Principles & Techniques of Fundraising

ONLINE COURSE AGENDA

WEEK 1: PHILANTHROPIC TRENDS AND THE FUND RAISING CYCLE
  Readings
  Narrated Presentation
  Quiz
  Assignment: Your Fundraising Plan
  Assignment: Discussing Your Work

WEEK 2: CONSTITUENCIES AND CASE
  Readings
  Narrated Presentation
  Quiz
  Assignment: Your Constituency Model
  Assignment: Your Case for Support
  Assignment: Discussing Your Work

WEEK 3: THE ANNUAL FUND
  Readings
  Narrated Presentation
  Quiz
  Assignment: Create a Gift Range Chart
  Assignment: Discussing Your Work

WEEK 4: MAJOR GIFTS AND PLANNED GIFTS
  Readings
  Narrated Presentation
  Quiz
  Assignment: Major Gift Solicitation
  Assignment: Discussing Your Work

WEEK 5: THE CAPITAL CAMPAIGN
  Readings
  Narrated Presentation
  Quiz
  Assignment: Capital Campaign Readiness/Experience
  Assignment: Discussing Your Work
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WEEK 6: LEADERSHIP, MANAGEMENT, AND PLANNING
Readings
Narrated Presentation
Quiz
Assignment: The Inbox Exercise
Assignment: Discussing Your Work

WEEK 7: GIFTS FROM CORPORATIONS AND FOUNDATIONS
Readings
Narrated Presentation
Quiz
Assignment: Corporate Giving
Assignment: Foundation Giving
Assignment: Discussing Your Work

WEEK 8: PROSPECT RESEARCH AND APPLYING WHAT YOU’VE LEARNED
Readings
Narrated Presentation
Quiz
Optional Assignment: Your Fundraising Plan (Application of Principles, Part 1)
Optional Activity: Resources inventory (Applications of Principles, Part 11)
Assignment: Statement of Objectives
Assignment: Discussing Your Work
Assignment: Course Evaluation