

Resources for Nonprofit Organizations

University of Oregon, Department of Planning, Public Policy & Management

Although there are nonprofit programs in many universities across the US and internationally, University of Oregon's nonprofit program is one of the largest, with extensive course offerings and services and large numbers of both undergraduate and graduate students. Read on to find out what UO can do for your organization:

- ❖ Grant seeking
- ❖ Nonprofit Management Education
- ❖ Finding an intern
- ❖ Assistance for a special project
- ❖ Collaborative university-nonprofit sector projects

Grant Seeking

UO's Knight Library is a Cooperating Collection for the Foundation Center. This means that, in addition to having a large collection of nonprofit management and philanthropy books and periodicals, we also have a **free** online database via the Foundation Center, allowing community members and nonprofit professionals to do **targeted searches for grants**. For more information on finding grants via the Foundation Center database, visit Knight Library. <http://libweb.uoregon.edu/>

In addition, UO's two philanthropy courses (one is for freshmen and the other for upperclassmen and graduate students) in the Department of Planning, Public Policy & Management each disburse sizeable grants to a regional nonprofit organization each year. (See page 3.)

Nonprofit Management Education

The University of Oregon offers a wide array of resources for career professionals in the nonprofit sector.

- **Master of Nonprofit Management**
http://pppm.uoregon.edu/grad/nonprofit_master
- **Graduate Certificate in Nonprofit Management**
<http://pppm.uoregon.edu/grad/nonprofit>

- **Undergraduate Minor in Nonprofit Administration**
<http://pppm.uoregon.edu/undergrad/nonprofit>

Graduates of these degrees are obtaining excellent jobs in regional, national, and even international nonprofit organizations. These two programs are located in the Department of Planning, Public Policy & Management (<http://pppm.uoregon.edu/>). About 70 graduate students are enrolled in the program during the academic year. Curricular emphasis is on in-depth coverage of key technical skills required for nonprofit sector leadership.

**Graduate Level Courses (available to community members),
 Department of Planning, Public Policy & Management
 Contact: Professor Renee Irvin, rirvin@uoregon.edu, (541) 346-2155**

PPPM 584 Public & Nonprofit Financial Management: 4 credits
 PPPM 581 Resource Development for Nonprofit Organizations (fund raising): 4 credits
 PPPM 522 Grant Proposal Writing (offered every quarter): 1 credit
 PPPM 680 Managing Nonprofit Organizations: 4 credits
 PPPM 586 Philanthropy and Grant Making Seminar: 2 credits
 PPPM 687 Nonprofit Board Governance: 3 credits
 PPPM 688 Nonprofit Management Consultancy: 4 credits
 PPPM 634 Strategic Planning & Management: 4 credits
 PPPM 622 Project Management: 4 credits
 PPPM 565 Program Evaluation: 4 credits
 PPPM 507 Volunteer Management: 2 credits

Other departments besides Planning, Public Policy & Management have an array of very useful courses:

- Arts & Administration: event management, museum studies and arts administration.
- Business: leadership, marketing, entrepreneurship, and negotiation.
- Journalism: public relations.
- Law: nonprofit law, estate law
- Education

**Undergraduate Level Courses (available to community members)
 Department of Planning, Public Policy & Management
 Contact: Jessica Matthiesen, jessicam@uoregon.edu**

PPPM 484 Public & Nonprofit Financial Management
 PPPM 480 Nonprofit Management
 PPPM 422 Grant Proposal Writing (1 credit – offered every quarter)
 PPPM 481 Resource Development for Nonprofit Organizations (fund raising)
 PPPM 486 Philanthropy and Grant Making Seminar
 PPPM 407 Volunteer Management
 PPPM 280 Introduction to the Nonprofit Sector
 PPPM 199 Freshman Seminar in Philanthropy

Again, like the graduate courses, other departments have undergraduate-level courses that have value for nonprofit professionals. Education, for example, has coursework in family and human services.

Unusual Courses of Special Interest to the Local Nonprofit Sector

PPPM 687: Seminar in Nonprofit Board Governance

This Department of Planning, Public Policy & Management course requires students to attend classes in board governance models and serve on a board for an entire year. The program was launched in 2005-06, and if you would like to host a graduate student on your board next year, please contact Professor Renee Irvin (rirvin@uoregon.edu) or the instructor, Diane Lang, for details.

For example, here is what two students of the board governance students did this year while serving on boards:

- Assisted with writing job policies, job descriptions, advertising and hiring a new Executive Director.
- Assisted with designing and implementing the early stages of a capital campaign.

PPPM 586: Philanthropy and Grant Making Seminar

PPPM 199: Freshman Seminar in Philanthropy

The Department of Planning, Public Policy and Management offer both an undergraduate and graduate course in philanthropy, where students learn the techniques of grant making by researching local nonprofit organizations and granting a large gift to a chosen organization. In the upper level course (Spring quarter), students do their own research to come up with finalists for the award (no grant application procedure). The sponsor of the \$15,000 graduate grant is the Faye & Lucille Stewart Foundation. Email Professor Renee Irvin (rirvin@uoregon.edu) to place your organization on the list for consideration.

In the freshman course (Winter quarter), students are still required to do their own preliminary research for organizations, but there is an additional grant application procedure whereby organizations complete a simple one-page grant proposal and send that to the course instructor, Paul Elstone (pelstone@uoregon.edu). Watch for the grant application announcement in the Eugene Register-Guard in early January. The sponsor of the \$5,000 freshman grant is Wells Fargo.

