The Fund Raising School®
2014 Course Directory

Dedicated to the advancement of ethical fundraising for 40 years

LILLY FAMILY SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY
The Fund Raising School
Why do nonprofit leaders send their fundraising staff to The Fund Raising School?

We’ll let them tell you in their own words.

“When you have an instructor who’s lived it, they can give you an idea of the challenges they’ve had to overcome. They’ve been in the struggle with me.”

Nicole Lee
Clark Atlanta University
Atlanta, Georgia

“The Fund Raising School gave me the core knowledge and professional insight I needed to jumpstart our fundraising. The course materials will continue to serve as a resource, along with the relationships I developed with my instructors and fellow students.”

Taylor Payne
US Diving
Indianapolis, Indiana

First, a few basics:

• Nowhere else in the world can professionals like you learn from a faculty with 500 collective years of fundraising experience.
• In every class, you’ll have maximum support and interaction with your instructor and other students.
• You’ll leave our courses with a custom plan you can implement immediately.

We’re so proud of our program that if you’re not 100% satisfied, we’ll refund your tuition.

Bring a Board Member or Co-worker: Scholarships

If your organization sends two or more professionals or volunteers to a class offered as part of the Certificate in Fund Raising Management, it may qualify for scholarships. Visit philanthropy.iupui.edu/training-scholarships for details.

Class vs. Certificate

While we recommend you start with Principles and Techniques of Fundraising, you can start with whatever fits your needs and schedule best.

At Your Convenience: Online Courses

Online courses are for highly self-motivated, independent learners comfortable with technology who can meet weekly deadlines. You will use your own projects or organization as case examples to complete assignments. Weekly lessons include readings, narrated presentations, forum discussions and written exercises. Faculty members provide regular feedback through email and discussion forums. Participants must complete all assignments on time to receive the Certificate of Achievement at the completion of the course. Be sure to visit http://cop.blackboard.com and choose “Preview as Guest” to test your computer in our online learning environment before registering.

In a 2013 survey of The Fund Raising School alumni, 97% of respondents said their confidence in their ability to do their work increased after taking our courses.
Certificate in Fund Raising Management

Earning the Certificate in Fundraising Management shows you’ve learned the skills to be a fundraising leader—and you’ve learned from the best.

To earn the certificate, you must complete Principles & Techniques of Fundraising or Faith and Fundraising plus 3 of the following:

- Developing Annual Sustainability
- Developing Major Gifts
- Managing the Capital Campaign
- Planned Giving: Getting the Proper Start

Principles & Techniques of Fundraising

Support for this course provided by Graham-Pelton Consulting, Inc.

Our internationally acclaimed signature course is supported by research conducted by the Indiana University Lilly Family School of Philanthropy. From planning to implementing to measuring results, you will leave with a fundraising plan you can implement as soon as you return to the office.

Visit philanthropy.iupui.edu for detailed course information and to register. Payment is due prior to the day the course begins.

**Daily Schedule**
Four days, 8:30 a.m. to 5 p.m.

**Tuition**
$1,470

**Online Course Tuition**
$1,625

**Locations**

<table>
<thead>
<tr>
<th>City</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>Chicago, IL</td>
<td>February 24–27 November 3–6</td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>June 2–5</td>
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<tr>
<td>Minneapolis, MN</td>
<td>August 11–14</td>
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<tr>
<td>San Francisco, CA</td>
<td>May 5–8 September 29–October 2</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>April 7–10</td>
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**Online**

March 10–May 2
June 23–August 15
September 22–Nov. 14

The online version of this course is designed for highly self-motivated, independent learners who are comfortable with technology and can meet weekly assignment deadlines. Using your own organization as case examples, you will learn and apply fundamental principles and techniques through weekly structured modules. Course activities include reading, narrated presentations, forum discussions, written assignments and design of a sample fundraising plan. You will interact with faculty members regularly through email, chat and forums for feedback on progress. **Successful completion involves regular participation and submission of all course activities on time.**

Be sure to visit http://cop.blackboard.com and choose “Preview as Guest” to test your computer in our online learning environment before registering.
“I want the knowledge. And I want to be able to say I’m a trained fundraiser.”

