

SERVE HERE AMERICA

Learning Module Week 14: Fundraising/Organizational Challenges

For this week's class, we recommend meeting at one of the participant's workplaces. This gives participants a sense of the work that their peers are doing and increases their social capital as new connections are made at these agencies. (Historical note: For this first off-site meeting, which happened earlier in the original Learning Module, participants had a tour from key staff members from the agency before hearing from a public official who spoke about his or her career).*

Suggested Reading:

- "Campus Fundraising Becomes Social" by Dian Schaffhauser (January 2016) in *Campus Technology*
<https://campustechnology.com/articles/2016/01/07/campus-fundraising-becomes-social.aspx>
- "Underdeveloped: A National Study of Challenges of Facing Nonprofit Fundraising" by Jeanne Bell and Marla Cornelius (2013)
https://www.compasspoint.org/sites/default/files/images/UnderDeveloped_CompassPoint_HaasJrFund_January%202013.pdf
- "Two Things to Do After Every Meeting" by Paul Axtell (November 2015) in *Harvard Business Review* <https://hbr.org/2015/11/two-things-to-do-after-every-meeting>

*Depending on the number of participants and the willingness and availability of meeting spaces of the employment agencies, I highly recommend holding the meetings out in the community during the Learning Module.