Course Directory
2022-2023
In the fifth edition of Achieving Excellence in Fundraising, the editors present an essential text to the art and science of fundraising. This trusted resource makes transformational advances to previous editions, responding to the rapidly changing environment. It retains proven best practices—the ones that have made this the field’s go-to textbook—while addressing an enduring shift toward innovation, cutting-edge research, and a call for more inclusive fundraising. With over 30 new authors and 20 continuing contributors, the fifth edition effectively balances tested principles with exploration of new insights, approaches, and tools. It prepares nonprofit professionals, fundraisers, boards, volunteers, and students for mission-based fundraising through uncertainty and with resilience. It is the guidebook for future fundraising.

“Timely and timeless! The authors present fundamentals and frameworks that will hone and refine the skills of experienced practitioners and inspire those new to the profession to do this work with confidence and compassion.”
—JAMES H. MOORE, JR.,
President & CEO, University of Illinois Foundation

“In this fifth edition, Achieving Excellence in Fundraising provides a comprehensive framework for all nonprofit organizations to design and implement a fundraising strategy that engages today’s donors and transforms institutions and the communities they serve.”
—HELENE D. GAYLE,
President & CEO, The Chicago Community Trust

ABOUT THE AUTHORS

GENEVIEVE G. SHAKER is Associate Professor of Philanthropic Studies at the Indiana University Lilly Family School of Philanthropy, a frequent contributor to The Fund Raising School, and a former fundraiser with twenty years of experience.

EUGENE R. TEMPEL is Professor and Founding Dean Emeritus of the Indiana University Lilly Family School of Philanthropy, and is one of the nation’s foremost thought leaders on fundraising and philanthropy. He is also President Emeritus of the Indiana University Foundation.

SARAH K. NATHAN served five years as the Associate Director of The Fund Raising School, where she specialized in developing research-based and applied learning experiences for fundraisers. She currently leads the Middletown Community Foundation in Ohio.

BILL STANZCZYKIEWICZ is Director of The Fund Raising School, Clinical Associate Professor, and Senior Assistant Dean of the Indiana University Lilly Family School of Philanthropy. His 25-year career includes serving as CEO of a statewide nonprofit.

WILEY

Let’s get started!

From the neighborhood nonprofit to NGOs around the world, with a wide range of charitable organizations in between, The Fund Raising School is a well-regarded and trustworthy source of fundraising training — grounded in relevant research and proven best practice.

Nearly five decades of results speak for themselves. Our alumni meet or exceed their fundraising goals at rates higher than the national average. Why? Well, 95 percent of our alumni gain a comprehensive understanding of fundraising strategies and techniques, and 97 percent gain increased confidence to fundraise effectively.

“Broad enough for a new person to fundraising, but detailed enough to "sharpen the skills" of a seasoned one.”
—Kristina Corrales,
United Way Miami

Three reasons nonprofit leaders send their fundraising staff to The Fund Raising School:

1. Learn from our expert instructors who have significant practical experience. They have held responsibilities similar to yours. They know your opportunities. They have faced your challenges.

2. Learn also from your classmates who work across the nonprofit sector from different regions, and even different countries, in a peer-to-peer environment that deepens your training experience.

3. Use templates from each course to train your board and your staff. Importantly, all courses end with you writing a customized action plan so that you can immediately implement what you learn and start your organization on a path towards raising more money.

Fundraising is challenging, worthy work — and with The Fund Raising School, you’ll be ready to move your organization forward!
AT YOUR CONVENIENCE

Online Courses

Online courses are for highly self-motivated, independent learners comfortable with technology who can meet weekly deadlines. You will use your own projects or organization as case examples to complete assignments. Weekly lessons include readings, narrated presentations, forum discussions, and written exercises. Faculty members provide regular feedback through email and discussion forums.

Virtual Classroom Courses

The virtual classroom simulates the in-person class experience and are delivered in a synchronous format via Zoom. Participants will be able to communicate via audio and chat during the course. Virtual classroom courses are offered in multiple sessions from 2pm - 5pm ET.

Principles & Techniques of Fundraising

Our signature foundation course instills a systematic approach to ethical fundraising, teaching you the essential strategies and skills that you need to fundraise successfully.

