The need for trained professionals who understand the intricacies of the philanthropic world and how to influence giving has never been greater. In a volatile economy, every cultural, educational, and nonprofit organization is at risk of losing funding, even from what were once reliable sources. As government agencies experience budget cutbacks and foundations earn lower interest on investments—revenue that is typically dedicated to gifts—grant-making organizations in the public and private sectors are becoming more focused and sophisticated in choosing where to give.

The Master of Science in Fundraising and Grantmaking offered through the George H. Heyman, Jr. Center for Philanthropy and Fundraising at the New York University School of Continuing and Professional Studies provides an opportunity for current and aspiring fundraising professionals to hone their skills in New York City, one of the world’s most vibrant philanthropic communities. Through a timely curriculum of scholarly and practical coursework, students select a concentration in fundraising and explore the theory and practice of fundraising including, the history, philosophy, and fundamentals of fundraising, the psychology behind giving, legal and ethical issues, and more. They also can choose a concentration in grantmaking and learn the role of foundations, the skills of effective grantmaking, and the methods of evaluating a grant.

AN EXCEPTIONAL DEGREE PROGRAM

The level of knowledge required for practitioners in both fundraising and grantmaking has increased dramatically in recent years. Students in the M.S. in Fundraising and Grantmaking program explore the differences between fundraising domestically and abroad, the impact of globalization on philanthropy, state and federal laws that govern the operations of nonprofits, how boards are developed, the financial and statistical underpinnings of fundraising analysis and reporting, and the technological support systems necessary for an effective professional environment. Extensive analysis of foundations is also included: how they function and make grants, the changes they have made in our society, and how grants are evaluated.

Students learn the fundamentals of fundraising through a required core curriculum and then choose a concentration in either fundraising or grantmaking. In the final semester, a capstone project marks the completion of the master’s degree program.

For more information on the M.S. in Fundraising and Grantmaking curriculum, faculty, and events, visit www.scps.nyu.edu/msfr.
The M.S. in Fundraising and Grantmaking adds immeasurably to the knowledge, both academic and professional, of men and women interested in making a life in this field.

Dr. L. Jay Oliva, honorary chair, George H. Heyman, Jr. Center for Philanthropy and Fundraising

M.S. IN FUNDRAISING AND GRANTMAKING CURRICULUM

The M.S. in Fundraising and Grantmaking is a 39-credit program that can be completed in two years of full-time study or up to five years of part-time study. Students select from an array of courses that are offered during the day and in the evening.

The program provides both the foundation and the advanced skills necessary for success in this broad, complex field. The core courses ensure that students gain an in-depth understanding of the most important elements of fundraising and grantmaking. They then select from a group of seminar-style elective courses in specific subject areas based on academic and professional interests. A capstone project involving original research completes the program.

The curriculum is frequently updated to ensure that students learn at the leading edge of this dynamic field. For the latest information, visit www.scps.nyu.edu/msfr.

CORE COURSES
All six courses are required.

- History and Philosophy of Philanthropy in the United States
- Theory and Practice in Fundraising
- Theory and Practice in Grantmaking
- Ethics, Law, and Board Governance in Philanthropic Organizations
- Corporate and Foundation Philanthropy
- Financial Management for Public, Nonprofit, and Health Organizations*

CONCENTRATIONS (CHOOSE ONE)
Students take all three courses from their chosen concentration.

FUNDRAISING
- Your Strategic Technology Plan and Informed Fundraising
- Annual, Capital Campaigns, and Major Gifts
- Planned Giving

GRANTMAKING
- Strategic Grantmaking
- Topics in Contemporary Grantmaking
- Proposal Review and Program Assessment
ELECTIVES
Minimum of 7 credits must be taken from this list—required for both concentrations.

Globalization and Philanthropy

Gender and Cultural History of Philanthropy

Strategic Approach to Government Relations and Government Grants

Psychology of Philanthropy

Statistical Methods for Public, Nonprofit, and Health Management*

Managing Public Service Organizations*

Marketing for Nonprofit Organizations*

Foundations of Nonprofit Management*

Nonprofit Governance*

Independent Study (Director’s Approval Required)

Internship in Fundraising or Grantmaking

CAPSTONE PROJECT
Required for both concentrations.

Thesis Research Project

*Offered through the NYU Wagner School of Public Service.

PROSPECTS FOR GRADUATES
Those who choose to dedicate their careers to fundraising or grantmaking work for organizations that deal with some of the most challenging issues facing our society and our world. Our students go on to assume leadership positions in art institutions, government agencies, foundations, nongovernmental organizations, and regional and international organizations.

HEYMAN CENTER ADVISORY BOARD
The George H. Heyman, Jr. Center for Philanthropy and Fundraising owes its reputation to the quality and commitment of its industry support. The Center’s prestigious advisory board is essential to maintaining the well-rounded programs and timely curricula offered to our students. Prominent leaders of the New York fundraising community, our board members review curricula, suggest new programs, organize and participate in conferences, raise funds, and support the Center’s other public purpose activities. For more information on our distinguished advisory board members, visit www.scps.nyu.edu/philanthropy.
A COMMUNITY OF SCHOLARS AND PROFESSIONALS

With the largest international student population of any university in the country and a faculty that represents a similar diversity in background and education, NYU’s classrooms come alive with cultural, professional, and intellectual discourse. Many students in the M.S. in Fundraising and Grantmaking program already work in the field, while others are setting forth on a new career path.

