



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Understanding Philanthropy

After completion of this course, the participant will:

- 1) Understand and describe philanthropy as an element of the human condition
- 2) Identify the values and motivations that inform their work as effective leaders in the philanthropic sector
- 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 Philanthropy,” *Stanford Social Innovation Review*.
 - Karl Zinsmeister, 2020. “The War on Philanthropy,” *Wall Street Journal*.
 - Rob Reich, 2018. “Philanthropy in the Service of Democracy,” *Stanford Social Innovation Review*.
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DAY 1

8:30am: What is philanthropy?

Participant Introductions & Expectations
Course Objectives
Defining philanthropy

10:00am: Break

10:15am: Philanthropy and society

Context, history, and purpose of philanthropy
Roles of philanthropy in society

11:45: Lunch

1:00pm: 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

3:00pm: Break

3:15pm: Motivations

Who is a philanthropist?
8 mechanisms for philanthropic behavior
Psychological, social, and physical benefits of giving

4:45pm: Summarize and conclude

5:00pm: Adjourn

DAY 2

8:30: Diversity, Gender, and Religion

Engaging diverse audiences in philanthropy

10:00am: Break

10:15 am: Philanthropy in community

Philanthropy in and between the sectors
Nonprofits as manifestations of community

11:45 am: Lunch

1:00 pm: The fundraising profession

What makes fundraising a profession?
Leadership for/within the profession

3:00pm: Break

3:15pm: Critiques and ethical considerations

Conversation with LFSOP Dean Amir Pasic
Action planning
Final reflections
Certificates and celebration

5:00pm: Adjourn