



THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

Indiana University
Indianapolis

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 and Foundation
- Boards

Week Seven

- Volunteers
- Team Building
- Budgeting

Week Eight

- Ethical Fundraising
- Management
- Action Planning
- Application of Principles