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