IUPUI THE FUND RAISING SCHOOL
LILLY FAMILY SCHOOL OF PHILANTHROPY

The New Frontier of Digital Fundraising

Virtual Course Agenda • 2:00-5:00pm ET

1) Setting up for success
   a) Inventory of current digital assets
   b) What needs to be 'in place' before you can execute strongly

2) Optimizing digital assets
   a) Web
   b) Email
   c) Social Media

3) Communication in crisis: Messaging, tone and packaging fundable projects

4) Digital Campaign strategies

5) Digital Major Gift strategies

6) Digital Stewardship strategies

7) Digital Planned Giving strategies