Wayne State University  
College of Education

**Division:** Kinesiology, Health, and Sport Studies  
**Program Area:** Sports Administration  
**Course #:** KHS 7580 28384  
**Course Title:** Fundraising and Entrepreneurship  
**Term/Year:** Winter 2014  
**Course Location:** On-Line: Blackboard  
**Instructor:** Rick Rachner  
**Office Address:** 259 Matthaei Building  
**Office Hours:** Mondays 6:00 pm – 8:00 pm or by appointment  
**Office Telephone:** 248-508-7575 Cell (do not hesitate to call at anytime)  
**E-mail:** rickrachner@ameritech.net

**Course Description:**

A complete introduction to the fundamental principles and best practices in sports fundraising. Focusing on the particular challenges of fundraising in intercollegiate and interscholastic sport, and for youth sport organizations. A look at strategic partnerships and entrepreneurial concepts that drives fundraising and end results.

**Course Outcomes:** Upon completion of this course the student will be able to:

- Recognize various fundraising strategies and tactics and how these strategies are utilized effectively at different levels of sport.
- Understand the role of fundraising in athletics at the collegiate level.
- Understand the role of entrepreneurial fundraising for the United States Olympic Committee (USOC).
- Understand the role & dynamics that entrepreneurialism plays in sports fundraising

**Required Text:**

**Course Assignments:**

- On-Line Assignments (2 @ 50 points each) 100 points  
- Midterm Exam 100 points  
- Project – University Fundraising 100 points  
- Project – USOC Entrepreneurial Fundraising (Group) 100 points  
- Final Exam 100 points  

**500 points**
Class Policies:
While online courses may not require regular in-class attendance, students are expected to meet stated due dates and/or meeting requirements as provided by the faculty member at the beginning of each course.

1. Make initial contact with online instructor during the first week of class or immediately after late registration.
2. Include first and last name on each email, along with designated title of assignment as teacher instructs.
3. Students are expected to complete required readings, participate in online discussions, and perform all assignments satisfactorily and in a timely fashion.
4. Assignments are to be submitted on time in a PDF format. Late assignments will NOT be accepted.
5. Assignments are graded on content, creativity, and writing skills.
6. Class participation includes raising online questions from the readings, making relevant comments drawn from personal experiences, reacting to the opinions expressed by classmates, and actively engaging in class exercises or citing issues of general interest to the online class.
7. Is prohibited from altering, deleting, copying or using any online data of another student without his/her prior consent.
8. Have access to required software as course specifies prior to beginning of class.
9. Use the student WSU email for corresponding and submitting work to the instructor.
10. Contact the instructor with problems.
11. Refrain from using any information available on the Internet that is inappropriate for general use (i.e. material that is sexually-explicit, violent, etc.).
12. Complete necessary paperwork through your adviser if a withdrawal from class becomes necessary.
13. Follow WSU policy to register complaints or appeals about online classes.

Plagiarism:
Plagiarism includes copying material (any more than 5 consecutive words) from outside texts or presenting outside information as if it were your own by not crediting authors through citations. It can be deliberate or unintended. If you're in doubt about the use of a source, cite it. Students caught plagiarizing information from other sources will receive a failing grade in the course. University policy states that students can be subject to multiple sanctions, from reprimand to expulsion as a consequence of academic dishonesty. To enforce this policy, all outside references must be submitted with assignments.

Grading System:

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
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<tr>
<td>A-</td>
<td>90-92%</td>
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<tr>
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<td>B-</td>
<td>80-83%</td>
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<tr>
<td>C</td>
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<td>78-79%</td>
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<td>F</td>
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General Note on Grading:
The College of Education faculty members strive to implement assessment measures that reflect a variety of strategies in order to evaluate a student's performance in a course. For graduate students, B grades will be awarded for satisfactory work that satisfies all course requirements; B+ grades will be awarded for very good work, and A grades will be reserved for outstanding performance. Please note that there is a distribution of grades from A-F within the College of Education and that plusses and minuses are recorded and distinguish distinct grade point averages.

Attention Students with Disabilities:
If you have a documented disability that requires accommodations, you will need to register with Student Disability Services (SDS) for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Admany Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-577-3365 (TDD only). Once you have your accommodations in place, I will be glad to meet with you privately during my office hours to discuss your special needs. Student Disability Services’ mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University.

Please be aware that a delay in getting SDS accommodation letters for the current semester may hinder the availability or facilitation of those accommodations in a timely manner. Therefore, it is in your best interest to get your accommodation letters as early in the semester as possible.

Religious Observance Policy:
Because of the extraordinary variety of religious affiliations represented in the University student body and staff, the Wayne State University calendar makes no provision for religious holidays. It is University policy, however, to respect the faith and religious obligations of the individual. Students who find that their classes or examinations involve conflicts with their religious observances are expected to notify their instructors well in advance so that alternative arrangements as suitable as possible may be worked out.

Wayne State University Writing Center:
The Writing Center (2nd floor, UGL) provides individual tutoring consultations free of charge for students at Wayne State University. While the center serves both graduate and undergraduate students, undergraduate students in General Education courses, including composition courses, receive priority for tutoring appointments. The Writing Center serves as a resource for writers, providing tutoring sessions on the range of activities in the writing process – considering the audience, analyzing the assignment or genre, brainstorming, researching, writing drafts, revising, editing, and preparing documentation. The Writing Center is not an editing or proofreading service; rather, students are guided as they engage collaboratively in the process of academic writing, from developing an idea to correctly citing sources. To make an appointment, consult the Writing Center website: http://www.clas.wayne.edu/writing/. To submit material for online tutoring, consult the Writing Center HOOT website: http://www.clas.wayne.edu/unit-inner.asp?WebPageID=1330.
**Class Schedule:** (*Adjustments may be made during the semester as necessary.)*

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<tr>
<th>Date</th>
<th>Reading/Assignment</th>
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| January 7  | Introduction & Syllabus  
Introduction to Fundraising                                                           |
| January 14 | Chapter 1: Sports Fundraising: Challenges & Prerequisites  
Chapter 2: Fundraising Organization                                                  |
| January 21 | **On-line Assignment #1**                                                            |
| January 28 | Chapter 3: Personal Skill Set Development in Fundraising  
Chapter 4: Dynamic Funding Essentials & Principals                                    |
| February 4 | **On-line Assignment #2**                                                            |
| February 11| Chapter 5: Intercolligate Relationship Cultivation and Stewardship  
Chapter 6: Youth & Interscholastic Relationship Cultivation and Stewardship         |
| February 18| **Individual Project: University Fundraising**                                       |
| February 25| Chapter 7: Leveraging Points of Sale & Profit Making for Fundraising Success         |
| March 4    | **Mid-Term Exam**                                                                   |
| March 11   | **Spring Break - No Class**                                                          |
| March 18   | Chapter 8: Working with Diverse Constituencies: Cultivation Strategies & Essential Resources |
| March 25   | Chapter 9: Youth/interscholastic Grantsmanship Opportunities & Approaches for Success |
| April 1    | **Group Project: USOC Entrepreneurial Fundraising**                                 |
| April 8    | Chapter 10: The Future of Sports Fundraising: Date-Driven Methodologies & Curriculum Development in Higher Education |
| April 15   | **Final Exam**                                                                      |