Finding an Intern

Graduate and undergraduate students seeking work experience in nonprofit agencies can sign on for unpaid or paid internships. Payment can be hourly or on a stipend basis upon

completion of the project. While we prefer our students to be paid for internships, we also recognize that there will be some instances when the student agrees to an unpaid internship to build important career skills. Demand for students who have nonprofit-related experience far outstrips the supply of interns, so persistence pays off. Please contact the Department of Planning, Public Policy & Management's Internship Director, Rhonda Smith, at rhonda@uoregon.edu to inquire about internships if you have questions after viewing the internship website (note that you may post an internship announcement directly to this website): <http://pppm.uoregon.edu/internships/>

Other departments have their own internship programs. You may contact the university-wide Community Internship Program (346-4351), or contact the department of your choice for a particular project (for example, contact the Latin American Studies program or Romance Languages department if you were seeking a student to do a project in Spanish). It is smart to get your internship listed in as many places as possible.

Please note that students pay tuition for their internship credits. In essence, they are paying for the opportunity to work for you. The internship is not structured as unpaid labor – it should provide a quality learning experience, and a paid staff member should supervise the project. Students are interested in what projects they might do for you, so be as specific as you can when describing an opportunity.

How to Attract an Intern (sample job description)

Nonprofit Management Internship: Capital Campaign Associate

The Capital Campaign Associate will work closely with the Executive Director and Development Director to develop a capital campaign plan for the building of The Great Hall. The Associate will assist in building data collection methods for major gifts, designing donor recognition levels, and in developing key campaign materials, from brochures to major donor folders, website content and possibly a video presentation. Desired qualifications include....(etc.)

Key: The more specific you can get in the initial description, the more students will be excited about your opportunity.

Independent Research Projects

Students seeking elective credits for focused research (such as a Master's thesis) often choose to study one or more nonprofit organizations as a case study. These are usually unpaid. If the project is specifically for a Masters thesis, the project should involve analysis of quantitative data. Some projects are very short and serve as information to develop into a class paper during an academic quarter. Other research projects, such as a thesis or capstone project, may take up to 6 months to complete.

Examples of Internship or Independent Research Projects Include:

- Assistance with a special event or other fundraising component
- Assisting staff and board members in setting long-range plans, and formal strategic planning.
- Studying one problem (“retention of volunteers”, etc.) in depth as an impartial party
- Budgeting, financial management review
- Analysis of local/regional/national market competition
- Executive transition/succession planning
- Analysis of community/constituent needs, forecasting
- Setting up and/or analyzing outcomes and performance data – very helpful for gathering data for writing grants!
- Research how other similar organizations face similar circumstances. For example, a recent student research project involved a salary and benefits review for a multi-site nonprofit agency, to determine if equity in compensation was an issue.

Service Learning: How to Get a Team of Students Working For You

Service learning is an important part of the Masters degree curriculum. Under the supervision of the professor, students work together as a team and complete projects that benefit the organization – much like work that a consultant might perform. Usually, groups of about five students each are assigned to an agency to work on a single topic (strategic planning, budgeting, capital campaigns, etc.).

Following are courses where service learning projects are always incorporated into the coursework. Contact the instructor directly.

- **Grant Proposal Writing.** Every student must write a grant proposal for this class. If you would like to have students consider your organization for a possible proposal, contact the instructor, Bob Choquette (choquett@uoregon.edu). Offered every quarter.
- **Resource Development for Nonprofit Organizations.** The entire class finishes the quarter by completing a fundraising “Review & Consultation” for one nonprofit organization (students research the current fundraising strategies used by the nonprofit and suggest a future strategy). Professor Renee Irvin (rirvin@uoregon.edu). Offered Winter and Summer terms.
- **Strategic Planning.** Student teams work with 3 to 5 nonprofit organizations to create strategic plans. Instructor Bob Choquette (choquett@uoregon.edu). Offered Fall term only.
- **Nonprofit Management Consultancy.** Advanced graduate student teams work with a faculty member and nonprofit professional on projects requested by nonprofit organizations. Topics can cover a broad spectrum of issues pertaining to the management of nonprofit organizations. Offered Spring term only. Contact Professor Renee Irvin (rirvin@uoregon.edu) or instructor Diane Lang.

Finding a Volunteer

Freshman orientation would be a good time to get your organization's name out for internships or volunteer opportunities. Again, just as with the internships, an attractive description of the opportunity is important, as well as having both short and long-term volunteering opportunities available. See <http://orientation.uoregon.edu> for the various orientation programs held on campus. Contact student groups for information about larger group-oriented volunteering possibilities: Leadership Resource Office (346-1146; includes sororities and fraternities), Office of University Housing (346-4277; includes residence halls).

Getting Help with a Fund Raising Project

See the Resource Development course description above (in the Service Learning category) if you would like a review of your fund raising strategies. In addition, students may be able to assist in the actual raising of funds: UO is one of only eight campuses nationwide that has a student chapter of the Association of Fundraising Professionals. Our student AFP group teams up with local nonprofit organizations to put on fund raising events or work in some capacity to raise funds. Contact Renee Irvin (rirvin@uoregon.edu), the faculty advisor for the AFP chapter, to connect with the student leadership of the AFP.

Faculty Resources for Community Organizations and Agencies

Besides serving as a liaison between students seeking nonprofit experience and organizations needing assistance, PPPM Department faculty often serve in an advisory capacity to area organizations. Many grant-funded projects have been completed and are currently underway that involve cooperative efforts with the PPPM Department, public agencies, and local nonprofit organizations. Examples include the Resource Assistance to Rural Environments, Community Planning Workshop, and many other research projects in environmental, health, and other fields of interest.

For further information about University of Oregon nonprofit degree programs, student resources and faculty resources, please contact:

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