Assignment 3 Instructions

The NON PROFIT ORGANIZATION I HAVE SELECTED IS THE YWCA

I chose this organization because I received help in 2016 as was provided assistance to assist with removing me and my sons out of an unhealthy marriage.

Please FOLLOW THE INSTRUCTIONS BELOW WHICH IS HIGHLIGHTED IN YELLOW TO MAKE SURE I RECEIVE THE MAXIMUM CREDIT ALLOWED PLEASE

The last paper completed was a 70% which is close to a failing grade

The references that must be used for citing is the YWCA Website as follows;

<https://www.ywca.org/about/history/> please look up and write about the Atlanta Ga location please which is where I received personal assistance

<https://www.ywca.org/what-we-do/>

<https://www.ywca.org/connect/>

<https://www.ywca.org/about/financial-statements/> please use the most recent 2019

For week 3 Please also refer to the following;

From your course textbook, *The Complete Guide to Fundraising Management*, read the following chapters: The chapters will be attached in a separate document

* + [Managing Information](http://outboundsso.next.ecollege.com/default/launch.ed?ssoType=VitalSource&sku=9780470647479&books=9780470647479&outline=5)
  + [Major Gift Programs](http://outboundsso.next.ecollege.com/default/launch.ed?ssoType=VitalSource&sku=9780470647479&books=9780470647479&outline=8)
  + [Special Event Fundraisers](http://outboundsso.next.ecollege.com/default/launch.ed?ssoType=VitalSource&sku=9780470647479&books=9780470647479&outline=11)

The text book as follows;

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| |  |  | | --- | --- | | Title: | [*The Complete Guide to Fundraising Management*](https://myclasses.southuniversity.edu/d2l/common/dialogs/quickLink/quickLink.d2l?ou=64544&type=lti&rcode=southu-68466&srcou=9753) | | Author: | Stanley Weinstein | | Edition: | 4 | | Copyright Date: | 2017 | | Publisher: | John Wiley & Sons, Incorporated | | ISBN: | 9781119289326 | |

The lecture Notes which will be labeled on another PDF Document

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| Instructions | |  |
| Instructions |  |
| This project will require you to analyze the past and current fundraising efforts of a nonprofit organization and then develop a fundraising plan for the selected nonprofit. Given a comprehensive analysis is to be conducted and a fundraising plan developed in the time frame of this class, the selected nonprofit organization should be small to medium in size and ideally one you are familiar with through your volunteer experiences or work. At minimum you should have access to the necessary organizational information to complete the project assignments.  In week 3, you will complete the first part of the project which is the analysis of the nonprofit’s fundraising efforts and determine its organizational readiness for fundraising.  For this assignment:   * Provide the history and mission statement and describe the main program/activities of the nonprofit organization. * Identify the five major fundraising principles and discuss each principle’s effect on the nonprofit. Use examples and data from the nonprofit in your discussion. * Identify the nonprofit’s funding priorities and include a specific dollar amount the nonprofit intends to raise for the year to achieve the stated priorities. * Include a case statement for the nonprofit’s fundraising efforts in an appendix to the assignment. * Select an appropriate assessment tool, such as a SWOT analysis, to perform an analysis of the nonprofit’s fundraising efforts. Discuss the components of the tool and provide your rationale for selecting the specific tool. * Use the selected analysis tool to analyze the nonprofit’s current fundraising activities. There should be a minimum of three types of fundraising activities analyzed such as individual contributions, grants, special events, and corporate sponsorships. * Based on the analysis, discuss the nonprofit’s organizational capacity to achieve its funding priorities and the potential benefits and pitfalls of raising or not raising the specified funds.   **Submission Details:**   * Cite all sources and provide references in APA format on a separate page. | |
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Please follow the Rubric IN GREEN WHEN WRITING THE ASSIGNMENT 3 PAPER and Citate in APA FORMAT WHICH IS MANDATORY

## Rubric Name: MPA6100 Week 3 Project Rubric

This table lists criteria and criteria group name in the first column. The first row lists level names and includes scores if the rubric uses a numeric scoring method. Criteria

**Unsatisfactory**

0 points

**Below Expectations**

27 points

**Emerging**

31 points

**Meet Expectations**

35 points

**Exceeds Expectations**

40 points

Identified the five major fundraising principles and discussed each principle’s effect on the nonprofit using examples and data from the nonprofit.

Does not identify the five major fundraising principles and does not discuss each principle’s effect on the nonprofit using examples and data from the nonprofit.

Does not identify the five major fundraising principles and/or does not discuss each principle’s effect on the nonprofit using examples and data from the nonprofit.

Identifies some of the five major fundraising principles and/or discusses some of the principles’ effects on the nonprofit using examples and data from the nonprofit.

Identifies the five major fundraising principles and discusses each principle’s effect on the nonprofit using examples and data from the nonprofit.

Identifies the five major fundraising principles and discusses each principle’s effect on the nonprofit using examples and data from the nonprofit in detail.

/ 40

This table lists criteria and criteria group name in the first column. The first row lists level names and includes scores if the rubric uses a numeric scoring method. Criteria

**Unsatisfactory**

0 points

**Below Expectations**

20 points

**Emerging**

23 points

**Meet Expectations**

26 points

**Exceeds Expectations**

30 points

Used the selected tool to analyze at least three of the nonprofit’s current fundraising activities.

Does not use the selected tool to analyze the nonprofit’s current fundraising activities.

Used the selected tool to analyze at least one of the nonprofit’s current fundraising activities.

Uses the selected tool to analyze at least two of the nonprofit’s current fundraising activities.

