



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Principles & Techniques of Fundraising

ONLINE COURSE AGENDA

WEEK 1: INSTITUTIONAL READINESS - Intro to Fundraising, Fundraising Cycle, Philanthropic Landscape

Lesson Overview and Reading

Mini Lecture

Quiz

Assignment: Exchange of Values

Discussion: Fundraising Readiness

WEEK 2: INSTITUTIONAL READINESS - Case for Support, Constituency Markets

Lesson Overview and Reading

Mini Lecture

Quiz

Assignment: Case for Support Components

Discussion: Your Constituency Model

Optional Activity: Your Case for Support

WEEK 3: VEHICLES AND STRATEGIES - Annual Fund and Building the Base of Support

Lesson Overview and Reading

Mini Lecture

Quiz

Assignment: Create a Gift Range Chart

Discussion: Annual Fund Plan and Goals

WEEK 4: VEHICLES AND STRATEGIES, DYNAMIC FUNCTIONS - Prospective Donor Research, Major Gifts, & Solicitation

Lesson Overview and Reading

Mini Lecture

Quiz

Assignment: Major Gift Solicitation

Discussion: Why People Give

WEEK 5: VEHICLES AND STRATEGIES - Planned Gifts and Capital Campaigns

Lesson Overview and Reading

Mini Lecture

Quiz

Assignment: Capital Campaign and Planned Giving Readiness/Experience

Discussion: Capital Campaign and Planned Giving Reflections

WEEK 6: MARKETS - Corporate and Foundation Markets

Lesson Overview and Reading

Mini Lecture

Quiz

Assignment: Foundation Match

Discussion: Corporate Values Exchange

WEEK 7: HUMAN RESOURCES, DYNAMIC FUNCTIONS - Boards, Volunteers, Teams, Ethics

Lesson Overview and Reading

Mini Lecture

Quiz

Assignment: The Inbox Exercise

Discussion: Utilizing Volunteers, Board members, and Team members

WEEK 8: MANAGEMENT PROCESS - Planning, Budgeting, Managing

Lesson Overview and Reading

Mini Lecture

Quiz

Assignment: Your Fund Raising Plan

Assignment: Statement of Objectives

Discussion: The Management Matrix

Course Evaluation

NOTE: To be eligible for the Certificate of Achievement, all course work must be completed and submitted no later than Sunday of week 8 at 11:59 pm ET. This is a firm deadline and late work will not be accepted.