Kristine Edwards
Intercambio: United Communities
Boulder, Colorado
Developing Annual Sustainability

A strong, steady base of annual support lets your organization plan and grow. You’ll learn how to build a successful annual fund from start to finish: crafting a case for support, forecasting and making data-driven decisions, matching donor segments with solicitation strategies, and involving volunteers to maximize results.

Daily Schedule
Two days, 8:30 a.m. to 5 p.m.

Tuition
$950

Online Course Tuition
$1,050

Daily Schedule
Three days, 8:30 a.m. to 5 p.m.

Tuition
$1,235

Online Course Tuition
$1,335

Visit philanthropy.iupui.edu for detailed course information and to register. Payment is due prior to the day the course begins.

Developing Major Gifts

You’ll learn to forge dynamic relationships with the people most vested in your organization—the kinds of partnerships that result in transformative gifts. And, you’ll develop key skills for major gift success based on our Eight-Step Major Gifts Cycle, including understanding motivations, creating meaningful relationships, crafting individualized cultivation plans, and effectively negotiating the gift.

Daily Schedule
Two days, 8:30 a.m. to 5 p.m.

Tuition
$950

Online Course Tuition
$1,050

Daily Schedule
Three days, 8:30 a.m. to 5 p.m.

Tuition
$1,235

Online Course Tuition
$1,335

Visit philanthropy.iupui.edu for detailed course information and to register. Payment is due prior to the day the course begins.
“I wanted to develop a good foundation of best practices for fundraising, and to learn alongside and network with other professionals in the field. I learned a great deal from the other fundraising professionals in class, and I find myself often going back to the materials provided by The Fund Raising School.”

Katie Cobb
Second Helpings
Indianapolis, Indiana
Managing the Capital Campaign

Few development initiatives are as visible as a capital campaign. This course offers real-world conditions to test your readiness for a capital campaign. You’ll learn key skills for planning and execution, including involving volunteers and enlisting a consultant for guidance.

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<td>Indianapolis, IN</td>
<td>January 8–10</td>
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<td>May 14–16</td>
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<td>San Francisco, CA</td>
<td>July 23–25</td>
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Planned Giving: Getting the Proper Start

Can you talk to today’s donors about how planned gifts can benefit them now as well as serve your mission later? Our expert practitioners will teach you the ins and outs of wills and bequests, appreciated property, charitable lead trusts, life insurance, retirement plans, charitable gift annuities, and remainder trusts. You’ll learn the technical aspects as well as strategies for building a program that successfully markets and matches the right gift instrument to the right donor.

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<td>August 25–Oct 3</td>
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<td>September 29–October 1</td>
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Interpersonal Communication for Fundraising

Good fundraising is based on good relationships. You’ll learn how people perceive verbal and non-verbal communications differently, and how you can use this new understanding to build better relationships for more effective fundraising.

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<tbody>
<tr>
<td>Indianapolis, IN</td>
<td>May 8–9</td>
<td>This class will no longer be offered after this session.</td>
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Visit philanthropy.iupui.edu for detailed course information and to register. Payment is due prior to the day the course begins.
“These courses have been valuable for my growth as a fund development professional. They have provided both a strong theoretical and practical basis for applying the principles to my daily work. The Fund Raising School has also prepared me to take on new challenges in the field.”

Steve Hinson
Kiwanis International
Indianapolis, Indiana

Invited to bring courses to Australia and New Zealand

Dottie Rosso continues to build TFRS’ marketing lists from cities’ telephone books, listing 64,000 nonprofits by 1986

Reaches 5,509 students in 14 states and expands internationally to Jamaica, Dominica, Czech Republic, Tunisia, New Zealand and Australia

Timothy L. Seiler, now director of TFRS, begins teaching

Becomes the centerpiece of Center on Philanthropy at Indiana University
Preparing Successful Grant Proposals

Proposal writing is an art and a science. This course focuses on creating compelling needs statements, objectives, budgets, and evaluations; researching and selecting funders; and building relationships with funders before, during, and after proposal submission.

