FUNDRAISING FROM THE BUSINESS SECTOR

After completion of this course, the learner will:

1. Understand the scope of the business sector’s support of the philanthropic sector through charitable donations and sponsorships
2. Understand the unique values exchange of business sector charitable giving
3. Know the many types of charitable gifts from the business sector to nonprofits
4. Prepare to fundraise from the business sector and create an action plan
5. Speak the language of business and communicate the unique aspects of fundraising from the business sector

Week 1

- The landscape of corporate philanthropy today
- Models of corporate philanthropy

Week 2

- Types of Gifts/Vehicles for Corporate Giving
- Corporate Approaches to Philanthropy
  - Cause Marketing
  - Shared Value

Week 3

- Fundraising from the Business Sector
  - The Fundraising Cycle
  - Gift Acceptance Policies
  - Constituent Circles
- Qualifying Prospective Donors

Week 4

- Speaking the Language of the Business Sector
  - Networking
  - Timing
- Action Planning