Learn how to make your case, identify which methods work for which donors, and develop the techniques that produce the best results for individuals, foundations, and corporations. Gain the skills, tools and confidence you need to succeed, all in an ethical framework that includes your board, staff colleagues, volunteers, and donors.

You will return to your organization with a detailed action plan that you can implement right away to start raising more money!

Now included with Principles & Techniques of Fundraising is a digital copy of the recently released fifth edition of Achieving Excellence in Fundraising. An essential text to the art and science of fundraising, this trusted resource makes transformational advances to previous editions, responding to the rapidly changing environment. It retains proven best practices—the ones that have made this the field’s go-to textbook—while addressing an enduring shift toward innovation, cutting-edge research, and a call for more inclusive fundraising.

<table>
<thead>
<tr>
<th>In-person</th>
<th>Online</th>
<th>Virtual</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 11–14, 2022</td>
<td>September 5–October 30, 2022</td>
<td>September 14–November 2, 2022</td>
</tr>
<tr>
<td>August 15–18, 2022</td>
<td>October 10–December 4, 2022</td>
<td>April 11–May 30, 2023</td>
</tr>
<tr>
<td>August 22–25, 2022</td>
<td>January 9–March 5, 2023</td>
<td></td>
</tr>
<tr>
<td>September 12–15, 2022</td>
<td>March 20–May 14, 2023</td>
<td></td>
</tr>
<tr>
<td>September 19–22, 2022</td>
<td>June 5–30, 2023</td>
<td></td>
</tr>
<tr>
<td>October 17–20, 2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 7–10, 2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 14–17, 2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December 5–8, 2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December 12–15, 2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>January 9–12, 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>February 13–16, 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 6–9, 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 13–16, 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 24–27, 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 8–11, 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 15–18, 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 19–22, 2023</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Fundraising School can serve you in many ways:
- In-person
- Virtually via Zoom
- Online over several weeks or
- In-person at your organization and in your community (see page 22).

NEW CONTENT

Daily Schedule
Four days, 8:30 a.m. to 5 p.m.
Tuition
$1,695
Online Course Tuition
$1,745
270 CFRE education points

While we recommend starting with "Principles & Techniques of Fundraising," you can start with the course that best fits your needs.

The online version of this course is designed for highly self-motivated, independent learners who are comfortable with technology and can meet weekly assignment deadlines. Using your own organization as case examples, you will learn and apply fundamental principles and techniques through weekly structured modules. Course activities include reading, narrated presentations, forum discussions, written assignments, and design of a sample fundraising plan. You will interact with faculty members regularly through email, and forums for feedback on progress.

Successful completion involves regular participation and submission of all course activities on time.
TAKE THE NEXT STEP: Earn Your Credential!

Our Certificate in Fund Raising Management (CFRM) is an internationally-recognized credential that tells the world that you have the expertise and commitment to fundraise effectively. Start with Principles and Techniques of Fundraising, and then complete three of our other four core courses:

- Developing Major Gifts
- Managing the Capital Campaign
- Developing Annual Sustainability
- Planned Giving: Getting the Proper Start

You can earn the CFRM in-person or online. It’s also available as a custom training for your organization or in your local region (see page 29).

Developing Major Gifts

All charitable organizations – small and large – are capable of securing the major gifts that are crucial to long-term success. Learn how to utilize your existing list of donors to plan for, solicit and steward transformative gifts. Our eight-step Major Gifts Cycle has been created just for you! You’ll learn how to discern donor motivations, create meaningful relationships, craft individualized cultivation plans, and effectively negotiate the major gift.

**In-person**
- Indianapolis, IN: July 18–20, 2022
- Indianapolis, IN: August 22–24, 2022
- Dallas, TX: September 7–9, 2022
- Indianapolis, IN: December 5–7, 2022
- Indianapolis, IN: January 23–25, 2023
- Atlanta, GA: February 13–15, 2023
- Indianapolis, IN: March 6–8, 2023
- Fort Lauderdale, FL: April 17–19, 2023
- Indianapolis, IN: May 8–10, 2023
- Washington D.C.: June 5–7, 2023

**Online**
- July 18–August 28, 2022
- October 10–November 20, 2022
- January 16–February 26, 2023
- May 14–June 18, 2023

Tuition

$1,395

20.25 CFRE education points

---

Planned Giving: Getting the Proper Start

If the thought of planned giving gives you a headache, you aren’t alone! There’s no denying that planned gifts can be complicated, but they are a critical piece of a successful development program, and many planned gifts are relatively easy to implement. In fact, experts suggest that planned giving holds the greatest potential for expanding fundraising and philanthropy. Our expert practitioner faculty demystify planned giving and help you understand the different planned giving options to discuss with your donors – by showing how planned gifts can benefit them now, as well as serve your organization in the future.