Uses the selected tool to analyze at least three of the nonprofit’s current fundraising activities.

Uses the selected tool to analyze at least three of the nonprofit’s current fundraising activities in detail.

/ 30

This table lists criteria and criteria group name in the first column. The first row lists level names and includes scores if the rubric uses a numeric scoring method.Criteria

**Unsatisfactory**

0 points

**Below Expectations**

13 points

**Emerging**

15 points

**Meet Expectations**

17 points

**Exceeds Expectations**

20 points

Provided the history and mission statement and described the main programs/activities of the nonprofit organization.

Does not provide the history and mission statement and does not describe the main programs/activities of the nonprofit organization.

Does not provide the history and/or mission statement and/or does not describe the main programs/activities of the nonprofit organization.

Provides the history and/or mission statement but only describes some of the main programs/activities of the nonprofit organization.

Provides the history and mission statement and describes the main programs/activities of the nonprofit organization.

Provides the history and mission statement and describes the main programs/activities of the nonprofit organization in detail.

/ 20

Included a case statement as an appendix.

Does not include a case statement.

Includes a case statement but significant information is missing.

Includes a case statement but some information is missing.

Includes a comprehensive case statement but not as an appendix.

Includes a comprehensive case statement as an appendix.

/ 20

Discussed the nonprofit’s organizational capacity to achieve its funding priorities and discusses the potential benefits and pitfalls of raising or not raising the funds.

Does not discuss the nonprofit’s organizational capacity to achieve its funding priorities and does not discuss the potential benefits and pitfalls of raising or not raising the funds.

Does not discuss the nonprofit’s organizational capacity to achieve its funding priorities and/or does not discuss the potential benefits and pitfalls of raising or not raising the funds.

Discusses some of the nonprofit’s organizational capacity to achieve its funding priorities and discusses the potential benefits and/or pitfalls of raising or not raising the funds.

Discusses the nonprofit’s organizational capacity to achieve its funding priorities and discusses the potential benefits and pitfalls of raising or not raising the funds.

Discusses the nonprofit’s organizational capacity to achieve its funding priorities and discusses the potential benefits and pitfalls of raising or not raising the funds in detail.

/ 20

Mechanics: Use of grammar, sentence structure, and spelling.

Errors in basic writing conventions are sufficiently numerous to prevent reader comprehension.

Errors in basic writing conventions are sufficiently numerous to prevent reader comprehension of majority of the work.

Errors in basic writing conventions interfere with, but do not prevent, reader comprehension.

A few errors in basic writing conventions but the assignment is mostly error free.

Assignment is basically error free, so that a reader would have to purposely search to find any errors that may be present.

/ 20

Academic/APA Formatting Use of citations, references, and structural formatting including such elements as cover page, running head, page numbers, introduction, headings (as appropriate), and conclusion.

No attempt at Academic/APA formatting in assignment.

Academic/APA format is attempted, but errors are significant.

Academic/APA format is attempted but errors are distracting.

Uses Academic/APA format. Errors are noticeable but minor.

Uses Academic/APA format proficiently. Text is basically error free.

/ 20

This table lists criteria and criteria group name in the first column. The first row lists level names and includes scores if the rubric uses a numeric scoring method.Criteria

**Unsatisfactory**

0 points

**Below Expectations**

6 points

**Emerging**

7 points

**Meet Expectations**

8 points

**Exceeds Expectations**

10 points

Identified the nonprofit’s funding priorities and included a specific dollar amount the nonprofit intends to raise for the year.

Does not identify the nonprofit’s funding priorities and does not include a specific dollar amount the nonprofit intends to raise for the year.

Does not identify the nonprofit’s funding priorities and/or does not include a specific dollar amount the nonprofit intends to raise for the year.

Identifies some of the nonprofit’s funding priorities and includes a specific dollar amount the nonprofit intends to raise for the year.

Identifies the nonprofit’s funding priorities and includes a specific dollar amount the nonprofit intends to raise for the year.

Identifies the nonprofit’s funding priorities in detail and includes a specific dollar amount the nonprofit intends to raise for the year.

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Selected an appropriate assessment tool, discussed the components of the tool, and provided a rationale for selecting the tool.

Does not select an appropriate assessment tool, and does not discuss the components of the tool, and does not provide a rationale for selecting the tool.

Two or more of the following are not completed fully: selects an appropriate assessment tool, discusses the components of the tool, and provides a rationale for selecting the tool.

One of the following is not completed fully: selects an appropriate assessment tool, discusses the components of the tool, and provides a rationale for selecting the tool.

Selects an appropriate assessment tool, discusses the components of the tool, and provides a rationale for selecting the tool.

Selects an appropriate assessment tool, discusses the components of the tool, and provides a rationale for selecting the tool in detail.

/ 10

Communication: Use of tone, word choice, audience, transitions, and progression of ideas.

Assignment contains no discernible overall intent in author’s selection of ideas.

Assignment contains random presentation of ideas, which prevents understanding the majority of author’s overall intent.

Ideas are presented in a way that forces the reader to make repeated inferences in order to identify and follow the author’s overall intent.

The reader can follow the author’s overall intent as stated.

The writer’s overall argument and language are clear and tightly focused, leaving the reader with no room for confusion about author’s intent.

/ 10

Rubric Total Score Total

/ 200

### Overall Score

Overall Score

#### Unsatisfactory0 points minimum

#### Below Expectations130 points minimum

#### Emerging150 points minimum

#### Meets Expectations170 points minimum

#### Exceeds Expectations200 points minimum