The high level of scholarship experienced in the classroom is the product of a world-class faculty. In addition to senior development professionals, our faculty includes accountants, lawyers, directors of nonprofit organizations, and corporate executives. Together with the Heyman Center’s advisory board of distinguished fundraisers, foundation leaders, and private philanthropists, the faculty leads students in an exploration of the dynamics and strategies of fundraising and philanthropy through intelligent dialogue and debate.

Through classes, workshops, and industry events, students experience their professors’ dedication to academic discovery, eagerness to share their knowledge, and commitment to mentoring and professional advisement.

NETWORKING AND PROFESSIONAL EVENTS

Networking opportunities are an important part of the graduate program, and we maintain strong connections that serve our students’ career goals as well. Individual consultations with advisors, discussions about job opportunities and trends, and access to alumni in strategic positions are vital. Our alumni network includes the thousands of metro area fundraising professionals who have honed their skills in our classrooms and who now work across the spectrum of the profession—from American Express to the YWCA.

Students participate in a variety of professional events, including luncheon lecture series, seminars, social activities, and more. Recent events included a seminar by Craig Newmark, founder of craigslist.org, on the Web, nonprofits, and “doing good”; a talk by author Joel Fleishman entitled “The Foundation: A Great American Secret”; and a webinar led by Chair and Executive Director of the Heyman Center Naomi Levine, featuring advice for those pursuing a career in fundraising.
ADMISSION

We seek individuals who are confident in their ability to master the required material, who have strong written and oral communication skills, and who have the courage to ask challenging questions. Preference is given to applicants with two or more years of work experience in this field, but can come from a variety of professional backgrounds. For detailed information on admission requirements and application deadlines or to apply to the program online, visit www.scps.nyu.edu/gradadmissions or call (212) 998-7100.

FINANCIAL AID

Aid for graduate students at NYU-SCPS is available in many forms, including low-interest loans and need based-scholarships. It is recommended that students file for aid as early in the admissions process as possible. Decisions on financial aid are made after admission to NYU. For more information on financial aid opportunities and deadlines, visit www.nyu.edu/financial.aid.

“There’s no other place to learn how to effectively manage nonprofits and fundraise than in the heart of the philanthropic community—New York City.”

Casey Rotter, alumna, M.S. in Fundraising and Grantmaking

THE GEORGE H. HEYMANN, JR. CENTER FOR PHILANTHROPY AND FUNDRAISING

The NYU-SCPS George H. Heyman, Jr. Center for Philanthropy and Fundraising, one of the nation’s preeminent educators of fundraisers and grantmakers, offers professional programs that provide a solid foundation in the field while building students’ own fundraising philosophy and framework through advanced study of the history and theory of the industry. Since its inception in 1999, the Heyman Center has educated more than 3,000 practitioners, executives, and volunteers from hundreds of nonprofits, corporations, and foundations. In our classrooms, students learn to question, explore, and hone their skills from a faculty of nationally recognized experts.

The Heyman Center offers a range of programs including:

- The Master of Science in Fundraising and Grantmaking
- Professional certificates that explore career essentials of fundraising and grantmaking and foundations
- Continuing education courses and seminars on specialized topics that are particularly pertinent in today’s dynamic philanthropy, fundraising, and grantmaking fields

For more information about the NYU-SCPS Heyman Center, call (212) 998-7171 or visit www.scps.nyu.edu/philanthropy.
IN AND OF THE CITY

The M.S. in Fundraising and Grantmaking is uniquely enhanced by the matchless contributions of New York City and its vast array of philanthropic organizations, foundations, and practitioners in numbers that exist nowhere else in the country. At a university that draws its strength from the city and the wider world, the Heyman Center develops carefully maintained partnerships to enrich the master’s program. The result is a living laboratory that enhances the graduate school experience while helping students build extraordinary professional relationships.

“Assisting institutions and organizations to be financially secure is one of the most challenging and fulfilling careers a person can have.”

Naomi Levine, chair and executive director, George H. Heyman, Jr. Center for Philanthropy and Fundraising

ABOUT THE NYU SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES (NYU-SCPS)

The George H. Heyman, Jr. Center for Philanthropy and Fundraising is one of several comprehensive academic divisions within NYU-SCPS. Established in 1934, the School is one of NYU’s many schools and colleges dedicated to academic excellence and innovation. NYU-SCPS captures the expertise of key sectors where New York leads globally: Real Estate; Hospitality, Tourism, and Sports Management; Global Affairs; Philanthropy and Fundraising; Communications Media, Publishing, Digital Arts, and Design; Human Capital Management, Information Technology, Marketing, and Finance; and the Liberal and Allied Arts, among others. Vibrant professional and academic networks attract full-time undergraduate and graduate students immersed in university life, working professionals in 14 graduate programs, and New Yorkers and visiting students of all backgrounds enrolled in 2,500 continuing education courses, certificate programs, conferences, and seminars annually. NYU-SCPS is widely considered to be the most complete example of NYU’s founding commitment to be “In and of the City”—and In and of the World.