**In-person**
- Indianapolis, IN: July 18–20, 2022
- Indianapolis, IN: August 22–24, 2022
- Dallas, TX: September 7–9, 2022
- Indianapolis, IN: December 5–7, 2022
- Indianapolis, IN: January 23–25, 2023
- Atlanta, GA: February 13–15, 2023
- Indianapolis, IN: March 6–8, 2023
- Fort Lauderdale, FL: April 17–19, 2023
- Indianapolis, IN: May 8–10, 2023
- Washington D.C.: June 5–7, 2023

**Online**
- July 18–August 28, 2022
- October 10–November 20, 2022
- January 16–February 26, 2023
- May 14–June 18, 2023

Tuition

$1,345

20.25 CFRE education points

---

Tracey McElree
Senior Director of Advancement, Valparaiso Family YMCA

Dorota Janik
Executive Director, Reins of Life, Inc.
Managing the Capital Campaign

A capital campaign can be an exciting, visible way to expand your organization’s prominence and reach, but only if you plan properly and follow through effectively. Doing so will require significant new funding raised with new fundraising strategies and skills. This course explores the real-world conditions that you need to address for your organization to prepare for a capital campaign, as well as the five key phases of a capital campaign, including “comprehensive campaigns” that raise funds for equipment, endowments, and special projects. You also will learn how to involve donors and volunteers to build a collaborative effort toward a successful capital campaign.

**In-person**

Indianapolis, IN  
August 29–31, 2022
Chicago, IL  
September 12–14, 2022
Indianapolis, IN  
October 10–12, 2022
Fort Lauderdale, FL  
November 14–16, 2022
Dallas, TX  
January 17–19, 2023
Indianapolis, IN  
February 6–8, 2023
Atlanta, GA  
March 27–29, 2023
Washington D.C.  
April 10–12, 2023
Indianapolis, IN  
May 22–24, 2023

**Virtual**

January 10–February 14, 2023

**Online**

September 5–October 16, 2022
February 27–May 7, 2023
June 12–July 23, 2023

Tuition

$1,295

Online Course Tuition

$1,345

20.25 CFRE education points

Developing Annual Sustainability

If you already have too many donors, then this course is not for you! The annual fund is the lifeblood of a nonprofit’s annual budget. In this course, you will learn how to build an annual fund from start to finish: crafting a case for support, forecasting based on data-driven goals, matching donor segments with solicitation strategies, and involving volunteers to maximize results – all while assuring your donors that their support is making a real difference for your organization.

**In-person**

Washington D.C.  
July 25–26, 2022
Indianapolis, IN  
October 24–25, 2022
Dallas, TX  
November 14–15, 2022
Fort Lauderdale, FL  
January 17–18, 2023
Chicago, IL  
April 3–4, 2023
Dallas, TX  
May 15–16, 2023
Indianapolis, IN  
June 5–6, 2023

**Virtual**

July 26–August 16, 2022
March 7–28, 2023

**Online**

August 8–September 4, 2022
October 17–November 13, 2022
January 23–February 19, 2023
May 1–28, 2023

Tuition

$1,295

Online Course Tuition

$1,345

13.5 CFRE education points

When I started taking the CFRM courses, I realised that the organisation of the course, the timing, the content, and the course instructor were all great. One of the things I greatly cherish from the course is realising the importance of little things that one would easily under-rate. There is significant emphasis on building networks, getting to know others, starting with our classmates. The class set up allows us to significantly practice this and helps to build the mindset that goes with it. Realising that fundraising is more about relationship building than dollar building is a “light-bulb moment” for me. Dollars follow when you make time to build the right relationships... Looking at how I am doing my work now, as compared to where I was before I started the fundraising virtual classes (in terms of planning, asking and communicating), I see the growth projectile.”

