

**Bangor Theological  
Seminary Summer 2007**

**Fundraising CMU459**

**July 18 & 19 2007**

**Portland**

**Instructor: Dr. William C. Imes**

**Day and Time: Wednesday & Thursday 9:00 -4:30 p.m.**

**Credit: 1**

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**Office Hours: By appointment**

**OBJECTIVES:**

- 1. To understand the difference between stewardships and fundraising.**
- 2. To learn the principles and methods of fundraising.**
- 3. To connect fundraising to the mission of a congregation (agency)**

**COURSE REQUIREMENTS AND GRADING:**

- 1. Attendance (5%)**
- 2. Class participation (10%)**
- 3. An 8-10 page paper on stewardship which will be due August 13 (85%)**

**This course will be far more successful if you make time at least to skim (better to read) the four texts before the sessions begin. The Reserved books will be available as of June 1st. They will be most helpful in writing the required paper for this course. The paper should be on a stewardship topic of your choice which you clear with me. Please bring a Bible to class.**

**REQUIRED TEXTS:**

Ms Namara Patrick, **More Than Money: Portraits of Transformative Stewardship** The Alban Institute, 1999

Callahan, Kennon L., **Effective Church Finances: Fund-Raising and Budgeting for Church Leaders** Jossey-Bass, 1992

Kretzmann, John P **Building Communities From The Inside Out: A Path Toward Finding** The Asset-Based Community Development

McKnight, John L, **And Mobilizing A Community's Assets** Institute: Chicago, 1993

## **ON RESERVE:**

Rosenberg, Claude Jr., **Wealthy and Wise: How You And America Can Get The Most Out Of Your Giving** No Publisher Listed 2004  
United Church of Christ, **Capital Fundraising Manual: United Church of Christ Capital Campaign Services** United Church of Christ: Cleveland, 2000

## **GRADING ON WRITTEN MATERIALS:**

Grades will be based on the policies in the *BTS 2006-2007 Student Guide, p. 6*, and on the following criteria:

"A" -- work is excellent. It is punctual and demonstrates full control of the assignment, the material and the language. The writing has no English usage problems, the material is clearly and effectively organized and presented, and the writer speaks clearly and firmly from the page.

"B" ~ work is very good. It is punctual and directly addresses the assignment. The writing may show English usage problems, but the grammar, punctuation and spelling are good. The material is well organized but transitions may be abrupt and information may be thin.

"C" - work is adequate. The assignment is punctual and completed according to instructions. However, the writing may be awkward, unclear and contain English usage problems. The material is only partly grasped.

"D" — work is barely adequate. It may be late or not according to instructions. It is careless, not well organized, and the information is not under the control of the writer.

"F" -- work is inadequate.

At the suggestion of the instructor, and with the agreement of the student, a student may submit rewrites for materials which have been deemed unsatisfactory.

## **COURSE OUTLINE**

### **July 18**

**Session I 9:00-12:00**                      The Difference between Stewardship and Fundraising

McNamara- whole book

**Session II 1:00-4:30**                      The Principles of Fundraising

Callahan pp 1-52

### **July 19**

**Session III 9:00 – 12:00**                      The Methods of Fundraising

Callahan pp 53-15

**Session IV 1:00-4:30** Connecting Fundraising to our Mission

Kretzmann and McKnight- whole book