

The Certificate in Fundraising is designed for those who want to advance in this ever-expanding field. The ideal candidate may not be formally trained in fundraising, but seeks instruction in the basic skills and methods of resource development.

This certificate has been redesigned to center equity and the important role of fundraisers as changemakers today. In addition to core skills and new trends, you will walk away with a deeper understanding of philanthropy's history, present, and the future you will be part of creating. Learn how to build a successful fundraising strategy and build up your career along the way!

Executive directors and board members will gain increased confidence and knowledge to support their essential roles as fundraisers for their causes.

### **A History and Introduction to Fundraising**

This class will explore the history of philanthropy in the US, how it has developed up to the current day, and its role in ensuring that equity, diversity, inclusion, access, and belonging exists within the nonprofit sector. We will discuss current fundraising practices and trends in the philanthropic marketplace and whether the practices of philanthropy and fundraising have evolved with society. This will include topics such as donor motivation, board engagement in fundraising, and donor retention. Participants will leave with an understanding of how the historical legacy of philanthropy relates to a fundraiser's work today and how we might challenge some of the harmful practices to build a more just future for philanthropy and fundraising.

### **Building the Right Development Strategy: Integrating Events**

A balanced development strategy can help your organization weather shifts in individual giving, foundation trends, the stock market and other inevitable changes outside of our control, creating the foundation for sustainable revenue. This class will help you think through your overall development strategy across various revenue streams. Then we will focus in on how to integrate friend-raising and fundraising events as a component of your development strategy. A well-planned and executed event can connect your organization, motivate stakeholders, offer networking and/or engagement opportunities, and garner interest from prominent people, thereby adding strength to your message and mission and gaining resources for advancing your work. Together, we will learn how to develop a realistic budget and calculate cost projections, how to secure organizational buy-in, set expectations, and measure success. We will discuss the considerations for deciding the format of an event: face-to-face, virtual or hybrid. And because you want more from your event than just good will, you'll learn strategies for converting event attendees into committed donors.

### **The Step-by-Step Guide for the Grantseeker**

Designed especially for those who are newer to grant funding, this class will explore the changing landscape of private foundations, corporations, and public agencies. We'll walk through the progressive steps of the grant seeking process, from proposal planning and prospect research to grant writing and relationship building with funders. At each step, we'll discuss how you can best position your nonprofit for success in securing grants that support the work and mission.

### **Creating Successful Individual and Major Donor Campaigns**

Need to know where to start an individual giving campaign? Is this an area where you have little/no experience? This class will help you develop the tools and techniques needed to create a fundraising program for individuals, including understanding the individual's relationship to your organization and identifying strategies for each approach. We will focus on identifying prospects, how to get appointments, and will engage in actual solicitation scenarios. You will leave the training ready to make your first calls with prospective donors.

### **Successful Fundraising in a Diverse World Starts With You**

Fundraisers – both paid and volunteer – can find a successful path toward equitable philanthropy. In our multicultural world, cultural humility is an essential skill. Meeting people where they are—being able to tell a compelling story about your cause in ways that resonate with them, their life, their values—is crucial. Through this class, you will identify ways to embrace the twin goals of resource development and equitable practices. You will leave with elements of a personal plan for equitable fundraising and advancing equity within your organization.

### **Successful Corporate Fundraising**

Corporate fundraising has changed dramatically in recent years, as corporate social responsibility has been integrated into corporate culture. It is essential for nonprofits who are seeking connections with businesses to adapt your approach to make CSR an easy fit. Countless corporate mergers and restructuring make it even more critical for you to target your efforts in reaching out to corporations to negotiate mutually beneficial relationships.

This class will provide a broad overview of corporate philanthropy and fund-raising to help you expand or diversify your organization's funding base. It will explore the traditional avenues of support through corporate foundations, matching gift programs, and corporate contributions budgets and will take an in-depth look at corporate sponsorship and cause-related marketing. The course will introduce real examples highlighting preferred approaches and how to build mutually beneficial relationships with corporate partners.

### **From Cultivation to Stewardship: The Journey to Donor Retention**

Development directors, aspiring development professionals and executive directors understand that the mission is the reason for being and philanthropy is the lifeblood to support that mission.

This class will walk you through the mindset of a relational fundraising process, including procedures for accepting, acknowledging and stewarding donors, from the first donation through to mature donor relationships. It will help you master the different requirements and expectations of various gift vehicles, show you how to budget the costs involved and manage the expenses, reinforce the importance of recognition and accountability, and teach you how to trouble-shoot potential problems.

### **Be Where Your Donors Are: Crafting Integrated Fundraising Campaigns**

Effective fundraising campaigns rely on “surround sound” messaging to reach your donors where they are. To do this well, you need to integrate your fundraising approach across different channels such as direct mail, email, digital, social media, web, and telephone. This class will show you how to build effective messages and deliver integrated fundraising campaigns that are memorable, cost-effective, and worthy of attracting new donors and retaining existing supporters. You will leave this class with a

better understanding of how to do effective writing and design, printing and mailing, mailing lists, stewardship, and how to measure success.

### **How to Launch a Planned Giving Program**

Planned Giving is the area of fundraising most often **not** implemented because organizations and staff do not feel equipped to address the complexity of the topic. The reality is - it's much simpler than you might realize. This class will provide a solid foundation in the primary instruments you will use and prepare you to present them to donors. We will practice how to talk to donors about planned gifts, and how to identify prospects. By the end of the class you will be confident to make your first calls.

### **Activate & Elevate Your Fundraising Strategy**

This is the capstone class for our Certificate in Fundraising, or can be taken by any development professional ready to activate fundraising strategy across the organization. We will explore how to strengthen your nonprofit's culture of philanthropy through building a stronger partnership with the executive director, other staff and your board around the fundraising process. You will learn how to provide leadership to reset organizational culture around fundraising, including understanding the dynamics of organizational relationships, identifying goals for key board committees and setting appropriate expectations with the board. You will practice how to articulate your nonprofit's true value to donors/funders as a basis for strengthening their connection to mission outcomes. By the end of the class, you will have a framework that your nonprofit can use to activate next steps that are grounded in your organization's strategic thinking and that will allow for improved fundraising success.