Isabella Gaha Namodi
Finance and Administration Manager at International Committee of the Red Cross (ICRC)
Caracas, Venezuela

Visit philanthropy.iupui.edu/thefundraisingschool for detailed course information and to register. Payment is due prior to the day the course begins.
Fundraising from Foundations and Grant Management

Knowing how to write a compelling grant proposal can actually do more harm than good if you do not also know how to manage grant dollars. While this course teaches the critical skill of writing effective grant proposals, you will also take the next step and learn how to properly steward and report on the grants you receive. This course will help you tackle the grant process, from researching and building relationships with funders that fit your organization, to writing a compelling grant proposal, and managing the grant responsibly.

In-person
- Indianapolis, IN, August 25–26, 2022
- Indianapolis, IN, October 27–28, 2022
- Indianapolis, IN, March 13–14, 2023

Online
- September 12–October 9, 2022
- June 20–July 16, 2023

Effective Marketing, Successful Fundraising

Through effective fundraising marketing, donors receive consistent, compelling messages that build trust, deepen understanding, and strengthen involvement and support for the mission, especially during times of crisis. You will learn to apply key marketing strategies specifically to fundraising, including developing print, digital, and event-based media to meet specific development goals. You will also learn to communicate these messages to constituencies and media outlets effectively in good times and in crisis, and further develop metrics and strategies for measuring effectiveness.

Virtual
- October 25–November 15, 2022

Visit philanthropy.iupui.edu/thefundraisingschool for detailed course information and to register. Payment is due prior to the day the course begins.

I feel like the certificate covers so much of being a leader in philanthropy that if you have any aspirations to be a leader in this field, and this is a long-term career for you, this is it’s really a must have.”

Brandt Patz
Senior Director of Development at Purdue Research Foundation
Fundraising for Small Nonprofits
You might be by yourself, but you need not be alone. Based on the best practices of fundraisers who have enjoyed success at small nonprofits, this course provides you with time-saving methods designed for smaller nonprofits with one (or fewer!) full-time fundraisers. You will learn a simple six-step framework, and explore how to recruit and utilize board members, volunteers, and even donors to help you meet your fundraising goals.

Certificate in Digital Fundraising
Recent and rapid changes in Digital Fundraising are here to stay! Develop and strengthen your skills and stay on top of the latest trends by earning The Fund Raising School’s Certificate in Digital Fundraising. The CDFR consists of three online courses offered in a live, synchronous format. Each course includes three sessions, and the duration of each session is just three hours. The curriculum ranges from the basics of optimizing social media for effective fundraising to next-level digital techniques and strategies to expand your organization’s fundraising abilities.

Daily Schedule
Two days, 8:30 a.m. to 5 p.m.
Tuition $199
Online Course Tuition $199
13.5 CFRE education points

In-person
Indianapolis, IN October 13–14, 2022
Indianapolis, IN March 9–10, 2023
Indianapolis, IN May 4–5, 2023

Virtual
March 1–April 5, 2023
Note: This course combines live Zoom sessions and Canvas online instruction.

An Introduction to Digital Fundraising
Build your knowledge of fundraising in a digital environment. As you work through this course you will review the trends in digital fundraising, creating your donor journey, building your audience and strategies for hosting digital events and digital fundraising campaigns.

Virtual
July 14–28, 2022
June 7–21, 2023

Virtual
September 8–22, 2022

Digital Fundraising: Beyond the Basics
Raise your digital fundraising capabilities while learning techniques on how to optimize the technology behind your fundraising. This course will cover your website, online giving platforms, email marketing and social media for fundraising.

Virtual
March 2–16, 2023

Leading your Digital Fundraising
Maximize your digital fundraising skills by learning to manage the various aspects, budgets, staffing, digital major gifts and more. Equip yourself to problem solve and lead your digital fundraising efforts to new heights.

Virtual
March 2–16, 2023
I should have taken this course YEARS ago. I’m sorry I waited. But the next best time was NOW! So helpful to remember that I know what I’m talking about and that my previous TFRS learning has been a critical part of my career.

