

ONLINE AND ON CAMPUS

MS in Strategic Fundraising and Philanthropy



As the number of nonprofit organizations seeking individual, corporate, and foundation philanthropy has multiplied, the demand for highly skilled fund-raising professionals has increased dramatically. Nonprofit institutions seek individuals with proficiencies in multiple areas, including a thorough understanding of the philanthropic marketplace, mastery of key fundraising techniques, and comprehensive management skills.

The MS in Strategic Fundraising and Philanthropy:

- Prepares individuals to enter the field of fundraising or to advance to senior management fundraising positions
- Provides critical management skills and knowledge to prepare skilled knowledgeable leaders
- Allows those with MBA's or other graduate degrees to transfer applicable courses, thus reducing the number of courses required
- Brings professionals and faculty together in an educational networking experience that can lead to opportunities

**Bay Path
College**

Founded 1897

Bay Path College
588 Longmeadow Street
Longmeadow, MA 01106

**Classes Available
Weeknights, Saturdays, or Online
or combine these options**

Your schedule...Your way

1.800.782.7284 x 1332 or nonprofit@baypath.edu

Degree Requirements for the MS in Strategic Fundraising and Philanthropy Program:

The program consists of a common core of knowledge (30 credits) and elective coursework (6 credits). The common core of knowledge has three components:

Nonprofit Management and Administration Core (9 credits):

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|---------|--|
| NMP 600 | Foundations of Nonprofit Management* |
| NMP 635 | Board Governance and Volunteer Management* |

Choose **one** from:

| | |
|---------|--|
| NMP 605 | Financial Decision Making for Nonprofits |
| NMP 625 | Strategic Planning for Nonprofits |
| NMP 645 | Marketing for Nonprofits |
| NMP 665 | Law Policy and Government Relations |
| CIM 642 | Project Management |

Organizational Behavior and Personal Effectiveness Core (6 credits)

Choose **two** from:

| | |
|---------|---|
| NMP 655 | Leadership and Personal Effectiveness |
| MBA 620 | Organizational Behavior and Leadership |
| NMP 656 | Relationships, Communication and Philanthropy |

Philanthropic Studies Core (15 credits)

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|---------|--|
| NMP 621 | Fundraising Theory and Principles* |
| NMP 622 | Donor Behavior and Giving Methodologies* |
| NMP 675 | Capstone: Advanced Fundraising Seminar* |

Choose **two** from:

| | |
|---------|--|
| NMP 631 | Grant Writing for Corporations and Foundations |
| NMP 641 | Capital Campaign and Major Giving Management |
| NMP 651 | Annual Giving and Donor Relations |
| NMP 661 | Planned Giving for Nonprofit Organizations |
| NMP 623 | Resource Development Management |

Elective Course Options (Choose 6 credits from the following):

| | | | |
|---------|---|---------|---|
| NMP 606 | Workforce and Affordable Housing Programs and Players | MBA 600 | Introduction to Entrepreneurial Thinking and Innovative Practices |
| NMP 607 | Housing Policy | MBA 605 | Business Ethics and Social Responsibility |
| NMP 608 | Creating and Preserving Housing | MBA 620 | Organizational Behavior and Leadership |
| NMP 609 | Effective Housing Leadership | MBA 630 | Legal Issues in Business |
| NMP 622 | Donor Behavior and Giving Methodologies | MBA 650 | Elective |
| NMP 623 | Resource Development Management | MBA 651 | Elective |
| NMP 631 | Grant Writing for Corporations and Foundations | CIM 605 | Business Intelligence |
| NMP 641 | Capital Campaign and Major Giving Management | CIM 612 | Information Design & Usability |
| NMP 645 | Marketing Principles & Techniques for Nonprofits | CIM 621 | Internet/HTML Programming |
| NMP 651 | Annual Giving and Donor Relations | CIM 642 | Project Management |
| NMP 655 | Leadership and Personal Effectiveness | CIM 653 | Computer Forensics |
| NMP 656 | Relationships, Communication and Philanthropy | CIM 654 | Knowledge Management |
| NMP 661 | Planned Giving Principles and Techniques | CIM 655 | Visual Graphics |
| MHE 600 | Introduction to Higher Education Administration | CIM 656 | Network Security |
| MHE 605 | Organization and Governance of Higher Education | CIM 657 | Social Responsibility |
| MHE 610 | Higher Education Curriculum Development | CIM 659 | Collaborations and Coalitions |
| MHE 620 | The Contemporary College Student | CIM 658 | Strategies for Information Management |
| MHE 625 | Women in Higher Education | | |
| MHE 630 | Law and Ethics in Higher Education | | |
| MHE 640 | History and Economics of Higher Education | | |
| MHE 650 | Operations Management | | |

Options for elective courses are updated and expanded on an ongoing basis.

Graduate Certificates

By adding one of the following certificates to your MS degree you can build a program that best meets your career goals.

Requirements for the Graduate Certificate in Nonprofit Management Program (15 credits):

Five required courses (15 credits):

- NMP 600 Foundation of Nonprofit Management
- NMP 605 Financial Decision Making for Nonprofits
- NMP 621 Fundraising Theory and Practice
- NMP 625 Strategic Management of Nonprofit Organizations
- NMP 635 Board Governance and Volunteer Management

Requirements for the Graduate Certificate in Housing Development and Leadership Program (12 credits):

Four required courses (12 credits):

- NMP 606 Workforce and Affordable Housing Programs and Players
- NMP 607 Housing Policy
- NMP 608 Creating and Preserving Housing
- NMP 609 Effective Housing Leadership

Requirements for the Graduate Certificate in Higher Education Administration Program (15 credits):

Two required courses (6 credits):

- MHE 600 Introduction to Higher Education Administration
- MHE 605 Organization and Governance of Higher Education
- MHE 620 The Contemporary College Student

Three elective courses chosen from the following (9 credits):

- MHE 630 Law and Ethics in Higher Education
- MHE 640 History and Economics of Higher Education
- MHE 610 Higher Education Curriculum Development
- MHE 625 Women in Higher Education

Requirements for the Graduate Certificate in Strategic Fundraising Program (15 credits):

Three required courses (9 credits):

- NMP 600 Foundation of Nonprofit Management
- NMP 621 Fundraising Theory and Practice
- NMP 635 Board Governance and Volunteer Management

Choose two electives from the following (6 credits):

- NMP 622 Donor Behavior and Giving Methodologies
- NMP 623 Resource Development Management
- NMP 631 Grant Writing for Corporations and Foundations
- NMP 641 Capital Campaign and Major Giving Management
- NMP 645 Marketing Principles and Techniques for Nonprofits
- NMP 651 Annual Giving and Donor Relations
- NMP 656 Relationships, Communication and Philanthropy
- NMP 661 Planned Giving Principles and Techniques