Locations
Indianapolis, IN

Dates
February 20–21
September 8–9

Online
July 7–August 1

Faith and Fundraising

Asking for money in your congregation or faith-based organization doesn’t have to be taboo. Designed in partnership with the Lake Institute on Faith & Giving, this premier course gives you tools and techniques for helping donors express their faith through giving. Interactive exercises, core fundraising training, and applied skill-building creates the framework for an effective fundraising program for your organization.

Locations
Indianapolis, IN

Dates
August 19–21

Fundraising for Small Nonprofits

Are you wearing several hats in an organization with a small staff and budget of $1 million or less? This course focuses on fundraising fundamentals—including a case statement, annual fund, donor stewardship, and board engagement—along with sound strategies, solid tools, and practical advice to help you build a successful fundraising program from the ground up.

Locations
Indianapolis, IN

Dates
October 9–10

Visit philanthropy.iupui.edu for detailed course information and to register. Payment is due prior to the day the course begins.
“The experience was very important to my career. I learned how to share our mission and vision with people who don’t know that much about us.”

Cláudia Franciosi
Parceiros Voluntários
Porto Algre, Brazil
The Dynamics of Women’s Giving

Women are transforming philanthropy through innovative ways to give and engage in charitable activity.* Understanding this new face of philanthropy will let you communicate more effectively with donors and help them discover their own charitable vision.

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*Women Give, Women’s Philanthropy Institute

Using Social Media in Fund Raising

Fundraising is based on relationships, and so are social media. We elevate your digital outreach by connecting it to fundraising and planning fundamentals. You’ll learn how to integrate social media into your overall fundraising strategy—with the emphasis on strategy.

Online

April 7–18

Visit philanthropy.iupui.edu for detailed course information and to register. Payment is due prior to the day the course begins.

Tim Seiler was named Director of The Fund Raising School in 1994.

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1994

Establishes PROCURA, our Mexico affiliate

Tim Seiler
director
The Fund Raising School

Tuition

$950

Online Course Tuition

$615

This course is only available online.

1995

1996
“The Fund Raising School sets the curve by incorporating a necessary balance of historical and new data. I’ve taken three courses, and the school has earned my trust as a reliable partner in fundraising.”

Erin Trisler
Benjamin Harrison
Presidential Site
Indianapolis, Indiana
Certificate in Nonprofit Executive Leadership

Leading a 21st-century nonprofit means making decisions based on research, data, experience, and vision at a level available only through The Fund Raising School and its partner, the executive education program at the School of Public and Environmental Affairs (SPEA). Through discussions of real-world issues, you’ll build your skills in governance, accountability, collaboration, compliance, and leadership as you earn the Certificate in Nonprofit Executive Leadership.

The Certificate in Nonprofit Executive Leadership is offered by The Fund Raising School, an international leader in fundraising training and professional development, and the School of Public and Environmental Affairs at Indiana University, a nationally ranked leader in nonprofit management education. This innovative collaboration allows for an affordable certificate designed for mid- and upper-level nonprofit leaders and those aspiring to leadership positions.

You must complete all four seminars to earn the certificate. They are:

- Financial Analysis for Nonprofit Leaders
- Nonprofit Management for the 21st Century
- Program Evaluation for Mission Impact
- Strategic Planning and Nonprofit Leadership

Financial Analysis for Nonprofit Leaders

Our research* shows that unlike a few years ago, your nonprofit is striving beyond merely surviving to being financially sustainable. What’s your role in this vision? You’ll leave this course with a confident understanding of budget and financial strategies, risk and cash flow management, debt-to-income ratio, and funding dynamics. No prior financial experience needed!

Visit philanthropy.iupui.edu for detailed course information and to register. Payment is due prior to the day the course begins.