Clay Myers-Bowman
Development Officer at Fred Finch Youth and Family Services

Visit philanthropy.iupui.edu/thefundraisingschool for detailed course information and to register. Payment is due prior to the day the course begins.

Engaging Women as Donors
Gifts from individual females accounted for more than $18 billion in publicly announced contributions from 2000-2013. Research has demonstrated that men’s and women’s motivations for and patterns of giving differ. Thus, what works for men in philanthropy may not work for women. This unique course pairs the Women’s Philanthropy Institute with TFRS to help you challenge assumptions, understand and change attitudes and behaviors, and overcome organizational barriers to create an action plan for success engaging women as donors.

Virtual
July 19–August 2, 2022

Fundraising from the Business Sector
Understanding donor motivation is an essential skill in fundraising, and knowing the unique reasons why for-profit companies donate to nonprofits is crucial for fundraising from the business sector. Learn how to develop win-win opportunities for businesses to support your philanthropic organization as you practice speaking the language that business leaders understand. Gain skills and confidence that can increase the funding that you receive from local and national corporations.

Online
October 3–30, 2022

Purposeful Boards, Powerful Fundraising
Fundraising success depends on organization-wide efforts from the leadership of the board to the dedication of front-line staff. This course is specifically designed to address the role the board plays in fundraising and how to best structure the organization to support this role. Board members and staff will work collaboratively to develop an action plan to improve the culture of philanthropy in your organization, improve board recruitment and training and ensure the organization has a solid case for support.

With each staff person registration, a complimentary board member registration is included.

Virtual
May 4–25, 2023
Fundraising professionals and other nonprofit leaders can earn the CFRL by completing the following four courses:

- Understanding Philanthropy
- The Art of Fundraising
- Fundraising Ethics
- Effective Leadership, Successful Fundraising

Daily Schedule
Two days, 8:30 a.m. to 5 p.m.

Tuition
$990

Online Course Tuition
$1,040

13.5 CFRE education points

The Art of Fundraising
Our founder, Dr. Henry Rosso, defined fundraising as “the gentle art of teaching the joy of giving.” This course goes beyond the specific tools and techniques of fundraising to teach the “amazing skills” of fundraising such as active listening, empathy, emotional intelligence, and additional others-focused skills that are central to connecting with donors and understanding their motivations.

In-person
Indianapolis, IN
June 22–23, 2023

Online
October 17–November 13, 2022

Fundraising Ethics
Fundraising occurs at the speed of trust. This course teaches and applies ethical principles that form the foundation of trusting relationships with donors.

In-person
Indianapolis, IN
August 8–9, 2022

Online
April 17–May 14, 2023

Understanding Philanthropy
Based on the manifesto of philanthropy written by Robert Payton and Dr. Michael Moody, this course examines the unique influence and impact of philanthropy as “voluntary action for the public good,” including the voluntary action of charitable giving that is at the heart of fundraising.

In-person
Indianapolis, IN
April 3–4, 2023

Online
September 12–October 9, 2022
Effective Leadership, Successful Fundraising

Many of the skills and traits associated with successful fundraising can be utilized for effective leadership. Explore how to develop a compelling vision, and then discover how to translate that vision into action and results. Learn how to hire the best staff and employ proven methods for staff management while you lead up to your supervisor and board of directors. Whether you currently are in a leadership position or aspire to be, this course will teach you how to lead with confidence!

Certificate in Nonprofit Executive Leadership

Leading a 21st-century nonprofit means making decisions based on research, data, experience, and vision at a level available only through The Fund Raising School and its partner, the IU Executive Education program at the O’Neill School of Public and Environmental Affairs (SPEA).

Through discussions of real-world issues, you’ll build your skills in governance, accountability, collaboration, compliance, and leadership as you earn the Certificate in Nonprofit Executive Leadership.

The Certificate in Nonprofit Executive Leadership is offered by The Fund Raising School, an international leader in fundraising training and professional development, and the IU Executive Education at the O’Neill School of Public and Environmental Affairs, a nationally ranked leader in nonprofit management education. This innovative collaboration allows for an affordable certificate designed for mid- and upper-level nonprofit leaders and those aspiring to leadership positions.

