APPLICATIONS INVITED: Contract Instructor for a Graduate Seminar in

**PLANNING AND MANAGEMENT OF INTEGRATED FUNDRAISING**

(a one week, executive-style course to be offered in late October, starting in 2019)

**Master / Diploma of Philanthropy and Nonprofit Leadership**
**Carleton University, School of Public Policy and Administration**
**Ottawa, Ontario**

**PANL 5301: Planning and Management of Integrated Fundraising**

This graduate seminar focuses on the theory, research and application of the strategic and tactical management, oversight and ethical considerations of a diversity of fundraising methods. The goals of this course are to provide students with a solid understanding of the development and implementation of strategies for fund development, and a knowledge of how to manage relationships and associated accountabilities. Topics include donor relationships, planning and managing major, integrated campaigns, planned giving, and crowdfunding, among others.

The students are a diverse mix of experienced and aspiring professionals enrolled in the Master or Diploma of Philanthropy and Nonprofit Leadership, the only degree of its kind in Canada. The instructor should be familiar with and able to critically assess the research literature in this field, and be knowledgeable regarding current trends and good practice. The pedagogy should integrate theory with practical techniques that promote effective and ethical revenue generation and donor stewardship, and it should engage students in an executive-style manner.

The course will be offered in an intensive one-week executive-style format (8:30 to 4:30 pm) in late October, with the first delivery in 2019. Students will need reading materials a month in advance and their assignments would be due about a month after the intensive week. The instructor would need to be accessible in a reasonable manner by email, phone or video for ‘virtual’ office hours during this period.

Faculty from the Philanthropy and Nonprofit Leadership (PNL) program could provide feedback on curriculum content, guidance in using the University’s electronic learning system, and other assistance as needed; research assistance may also be available.

For more information, please visit [www.carleton.ca/mpnl](http://www.carleton.ca/mpnl) or contact the PNL supervisor, Professor Susan Phillips at susan.phillips@carleton.ca.

**Applications, in the form of letter and CV, should be sent by May 1st 2019 to:**

Professor Graeme Auld, Director, School of Public Policy and Administration

c/o Meghan Innes, Administrator, School of Public Policy and Administration Meghan.Innes@carleton.ca