

Resources for Nonprofit Organizations

University of Oregon, School 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 philanthropy course in the School of Planning, Public Policy & Management disburses a sizeable grant 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 School of Planning, Public Policy & Management (<http://pppm.uoregon.edu/>). About 70 graduate students and 35 undergraduate minors are enrolled in the programs 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),
School of Planning, Public Policy & Management**

Contact: Professor Renee Irvin, rirvin@uoregon.edu, (541) 346-2155

PPPM 507 Nonprofit Financial Management: 4 credits
PPPM 581 Fundraising for Nonprofit Organizations: 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 526 Strategic Planning & Management: 4 credits
PPPM 622 Project Management: 4 credits
PPPM 565 Program Evaluation: 4 credits
PPPM 507 Volunteer Management: 2 credits
PPPM 507 Nonprofit Legal Issues: 4 credits
PPPM 507 Strategic Communications: 4 credits
PPPM 507 Impact Philanthropy: 4 credits
PPPM 610 Social Entrepreneurship: 4 credits
AAD 530 Event Management: 4 credits

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

- Business: leadership, marketing, entrepreneurship, and negotiation.
- Journalism: public relations.
- Law: nonprofit law, estate law
- Conflict and Dispute Resolution: CRES 610 Nonprofit Clinic

**Undergraduate Level Courses (available to community members)
School 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 426 Strategic Planning
PPPM 481 Fund Raising for Nonprofit Organizations
PPPM 486 Philanthropy and Grant Making Seminar

PPPM 407 Volunteer Management
PPPM 407 Communications Management
PPPM 407 Nonprofit Legal Issues
PPPM 407 Impact Philanthropy
PPPM 407 Financial Management for Arts Organizations
PPPM 280 Introduction to the Nonprofit Sector

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.

Courses of Special Interest to the Local Nonprofit Sector

PPPM 687: Nonprofit Board Governance

This School of Planning, Public Policy & Management course requires students to attend classes covering board governance best practices and serve on a board for an entire year. The program, a partnership with Columbia Bank, has been placing graduate students on nonprofit boards for over a decade. If you would like to host a graduate student on your board next year, please contact the instructor, Diane Lang (dblans@uoregon.edu), for details.

For example, here is what two students in the board governance class 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 4/586: Philanthropy and Grant Making Seminar

The School of Planning, Public Policy and Management offer a 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. Students do their own research to come up with finalists for the award (no grant application procedure). The sponsor of the \$20,000 graduate grant is the Faye & Lucille Stewart Foundation. Email Renee Irvin (rirvin@uoregon.edu) to place your organization on the list for consideration.

More Courses with Services for Nonprofits

Service learning is an important part of the Nonprofit 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 3 to 5 students 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.

Fundraising 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). Instructor Elena Fracchia (efracchia@uoregon.edu). Offered Winter, Spring, and Summer terms.

Strategic Planning. Student teams work with 3 to 8 nonprofit organizations to create strategic plans. Instructor Bob Choquette (choquett@uoregon.edu). Offered Spring term only.

Project Management. Instructor Bob Choquette (choquett@uoregon.edu) incorporates projects for nonprofits into this course. Offered Winter 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 (i.e. fundraising & development, financial policies and reporting, executive transition planning, campaign development, board development, etc.). Offered Spring term only. Contact Professor Dyana Mason (dmason@uoregon.edu).

Nonprofit Clinic. A pro-bono program combining the resources of the School of Law, School of Planning, Public Policy & Management, and the Master of Conflict and Dispute Resolution Program. Students from the three fields are supervised by professional consultants in providing an organizational assessment focused on governance, board and legal compliance. Offered Winter term only. To request to be one of the 12 organizations assessed, contact Beatrice Dohrn, Director, at (541) 346-3860 or bdohrn@uoregon.edu.

The College of Business has a **Leadership in Action** class, where undergraduates tackle projects (often those that would deliver **commercial revenue**) on behalf of nonprofit organizations. Contact Anne Forrestel in the Lundquist College of Business (amf@uoregon.edu).

Finding an Intern with Nonprofit-Specific Administrative Skills

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 School of Planning, Public Policy & Management's Internship Director to inquire about internships if you have questions after viewing the internship website:

<http://pppm.uoregon.edu/posting-internship>

Other departments have their own internship programs. You may contact the university-wide Community Internship Program (541-346-4351), 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 a Skilled 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 in-depth study on a certain topic often choose to study one or more nonprofit organizations as a case study. These are usually unpaid. 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.

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 Fundraising Project

See the Fundraising course description above if you would like a review of your fundraising strategies. In addition, students may be able to assist in the actual raising of funds: UO even 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 Dyana Mason (dmason@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 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 School, public agencies, and local nonprofit organizations.

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

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