In-person

Indianapolis, IN  November 28–30, 2022
Fort Lauderdale, FL  January 25–27, 2023

Online

May 22–July 2, 2023

You must complete all four courses to earn the certificate. They are:

• Financial Analysis for Nonprofit Leaders
• Program Evaluation for Mission Impact
• Nonprofit Management for the 21st Century
• Strategic Planning and Nonprofit Leadership
Financial Analysis for Nonprofit Leaders

Our research* shows that unlike a few years ago, your nonprofit is striving beyond merely surviving to being financially sustainable. What’s your role in this vision? You’ll leave this course with a confident understanding of budget and financial strategies, risk and cash flow management, debt-to-income ratio, and funding dynamics. No prior financial experience needed!

*The Moody’s Foundation, co-sponsored by the Indiana University Lilly Family School of Philanthropy, 2011

In-person
Indianapolis, IN September 15–16, 2022
Indianapolis, IN February 9–10, 2023
Indianapolis, IN July 13–14, 2023

Online
August 1–28, 2022
July 31–August 27, 2023

Program Evaluation for Mission Impact

Transparency and measurement are today’s nonprofit watchwords. With this course, you’ll be able to measure the effectiveness and relevance of your programs through best practices and standards, clearly showing donors how their gifts are making your mission possible.

In-person
Indianapolis, IN July 14–15, 2022
Indianapolis, IN March 16–17, 2023
Indianapolis, IN September 14–15, 2023

Online
March 6–April 2, 2023

Strategic Planning and Nonprofit Leadership

Does your strategic plan sit on a shelf untouched? Is it more tactical than visionary? This course will equip you to lead an effective—and truly strategic—planning process.

In-person
Indianapolis, IN October 13–14, 2022
Indianapolis, IN April 13–14, 2023
Indianapolis, IN November 2–3, 2023

Online
October 3–30, 2022
October 2–29, 2023

For more information and online registration, please go to:
philanthropy.iupui.edu/professional-development/certificates/nonprofit-executive-leadership.html

The Certificate in Nonprofit Executive Leadership is offered by IU Executive Education at the O’Neill School of Public and Environmental Affairs and The Fund Raising School at the IU Lilly Family School of Philanthropy.
The Fund Raising School has been instrumental in fulfilling our mission of building capacity in the American Muslim nonprofit sector. Through our partnership, we have upskilled and empowered hundreds of American Muslim nonprofit professionals, bringing tremendous growth and collaboration to the industry. The faculty and staff at TFRS have gone above and beyond to ensure the success of this program and it is with great appreciation and anticipation that we look forward to continuing our work together, and reaching all 5,000+ nonprofits in the sector, to support them in their missions of making the world a better place.”

Tayyab Yunus
President, Center on Muslim Philanthropy

BRING THE FUND RAISING SCHOOL TO YOU!

We can bring our training programs to you either in-person or virtually

Instead of sending your entire staff, board, or community to The Fund Raising School’s courses, invite The Fund Raising School to come to you! This training option can be tailored to your specific needs and is much more cost effective than sending a large number of people to our public courses.

We have four options for you to consider:

Host Our Full Courses
Select any of the courses listed in this directory, and our instructors will come to the location of your choice to teach your staff, board, and volunteers, as well as nonprofits in your community or members of your association – with significant cost savings.

Customized Training
We also offer fully-customizable training to address the specific challenges and opportunities facing your organization. Tell us what you need, and we will design and deliver responsive fundraising training just for you. While The Fund Raising School is ready and able to serve organizations of all sizes and levels of ability, this custom training option also is beneficial to advanced fundraising operations that are ready for the next level of deeper fundraising training.

Sponsor the Certificate in Fund Raising Management (CFRM)
If you are interested in strengthening fundraising throughout your community, The Fund Raising School can package four courses leading to our highly-regarded Certificate in Fund Raising Management and offer those courses at a significant group discount for the nonprofits in your city, county, or region. The total cost to you, as the host organization, can be minimal (and even zero!) depending on the registration fee that you decide to charge.

Higher Education Fundraising
The landscape of higher education fundraising is changing rapidly, and at The Fund Raising School—housed within the Lilly Family School of Philanthropy—we speak your language. We not only have been there, we are there, with first-hand knowledge of the distinct aspects of higher education fundraising. College and university fundraising no longer is a responsibility reserved only for the president and the development staff. More than ever before deans, chancellors, and other top administrators need to be fully engaged for a fundraising campaign to enjoy success.

