Developing Major Gifts

ONLINE COURSE AGENDA

Week 1: Introduction, Ethics and Readiness
- Readings
- Narrated Presentation
- Quiz
- Assignment: Ethics Case Study
- Assignment: Organizational Assessment
- Assignment: Discussing Your Work

Week 2: Donor Motivation, The Case and The Team
- Readings
- Narrated Presentation
- Quiz
- Assignment: Complete Your DiSC Profile
- Assignment: Building a Fundraising Team
- Assignment: Discussing Your Work

Week 3: DiSC and Personality Styles
- Readings
- Narrated Presentation
- Quiz
- Assignment: Dorothy Martin Case Study
- Assignment: Discussing Your Work

Week 4: Major Gift Management Cycle Part I
- Readings
- Narrated Presentation
- Quiz
- Assignment: Identify a Prospect
- Assignment: Discussing Your Work
Week 5: Major Gift Management Cycle Part II Solicitation

Readings
Narrated Presentation
Quiz
Assignment: Identify a Prospect, Part II
Assignment: Discussing Your Work

Week 6: Planning and Measurement

Readings
Narrated Presentation
Quiz
Assignment: Fundraising Goals
Optional Assignment: Long-Range Planning Model
Assignment: Discussing Your Work
Assignment: Course Evaluation