



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Digital Fundraising

ONLINE COURSE AGENDA

Learn the knowledge and skills needed for leadership success in today's high-performance nonprofit organizations.

Fundraising is based on relationships. So how can you use e-mail, online tools, and social networking sites effectively as part of your friend-raising and fundraising strategy? Review the array of tools available for connecting with your donors online— from e-mail and Web sites to Facebook and Twitter. We take a look at what each tool will and will not do—and give you practical advice for creating a solid e-strategy for build relationships and donations for your organization.

WEEK 1:

- Reading
- Narrated Presentation
- Quiz
- Assignment: Evaluate Your Organization's Website
- Assignment: Write a Blog Post
- Assignment: Discussing Your Work

WEEK 2:

- Reading
- Narrated Presentation
- Quiz
- Assignment: Content Calendar
- Assignment: Discussing Your Work
- Optional Assignment: Social Media Strategy Plan
- 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 2 at 11:59 pm ET. This is a firm deadline and late work will not be accepted.