



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Understanding Philanthropy 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 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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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
Optional live zoom conversation TBD

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

Optional live zoom conversation TBD