

**SCHOOL OF PROFESSIONAL COMMUNICATION**

**3<sup>RD</sup> FLOOR, ROGERS COMMUNICATIONS CENTRE  
PROCOM.RYERSON.CA**

**CMN 408/ PC8105  
Proposal and Grant Writing**

**1.0 Course Description**

This course provides an introduction to the multidimensional processes of grant-seeking and the strategic principles of writing proposals for venture support. From the perspective of both grant seekers and multidisciplinary peer-review audiences, students will learn how to identify and target funding sources/opportunities, translate project goals and problem statements into clear objectives and hypotheses, and coordinate activities to plan, develop, structure, and articulate feasible and conceptually innovative proposals

**Weekly Contact: Lecture: 2 hrs. Lab: 1 hr.**

**Prerequisites:** CMN313 or CMN323

*Note: This course is available only to Professional Communication and Creative Industries*

**2.0 Course Objectives/Learning Outcomes**

For undergraduate students, this course aims to

- Introduce concepts, genre system knowledge, practices and strategies of effective grantsmanship and donor-centred fundraising communication and stewardship
- Develop students' capacities to research prospects and target funding sources and develop problem-based cases for support and feasible, goal-driven proposals for multiple sectors
- Identify current and emerging trends to plan, execute and manage multi-modal communication products for fundraising campaigns, planned giving, and entrepreneurial fundraising
- Apply rhetorical principles and approaches in critical analysis of grants and fundraising discourse
- Assist students in identifying and interrogating central issues in philanthropy, giving behavior, and underlying social, political and ethical implications of grant writing and fundraising activities

Additionally, graduate students will be able to

- Demonstrate knowledge of the literature in grant proposal writing and nonprofit fundraising
- Coordinate team-based fundraising campaigns
- Analyze grant writing and fundraising communications through theoretical lenses drawn from a variety of fields such as rhetoric, media studies, and visual communication

### **3.0 Topics Covered**

- 3.1 Persuasion and narratology
- 3.2 Grants culture and its socio-cognitive dimensions
- 3.3 Proactive and reactive grant seeking: identifying funding opportunities, resources and steps in the grant cycle
- 3.4 Elements of standard research, arts, corporate/foundation grants and business proposals
- 3.5 Nonprofit/charitable sector: giving behavior and nonprofit fundraising methods, including attracting individual support, soliciting major gifts, holding capital campaigns
- 3.6 Direct response fundraising
- 3.7 Digital fundraising, e-fundraising and integrated social media campaigns
- 3.8 Nonprofit storytelling and donor engagement
- 3.9 Special events, sponsorship, crowdfunding and cause-related marketing

### **4.0 Course Management**

#### **4.1 Teaching Methods**

Classes will consist of interactive lectures, guest lectures, and workshops, in-class and on-line. Students will work both individually and in groups.

#### **4.2 Evaluation Methods**

Evaluation will be based on at least four assignments, including a letter of intent, grant proposal, an integrated fundraising campaign and a multimodal presentation. Students will be provided with access to appropriate technology and software, as well as workshops introducing these tools.

Graduate students will also be expected to

- lead a seminar discussion and design a learning activity based on peer-reviewed readings
- coordinate a team of students in the development and delivery of an integrated campaign
- prepare a final report or essay

## 5.0 Course Materials

Coley, S. M., & Scheinberg, C.A. (2016). *Proposal Writing: Effective Grantsmanship*, 5<sup>th</sup> edition. Thousand Oaks, CA: Sage. ISBN 9781483376431 (paperback).

Locke, L. F., Spirduso, W., and Silverman, S. J. (2013). *Proposals that Work: A Guide for Planning Dissertations and Grant Proposals*, 6th edition. Thousand Oaks, CA: Sage. ISBN 978-1-4522-1685-0 (paperback).

Sargeant, A. & Shang, J. (2017). *Fundraising Principles and Practice*. Second edition. Wiley: Hoboken, NJ. ISBN: 978-1-119-19649-5. E-book available from [Wiley](#).

Additional readings and videos will be available in D2L.

Graduate students will be assigned additional weekly readings.

## 6.0 Course Policies

6.1 Students must adhere to university policies; see <http://www.ryerson.ca/senate/policies>. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities
- Policy #166 Course Management Policy

### 6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada's [Copyright Act](#) which protects both creators/owners and users of copyrighted materials.

Students should familiarize themselves with [Ryerson's Copyright policies and procedures](#), and contact the Copyright and Scholarly Engagement Librarian at [copyrt@ryerson.ca](mailto:copyrt@ryerson.ca) for questions, concerns and clarification of the copyright rules.

### 6.3 Turnitin.com

Turnitin is a plagiarism prevention and detection service. This tool assists instructors in determining the similarity between a student's work and the work of other students who have submitted papers to the site, internet sources, and a wide range of journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an originality report which instructors use to judge whether something is plagiarized.

All assignments in this course may be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in the Turnitin.com reference database used solely to detect plagiarism in assignments.

**Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.** Even if an instructor has not indicated that Turnitin will be used or a student has opted out of using Turnitin, if an instructor suspects that an assignment has been plagiarized, the instructor may submit that work in a non-identifying way to a plagiarism detection service.

### 6.4 Electronic Communication

Ryerson requires that any official or formal electronic communication from students be sent from their official Ryerson e-mail accounts.

### 6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

## 7.0 Ryerson's Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at

the [Courses @ Ryerson Privacy and Security website](#).