Principles and Techniques of Fundraising
Virtual Course
Eight Weeks
2:00PM – 5:00PM

Week One
• Introductions and Expectations
• The Philanthropic Landscape

Week Two
• Case for Support
• Your Constituency

Week Three
• The Annual Fund

Week Four
• Donor Research
• Major Giving

Week Five
• Planned Giving
• Capital Campaigns

Week Six
• Fundraising from Corporations
• Foundations, Boards, Volunteers, and Teams-Building

Week Seven
• Planning, Budgeting, and Managing Fundraising

Week Eight
• Ethical Fundraising
• Action Planning
• Application of Principles