:** XX

**Subject:** XX

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Craft a paragraph that introduces purpose—include or list out items for discussion. If you have multiple points, be sure to use a defined heading structure. Steer away from multiple paragraphs without headings and bullets. The flow can become monotonous and hard to read. Memos are meant to be brief—just a few pages long. Follow this structure:

#### Heading 1

##### Subheading

When necessary, use bullet points to address key points:

- Multiple items that you need to address
- People that you may need to mention
- Projects, dates/timeline, factors to consider, etc.
- Always use proper grammar

Remember that memos are not letters and do not need to be signed.