Securing the Foundation of Sales and Fundraising Principles via a Fundraising Final Project

Katie M. Brown, Texas Tech University
Andrew C. Pickett, University of South Dakota
Zack Damon, University of Central Arkansas

Teaching & Learning Fair - Other (Other)  
Teaching & Learning Fair Presentation  
Abstract 2020-333  
Session: Teaching & Learning Fair II

This presentation discusses an integrative final project used in sales and fundraising courses. Students are asked to propose a sport-related fundraising event to benefit a non-profit organization. For the project, students must conceptualize an event from scratch, where each step of the event planning process (e.g., working with industry partners, event marketing, budgeting, and contingency planning) must be considered. Students create a brochure to advertise their event and present their idea to potential sponsors, donors and participants in the class. The assignment asks students to integrate several course concepts into one unified project. Course materials and handouts will be provided.