

LIS 9509 Prospect Research and Fundraising

Brief Course Outline – Winter 2020

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Mondays: 6:30 – 9:20, FNB 2230
The University of Western Ontario

Instructor Information

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Course Description

This course will address techniques, principles and skills in order to pursue a career in Prospect Research and Development in the charitable sector, including but not limited to, libraries. General fundraising practices, issues and trends will be covered. Students will use real-world examples in the charitable sector as part of their assignments and we will also have guest speakers from the charitable sector throughout the term. Charities often recruit graduates from MLIS programs for prospect research positions in the sector.

0.5 course

Program Content Areas

- **Connecting People with Information**

Course Objectives

- To provide the necessary tools and research methods applied in the professional field of Prospect Research and Development.
- To critically review current fundraising trends as to which could be applied within a specific charitable organization in regard to furthering fund development methods.
- To learn the scope of the needs of the charitable sector and the researcher’s role within the entire development process.

Relationship to the Goals and Objectives of the MLIS Program

Learning Outcomes

Upon successful completion of readings, assignments, and class participation, students will be able to:

1. Identify, select, acquire, organize, describe and provide access to information needed for fundraising within the charitable sector (PLLO 2, 6);

2. Understand and critically review the current critical role of fundraising in modern non-profit organizations, and charities including, but not limited to, libraries and information centres (PLLO 2, 5);

3. Employ appropriate techniques, tools and methods for work in the professional field of Prospect Research ((PLLO 2, 5, 6).

Course Materials

The suggested reading for those course will be primarily be “**Prospect Research in Canada: An Essential Guide for Researchers and Fundraisers**” edited by Tracey Church & Liz Rejman. Civil Sector Press, 2016. This text book is on reserve at the Graduate Library, FIMS, is in the Western Library, and is available online from: <http://hilborn-civilsectorpress.com/products/prospect-research-in-canada> (discount code for students available from course instructors).

Methods of Evaluation

6 Written Assignments @ 15% each

Participation 10%

- Includes class attendance and participation in addition to students bringing forward (in class or via email) news and social media articles on current fundraising trends and gift announcements.

Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf

Additionally,

All required papers may be subject to submission for textual similarity review to the commercial plagiarism-detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Support Services

The Web sites for Registrarial Services (<http://www.registrar.uwo.ca>), and the same for affiliated university colleges when appropriate, and any appropriate Student Support Services (including the services provided by the USC listed here: <http://westernusc.ca/services/>) and the Student Development Services.

Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.