In our customized course for deans and other top administrators, your school’s top leaders will learn how to think strategically about fundraising, their unique roles and responsibilities in the fundraising process, and how they effectively can manage and serve alongside their development staff in a comprehensive fundraising operation.

The higher education professionals at The Fund Raising School are available to deliver this customized course on your campus or retreat site. Our custom training is tailored to help presidents, chancellors, deans, board members, and other senior leaders become more engaged in fundraising for your school.

If you’re interested in any of these customizable options, please contact us at 833-919-1290 or tfrs@iupui.edu.
I applied for this program because it came highly recommended from someone in the first cohort as the most valuable philanthropy and fundraising training they’d ever had. I’m so happy to have been accepted into the program and already know I can make the same recommendation to so many of my peers. The courses in this program are outstanding in terms of the amount of resources for best practices they provide and how much important information is covered in these short 3 - 4 day sessions. I’m so grateful for the experience as well as the amazing resources that I get to take with me moving forward in my work...The matrixes, templates, and exercises in the course booklet are just the things I needed. They were so helpful during the course but will be invaluable moving forward with fundraising work.”

Jodi Lundgren
 Collections Manager at Indian American Museum of North America®
 Crazy Horse Memorial Foundation
 Participant in the Rural Philanthropy Institute’s South Dakota Nonprofit Capacity Building Program

Visit philanthropy.iupui.edu/thefundraisingschool for detailed course information and to register.
Payment is due prior to the day the course begins.

SEPTEMBER 8, 2022
Fundraising During a Turbulent Economy
Presented by Dr. Patrick Rooney

While people choose to make charitable donations based on their philanthropic values and motivations, how much they donate and when can be influenced by the economy. As inflation rages and a recession looms, learn how current economic factors can influence fundraising. Dr. Patrick Rooney, executive associate dean of the Indiana University Lilly Family School of Philanthropy, and an internationally-regarded expert on the “wealth effects” of charitable giving, will translate economic research into practical fundraising strategies and take your questions on how best to fundraise during these turbulent economic times.

DECEMBER 8, 2022
Fundraising from Donor Advised Funds
Presented by Dr. Danielle Vance McMullen and Dr. Dan Heist

Two of the nation’s leading experts on donor advised funds will share their latest research on how best to fundraise from DAFs. Dr. Danielle Vance McMullen and Dr. Dan Heist, founders of the DAF Research Collaborative, will present their findings and take your questions during the webinar.
Looking for the latest research and trends in philanthropy? Seeking context or new ideas for addressing perennial challenges nonprofits face? Need insights into how and why people give?

Be more informed and stay up to date with the First Day Podcast from The Fund Raising School. Highlighting current news and research, this weekly 10-minute podcast provides fundraisers with the latest information in fundraising and philanthropy.

First Day Podcast from The Fund Raising School
The latest information from the resource you trust!

Looking for the latest research and trends in philanthropy? Seeking context or new ideas for addressing perennial challenges nonprofits face? Need insights into how and why people give?

Be more informed and stay up to date with the First Day Podcast from The Fund Raising School. Highlighting current news and research, this weekly 10-minute podcast provides fundraisers with the latest information in fundraising and philanthropy.

Degrees offered

Bachelor of Arts in Philanthropic Studies
Offering the first degree of this kind in the world, the Lilly Family School of Philanthropy prepares graduates to compete for jobs in prestigious organizations or for graduate school.

Master of Arts in Philanthropic Studies
Beyond the “how” of nonprofit management, this program teaches the “why”—the social, cultural, political, and economic roles of philanthropy and nonprofits.

Ph.D. in Philanthropic Studies
This program prepares students as researchers and scholars as well as for leadership roles within philanthropy, higher education, and nonprofits. The flexibility within this degree allows students to integrate individual interests and to convert knowledge into social action.

The Professional Doctorate in Philanthropic Leadership - PhilD
Philanthropic leadership connects the notion of philanthropy as a tool for social advancement and community connection with the practice of transformational and adaptive leadership. PhilD graduates will serve as exceptional philanthropic thought leaders, practitioners, and innovators.

