

Program:

Fundraising for Not-for-Profit Organizations

Fred Forgey, Ph.D.

Associate Professor and Chair, Department of Public Administration
H. Wayne Huizenga College of Business and Entrepreneurship

Contact:

Andrew Rosman, Ph.D., Dean

3301 College Avenue, Davie, FL 33314

Arosman1@nova.edu

(954) 262-5001

H. Wayne Huizenga College of Business and Entrepreneurship
Nova Southeastern University

Nova Southeastern University (NSU) is a dynamic institution that has made a positive, significant, and lasting societal impact since its founding as Nova University of Advanced Technology in 1964. Since its founding, NSU has graduated nearly 200,000 alumni from a variety of programs in law, health, oceanography, psychology, business, and more. NSU alumni contribute to their communities on the local, national, and international stage. NSU is one of only 50 universities nationwide to be awarded Carnegie's Community Engagement Classification. One of NSU's eight core values is community. The university embodies community by interacting with various external constituencies through diverse services, clinical programs, and community-based resources. NSU is also the largest private, not-for-profit institution in the United States that meets the U.S. Department of Education's criteria as a Hispanic-serving Institution.

The H. Wayne Huizenga College of Business and Entrepreneurship (HCBE) mission is to prepare business and entrepreneurial leaders to embody values-based decision making as they adapt, innovate, influence, and transform organizations to tackle tomorrow's challenges and opportunities. The vision of HCBE is that graduates of HCBE will innovate, influence, and transform organizations that are "best *for* our world"™. HCBE's mission and vision guide the college in decision making, program development, and providing training and support to the community that makes a lasting societal impact. Goal one of HCBE's strategic plan is to create unique programs for business and nonbusiness majors that accomplish the HCBE vision. Through meaningful collaboration among students, alumni, and the community, HCBE fosters an environment where all can learn and apply adaptive skills.

Description of the Innovative Strategy or Program

In 2019, HCBE was awarded the first of two, one-year grants from The Fundraising Academy (formerly The Sanford Institute of Philanthropy). The mission of the Fundraising Academy is to prepare nonprofits and their fundraisers for greater, measurable impact by providing learning opportunities designed to enhance their cause, communities, and the world. The purpose of the grant was to educate and collaborate with nonprofit fundraisers throughout the State of Florida. HCBE's initial training tied to the grant focused on webinars and workshops for the leaders of various nonprofit organizations. Building on this curriculum, NSU expanded the program by integrating fundraising academy content into our undergraduate and master's degree programs. The result was HCBE connected current nonprofit professionals with the next generation of nonprofit fundraisers and facilitated organic networking, structured workshops, and experiential learning.

In addition to the webinars and workshops, HCBE launched the first hybrid Fundraising Academy Accelerate program. The program was the largest Accelerate cohort in the nation. This program was an 8-week certificate training certified by Certified Fund Raising Executive International (CFRE). HCBE also created a unique credit-bearing course that grouped undergraduate and master's students with industry professionals and focused the discussions and coursework on the nonprofit organizations these industry professionals represented. This model allowed students to gain real-world exposure to the challenges faced by nonprofits and brainstorm solutions to current issues that could have an immediate societal impact.

During the Fundraising Academy journey, HCBE also developed a Nonprofit Advisory Board, recruiting influential industry experts from the local community to serve as program advisors, student mentors, and strategic partners. These board members worked closely with the Fundraising Academy program and HCBE to offer one-on-one student sessions, invitations for facility tours, and in-depth instruction on a variety of relevant topics. Board members continue to strategize on ways to keep the program innovative, maximize student opportunity, and align the curriculum with industry needs. Further, the advisory board was instrumental in helping build and launch a Master of Science in Philanthropy and Non-Profit Management in fall 2020.

Societal Impact of the Strategy or Program

The societal impact of HCBE's application of the Fundraising Academy grant is felt through its holistic approach to training current and future nonprofit professionals to live their passion that gives back to the community. Through training and nurturing nonprofit professionals to be more effective and better achieve long-term sustainability, HCBE is directly helping to amplify the efforts undertaken by every nonprofit organization we collaborate with. The Fundraising Academy grant with HCBE's execution links and deepens community relationships by facilitating an environment where fundraising professionals can collaborate and excel.

HCBE used the financial capital provided by the Fundraising Academy grant to expose young professionals and students to the nonprofit community. The guest lectures, expert-led workshops, and tailored mentoring sessions planted and nourished the seeds of societal impact. As the leaders of nonprofit organizations improve through education, networking, and operational efficiency, so shall the communities they serve.

The quantitative impact HCBE has had on society and the community through the Fundraising Academy grant can be measured in several ways. First, HCBE delivered over 6,000 participant contact hours through webinars, workshops, and degree instruction. Second, over 80 participants graduated with a CFRE certified certificate from the HCBE Fundraising Academy Accelerate program. Third, HCBE was able to leverage grant participation to recruit a nonprofit advisory board and launch a master's degree directed at educating the leaders of nonprofits. Finally, the grant facilitated collaboration with a South Florida nonprofit called BowTie Kids where a case study activity was conducted to help the organization expand its reach in the community. The Bowtie Kids nonprofit supports and empowers kids with chronic health challenges.

Description of Applicability or Transferability to other Institutions

The integration of the Fundraising Academy curriculum is easily reproduced at other organizations and universities. Introducing a structure of guided webinar content, skills-building workshops, and collaboration with local industry professionals will lead to a vibrant ecosystem of experiential learning. This model, if launched and maintained correctly, will enrich and activate the local community to support and expand nonprofit organizations through fundraising, volunteer work, and other financial and nonfinancial contributions.