



# IUPUI THE FUND RAISING SCHOOL

## LILLY FAMILY SCHOOL OF PHILANTHROPY

### **Certificate in College Athletics Fundraising**

#### **Day 1: Your fundraising foundation**

- 8:30am: Participant Introductions & Course Objectives  
*Exercise: Expectations and Obstacles*  
Philanthropy – Development – Fundraising – Leadership
- 10:00am: Break
- 10:15am: The Philanthropic Landscape  
Giving to higher education  
Understanding the marketplace  
*Exercise: Your fundraising environment*
- 11:45am: Lunch
- 1:00pm: The Fundraising Cycle  
Values Exchange  
Constituencies  
*Exercise: Constituency circle*
- 2:30pm Break
- 2:45pm The Case for Support  
*Exercise: drafting your case for support*
- 4:30pm Day 1 reflections and wrap up
- 5:00pm Adjourn



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**Day 2: All about your donors. Who they are. What motivates them. How to engage them.**

8:30am:	Donor Motivations and Behaviors This module will combine what we know about donor demographics with two key theories of donor motivations: the Eight Mechanisms and the Identification Theory of Philanthropy. <i>Case Studies: Donor stories and motivations</i> <i>Exercise: Matching donor motivations to solicitation strategies</i>
10:00am:	Break
10:15am:	The Annual Fund Donor clubs and engagement strategies <i>Exercise: Gift range chart</i>
11:45am	Lunch
1:00pm:	Major Gift Fundraising
2:30pm:	Break
2:45pm:	Solicitation Exercise
4:30pm:	Day 2 reflection and review
5:00pm:	Adjourn



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#### Day 3: Fundraising from the Business Sector

- 8:30am: The Corporate Giving Landscape Today  
Models of Corporate Philanthropy  
*Exercise: Values Exchange*  
*Exercise: Discussion of corporate giving motivations*
- 10:00am: Break
- 10:15am: Types of Gifts / Gift Vehicles for Corporate Giving  
*Exercise: Mapping gift vehicles with opportunities at your institution*
- 11:45am: Lunch
- 1:00pm: Fundraising from the Business Sector  
Qualifying potential corporate donors  
Gift acceptance policies
- 2:30pm: Break
- 2:45pm Speaking the Language of the Business Sector  
Networking  
Timing
- 4:30pm: Action Planning: Develop an individualized checklist to guide your organization's corporate fundraising efforts
- 5:00pm: Adjourn



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#### **Day 4: Capital Campaigns**

- 8:30am: Campaign Overview & Readiness  
Definition of a capital campaign  
Types of Campaigns  
Campaign Best Practices  
Campaign Assessment  
Link to Strategic Plan  
*Exercise: Campaign Readiness Assessment*
- 10:00am: Break
- 10:15am: Campaign Planning, Phase 1  
Setting the campaign objectives & goals  
Campaign case for support  
Gift range charts  
*Exercise: Create a gift range chart*
- 11:45am: Lunch
- 1:00pm: Campaign Planning, Phase 2  
Donor Recognition  
Naming Opportunities  
Campaign Structure  
Campaign Timetable
- 2:30pm: Break
- 2:45pm: Lead Gift Solicitation & Donor Engagement  
Prospective Donor Research  
The Art of Questioning  
Strategic Gifts  
Touch Point Strategies
- 4:30pm Capital Campaign Action Plan
- 5:00pm Adjourn



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#### Day 5: Leadership for Ethical Fundraising

- 8:30am: Ethical Practice for Philanthropic Fundraising  
Ethical Balance  
Decision Making Models  
Utility and Effective Altruism  
Virtue and the Donor Bill of Rights
- 10:00am: Break
- 10:15am: Ethical Practice for Philanthropic Fundraising, Part 2  
*The InBox Exercise*
- 11:45am: Lunch
- 1:00pm Fundraising Leadership  
Leadership v. Management  
Fundraising Traits = Leadership qualities  
The Four Roles of the Nonprofit Leader  
Crafting a Compelling Vision  
Transformational Leadership – Leading to the Vision  
*Exercise: Visioning*
- 2:30pm: Break
- 2:45pm: Transformational v. Transactional Leadership-Bill Stanczykiewicz  
Are You a Transformational Leader?  
Change Agent: Leading Up  
Change Agent: In-Group Leadership  
*Exercise: Transformational Leadership Self-Assessment*  
*Exercise: In-Group Leadership Reflection*
- 4:00pm: “Closing Ceremonies”  
Final reflections  
Statement of Objectives – participants will solidify their immediate, short-term, and long-term goals; exchange those goals with one colleague; and will receive a 3-month and 6-month follow up from TFRS  
Certificates + celebration
- 5:00pm: Adjourn