Learn more: philanthropy.iupui.edu/academics

Available weekly through The Fund Raising School App. This free mobile app is available for both Apple and Android devices.

Start listening today!
Stay engaged with The Fund Raising School

Looking for the latest research and trends in philanthropy? Seeking context or new ideas for addressing perennial challenges nonprofits face? Need insights into how and why people give? Wondering about people, projects and professional options at our school?

Our blog offers fresh perspectives into all of these and more, sharing interesting and relevant information in an easy-to-read format. It’s your invitation to discover, explore, discuss, learn about, analyze, and understand more about philanthropy and how it is changing and growing.

Please join us regularly as together we engage in thought-provoking conversations and explore all things philanthropy.

HOW TO FIND THE BLOG
philanthropy.iupui.edu/news-events/blog/index.html

The Fund Raising School Mobile App

Digitization is an important opportunity for professional fundraisers. The Fund Raising School recognizes the importance of online engagement and the power of solid e-strategy. So, we’ve created a new mobile app! This app is a new pocket tool for fundraisers and includes an electronic course directory, the latest research findings from the IU Lilly Family School of Philanthropy, and much more! This free app is available for both Apple and Android mobile devices.

Professiona Development Scholarship Opportunities

The Fund Raising School offers scholarships for nonprofit professionals. Learn about available professional training scholarships with the link:
philanthropy.iupui.edu/professional-development/scholarships/index.html

"I listen to the podcast as part of my Monday morning routine. Not only is it an inspirational way to start the work week but at 10-minutes it is easy to build into my schedule. I also love sharing this resource with colleagues since the expert speakers provide practical advice and thought leadership that cuts across different issues areas and geographies."

Samantha Alarie-Leca
Senior Director of Customer Success at Boardable

THE FUND RAISING SCHOOL® Partnerships

Our partners help us offer you more opportunities

Collaboration and partnerships are essential to the IU Lilly Family School of Philanthropy. We work with partners around the globe to improve the understanding and practice of philanthropy.

Philanthropy Industry Exchange

The Philanthropy Industry Exchange is a consortium of partners who share the Indiana University Lilly Family School of Philanthropy’s vision, believe in the mission and philanthropically support the school. Exchange members are valuable allies in translating the practical application of philanthropic research and helping to inform our educational practices to develop and prepare talent for 21st century practitioner needs.
Course Schedules 2022-23 At-A-Glance

Certificate in Fund Raising Management

<table>
<thead>
<tr>
<th>Principles &amp; Techniques of Fundraising</th>
<th>Developing Major Gifts</th>
<th>Managing the Capital Campaign</th>
<th>Developing Annual Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person</td>
<td>Online</td>
<td>Online</td>
<td>Online</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>$1,040</td>
<td>$1,040</td>
<td>$1,040</td>
</tr>
</tbody>
</table>

In-person: $990
Online: $1,040

Course Schedules 2022-23 At-A-Glance

Certificate in Nonprofit Executive Leadership

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>In-person</td>
<td>Online</td>
<td>Online</td>
<td>Online</td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>March 4–April 2, 2023</td>
<td>Dallas, TX</td>
<td>March 4–April 2, 2023</td>
</tr>
<tr>
<td>Nov. 13–15, 2022</td>
<td>March 4–April 2, 2023</td>
<td>Dallas, TX</td>
<td>March 4–April 2, 2023</td>
</tr>
</tbody>
</table>

Online: $1,040
In-person: $990

To register:
1. Go to www.philanthropy.iupui.edu and choose Professional Development along the top menu bar.
2. Choose Courses & Seminars from the drop down menu.
3. Click on the Course Title.
4. Choose the Register button next to the location and date you prefer.
5. Sign in to your account or create a new one.
6. Complete the information on three screens, enter your form of payment (credit card, purchase order, or select “I will pay later” if your organization prefers to pay by check)
7. After reviewing and agreeing to the terms and conditions, choose Submit.
8. You will receive immediate email confirmation when you register, then a follow-up email with course logistics and hotel information within 2 business days.

Payment must be received prior to the start of the course. All cancellations and transfers are subject to an administrative fee of $275.