



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

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

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

Assignment: Statement of Objectives

Assignment: Discussing Your Work

Optional Activity In Your Organization

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 8 at 11:59 pm ET. This is a firm deadline and late work will not be accepted.