FUNDRAISING FOR POLITICAL CAMPAIGNS – COURSE SYLLABUS
Department of Politics as of 12/21/04
New York University
Spring 2004 - Tuesdays – 6:20 to 8:20 p.m.

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Office hours by appointment

Introduction

This course will examine political fundraising in America today. It will concentrate on the role, responsibilities and activities of the modern campaign finance director at the local, congressional, statewide and national levels. Guest lecturers may include political fundraising professionals, an investigative reporter, a candidate and a major contributor.

Course Requirements

Each student is required to complete weekly assignments and to attend class and participate in class discussions. The format for the weekly assignments will be discussed in class. Additionally, students will be expected to be familiar with all assigned readings and should be prepared to discuss them in class.

Summary of Grading

Grades will be assigned on the following basis: Class participation 40% and weekly assignments 60%.

Texts


Emily’s List, Making The Dough Rise. (will be distributed in class)

“Special Events” and “The Finance Committee,” NRCC Finance Manual (will be distributed in class)

Selected articles and publications to be distributed.
Course Outline

1. Introduction/ Overview of class

   Fundraising & the 2004 Presidential Election
   Who gives & why – Part 1
   Reading Assignment for 1/25:
   *Making the Dough Rise*, pp. 1-8, 32-42.
   *Serious Money*, pp. 1-49.
   Assignment to be discussed: Contributor research paper (due 1/25)

   January 18

2. Who gives & why – Part 2

   Who gives & why – Part 3 – Corporations & PACs
   Due: Contributor research paper
   Reading Assignment for 2/1:
   *Making the Dough Rise*, pp. 41-47.
   Assignment to be discussed: Corporate/PAC analysis (due 2/1)

   January 25

3. Campaign finance opposition research & media coverage

   Guest speaker: tba
   Due: Corporate/PAC analysis
   Reading Assignment for 2/8:
   *Making The Dough Rise*, pp. 9-31
   *Serious Money*, pp. 50-114
   Assignment to be discussed: Target Group paper (due 2/8)

   February 1

4. Fundraising tools

   Due: Target Group paper
   Reading Assignment for 2/15:
   Assignment to be discussed: Candidate Analysis (first draft due 2/15; final due 3/8)

   February 8

5. Wholesale vs. retail fundraising/ Finance Committees & Fundraising Events

   Due: Candidate Analysis 1st draft
   Assignment to be discussed: Event proposal (due 2/22)

   February 15

6. Direct mail, telemarketing & the internet

   Due: Event Proposal
   Assignment to be discussed: Internet analysis (due 3/1)

   February 22

7. Fundraising as part of the overall campaign

   The candidate’s perspective - Guest speaker: tba
   Due: Internet Analysis

   March 1

8. The contributor’s perspective – Guest Speaker: tba

   Class Wrap-up
   Due: Candidate Analysis

   March 8