Daily Schedule
Friday, 9:30 a.m. to 5 p.m.
Saturday, 8:30 a.m. to 4:30 p.m.

Tuition
$820

Online Course Tuition
$975

Locations
Indianapolis, IN
Online

Dates
July 25–26
October 6–31

*The Moody’s Foundation, co-sponsored by the Indiana University Lilly Family School of Philanthropy, 2011
Publishes second edition of *Achieving Excellence in Fundraising*

Reach spans more than 40 countries on six continents

“I liked having classmates from other universities. If you think you know everything about fundraising, wait until you enroll at The Fund Raising School.”

Jorge Rosales
Fundación Teletón México
Tlahnepantla, México
**Nonprofit Management for the 21st Century**

As a member of the management team, you must establish the strategic direction of your organization, and inspire your staff and volunteers to follow. You’ll find yourself rejuvenated and empowered through this forward-thinking leadership course.

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<tbody>
<tr>
<td>Indianapolis, IN</td>
<td>December 12–13</td>
<td>April 14–May 9</td>
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**Program Evaluation for Mission Impact**

Transparency and measurement are today’s nonprofit watchwords. With this course, you’ll be able to measure the effectiveness and relevance of your programs through best practices and standards, clearly showing donors how their gifts are making your mission possible.

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**Strategic Planning and Nonprofit Leadership**

Does your strategic plan sit on a shelf untouched? Is it more tactical than visionary? This course will equip you to lead an effective—and truly strategic—planning process.

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<tr>
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Visit [philanthropy.iupui.edu](http://philanthropy.iupui.edu) for detailed course information and to register. Payment is due prior to the day the course begins.
“The Fund Raising School provided me with the technical expertise I needed and the confidence to implement what I learned when I got back to work. The Fund Raising School made both me and my organization better.”

Tara Noland
4C for Children
Cincinnati, Ohio
Thanks to generous sponsors, The Fund Raising School can create customized education and training programs for your nonprofit. Topics include:

- **How to ask for gifts effectively**
- **The role of board members in fundraising**
- **Trends in giving and fundraising**
- **Including volunteers in fundraising**
- **The history, capacity and potential of women donors**
- **Writing your philanthropic autobiography**

The Fund Raising School will deliver customized training for your staff, board and volunteers at a location of your choice. This option allows your fundraising team to learn and work together in a focused setting. You may also invite other organizations to participate.

**Please contact us at 800-962-6692 or tfrs@iupui.edu.**
Undergraduate, Graduate and Doctoral Programs

**Undergraduate**—The Indiana University Lilly Family School of Philanthropy was the first in the world to offer a Bachelor of Arts in Philanthropic Studies. Graduates emerge well positioned to compete for jobs in prestigious organizations or for graduate school.

Designed for those who have an interest in philanthropy education but don’t wish to pursue an M.A. or Ph.D. in the field, the Graduate Certificate in Philanthropic Studies introduces students to the critical issues and values of philanthropic practices. You can complete the certificate on its own or in conjunction with other graduate work, such as Museum Studies or Public Affairs.

**Graduate**—The Master of Arts in Philanthropic Studies was the first in the United States to focus on the history, culture, and values of philanthropy. While other programs focus on the “how” of nonprofit management, this program focuses on the “why”—the social, cultural, political, and economic roles of by philanthropy and nonprofits historically and today. You emerge ready to pursue further study or to enter the field as a nonprofit professional.

Not all students are able to attend traditional master’s degree programs. We offer individuals with three to five years’ nonprofit work experience an Executive Master’s degree. You can earn the M.A. in Philanthropic Studies in three years.

**Doctoral**—A Ph.D. from the School of Philanthropy will prepare you as a researcher or scholar, or for leadership roles within philanthropy, higher education and nonprofits. The flexibility within this degree addresses philanthropy as it suits your individual interests, allowing you to convert your knowledge into social action.

