



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

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

NOTE: To be eligible for the Certificate of Achievement, all course work must be completed and submitted no later than Saturday of week 6 at 11:59 pm ET. This is a firm deadline and late work will not be accepted.