Empowering Generosity: Understanding Philanthropy & Fundraising
Online Course

After completion of this course, the participant will:

1) Understand and describe philanthropy as an element of the human condition
2) Identify the roles of philanthropy in society and in their organizations
3) Articulate personal definitions of and perspectives on the role, meaning and
capacity of philanthropy in their professional and personal lives
4) Apply psychological and economic theories to inform fundraising objectives
   in their organizations

Pre-Readings

- Lilly Family School of Philanthropy Faculty, 2019. “The Eight Myths of
  Innovation Review.

Week 1: Philanthropy and society

- Defining philanthropy
- Context, history, and purpose of philanthropy
- Roles of philanthropy in society
- Who is a philanthropist?
- 8 mechanisms for philanthropic behavior
- Psychological, social, and physical benefits of giving
- Discussion
- Assignment

Week 2: Coming together in voluntary associations

- Nonprofit organizations as mediating structures
- Size and scope of the sector
- Voluntary associations as ways to connect
- The three sectors / Philanthropy as a response
- Discussion
- Assignment
Week 3: Philanthropy in community

Philanthropy in and between the sectors
Nonprofits as manifestations of community
Engaging diverse audiences in philanthropy (diversity, gender, religion)
Discussion
Assignment

Week 4: The fundraising profession moving the sector forward

What makes fundraising a profession?
Leadership for/within the profession
Responding to critiques and ethical considerations
Discussion
Assignment