**International**—We partner with a variety of universities around the world in such countries as China, Egypt, Israel, Italy, Turkey, Kenya, Thailand, and Australia to improve our research and build alliances with other philanthropic leaders. Why? Universities are uniquely qualified to provide advice, apply expertise, and promote globally competent citizenship through academic diplomacy to encourage philanthropy and improve their respective communities. If you’re interested in assisting our international research programs, contact our International Programs Department at (317) 278-8938.

Learn more: philanthropy.iupui.edu/academic-programs

More Resources within the Indiana University Lilly Family School of Philanthropy

**Women’s Philanthropy Institute (WPI)**

National Symposium—WPI will host a two-day conference that presents high-level conversation about how women lead and give locally, nationally and globally. In 2014, #WomenLead in Philanthropy is April 2-3 in Chicago.

Partnerships—WPI and CASE, the Council for Advancement and Support of Education, present periodic conferences and online training about women and philanthropy.

Regional Conferences—Local, familiar settings give female donors a safe place to learn about philanthropy and share their experiences. Contact WPI to set one up in your area.

Learn more: philanthropy.iupui.edu/womens-philanthropy-institute

**Lake Institute on Faith and Giving**

Creating Congregational Cultures of Generosity—This three-day seminar demonstrates how ministry leaders can energize giving by creating lasting cultural change within a congregation.

Executive Certificate in Religious Fundraising—Four courses in the ECRF and a final project give clergy expertise in fundraising principles and the ability to train others.

Spiritual Values and Philanthropy Discernment—Donors explore spirituality as part of their personal philanthropy.

Faith and Fundraising—Participants focus on creating cultures of generosity for faith-based organizations.

Learn more: philanthropy.iupui.edu/the-lake-institute
## Course Schedules

<table>
<thead>
<tr>
<th>Certificate in Fund Raising Management</th>
<th>Certificate in Nonprofit Executive Leadership</th>
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<tbody>
<tr>
<td>Principles &amp; Techniques of Fundraising</td>
<td>$1,470</td>
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<tr>
<td>Developing Annual Sustainability</td>
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<td>Strategic Planning &amp; Nonprofit Leadership</td>
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- Nov. 3-6: Developing Annual Sustainability $950
- Mar. 5-7: Developing Major Gifts $1,235
- July 28-30: Managing the Capital Campaign $1,235
- June 23-25: Planned Giving: Getting the Proper Start $1,235
- May 1-2: Inter-personal Communications $950
- July 28-30: Faith and Fundraising $1,235
- July 28-30: Preparing Successful Grant Proposals $950
- July 28-30: Fundraising for Small Nonprofits $615
- July 28-30: The Dynamics of Women’s Giving $950
- July 28-30: Nonprofit Management for the 21st Century $820
- July 28-30: Strategic Planning & Nonprofit Leadership $820

### Dallas, TX
- June 2-5: Principles & Techniques of Fundraising $1,470
- Aug. 21-22: Developing Annual Sustainability $950
- June 23-25: Developing Major Gifts $1,235
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- July 28-30: Strategic Planning & Nonprofit Leadership $820

### Indianapolis, IN
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### San Francisco, CA
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### Washington, DC
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### ONLINE
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To register:

1. Go to [www.philanthropy.iupui.edu](http://www.philanthropy.iupui.edu)
2. Choose PROFESSIONAL TRAINING along the top menu bar.
3. Choose FUNDRAISING under “SHOW ME COURSES ON” in the right-side menu box.
4. Choose FIND OUT MORE under the course title.
5. Choose the REGISTER button next to the location and date you prefer.
6. Sign in to your account or create a new one.
7. Complete the information on 3 screens, enter your form of payment (credit card, purchase order, or select “I will pay later” if your organization prefers to pay by check)
8. After reviewing and agreeing to the terms and conditions, choose SUBMIT.

You will receive immediate email confirmation when you register, then a follow-up email with course logistics and hotel information within 2 business days.

Payment must be received prior to the start of the course. All cancellations and transfers are subject to an administrative fee of $275.