The Fund Raising School®
2015 Course Directory

Dedicated to the advancement of ethical fundraising for 40 years

THE FUND RAISING SCHOOL
LILLY FAMILY SCHOOL OF PHILANTHROPY
Indiana University
Indianapolis
Why do nonprofit leaders send their fundraising staff to The Fund Raising School?

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

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

Jorge Banules
Fundacion Teleton Mexico
Tlalnepantla, Mexico

“The skills that you learn at the program are transferrable to any organization. The program makes you a more sound and ethical fundraiser, and it adds strengths to your experience.”

Kristen Jackson (on the front cover)
Director of Advancement
Kappa Delta Pi International Honor Society in Education
Indianapolis, IN

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.

JUST START!

Ninety-four percent of organizations implementing The Fund Raising School methods increased or maintained the amount of funds raised as they emerged from the recession.

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.

97% 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.

Daily Schedule
Four days, 8:30 a.m. to 5 p.m.
Tuition
$1,500

Online Course Tuition
$1,625

3.0 Continuing Education Units (CEUs)
270 hours/270 CFRE education points

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, 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.

Certificate in Fund Raising Management

Earning the Certificate in Fund Raising 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

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 put into action as soon as you return to the office.

Locations

Date

Online
March 9–May 1
June 22–August 14
September 21–Nov. 13

Burlington, MA
July 20–23
(Boston)

Chicago, IL
March 30–April 2
August 3–6

Dallas, TX
November 16–19

Indianapolis, IN
January 12–15
March 16–19
May 4–7
June 15–18
July 13–16
August 17–20
September 28–October 1
October 12–15
November 9–12

Minneapolis, MN
June 1–4

Nashville, TN
April 13–16

Phoenix, AZ
February 9–12

San Francisco, CA
January 26–29
September 28–October 1

Tampa, FL
February 23–26

Washington, DC
August 31–September 3

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

Visit philanthropy.iupui.edu/training-scholarships for details.
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.

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.

Locations

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<tr>
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<td>Chicago, IL</td>
<td>October 8–9</td>
<td>July 13–August 7</td>
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<tr>
<td>Indianapolis, IN</td>
<td>February 2–3, June 29–30, August 27–28</td>
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<td>Minneapolis, MN</td>
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<td>San Francisco, CA</td>
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Daily Schedule
Two days, 8:30 a.m. to 5 p.m.

Tuition
$970

Online Course Tuition
$1,070

1.3 Continuing Education Units (CEUs)
13.5 hours/13.5 CFRE education points

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

Cassie Hall
The Nature Conservancy
Indianapolis, IN

“"The Fund Raising School played a major role in making philanthropy a profession for me. The most important skill I gained is the most fundamental: how to conduct a major gift solicitation. Understanding donor intent has been at the forefront of every position I have had in this field.””

Cassie Hall
The Nature Conservancy
Indianapolis, IN

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

Tuition
$1,260

Online Course Tuition
$1,360

2.0 Continuing Education Units (CEUs)
20.25 hours/20.25 CFRE education points

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.

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<td>Minneapolis, MN</td>
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<td>San Francisco, CA</td>
<td>April 20–22</td>
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“I’ve really enjoyed the planned giving class; it’s enabled me to share best practices with my team and see the big picture in addition to the details.”

Helen Troutman
Grantwriter
InterVarsity Christian Fellowship, USA
Madison, WI

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>San Francisco, CA</td>
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<td>Washington, DC</td>
<td>October 19–21</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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Visit philanthropy.iupui.edu for detailed course information and to register. Payment is due prior to the day the course begins.
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.

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.

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.

“Preparing Successful Grant Proposals”

Daily Schedule
Two days, 8:30 a.m. to 5 p.m.
Tuition $970
Online Course Tuition $1,070
1.3 Continuing Education Units (CEUs)
13.5 hours/13.5 CFRE education points

Locations Dates
Indianapolis, IN February 19–20
September 21–22

Online July 6–31

“Faith and Fundraising”

Daily Schedule
Four days, 8:30 a.m. to 5 p.m.
Tuition $1,500

Locations Dates
Orlando, FL May 12–15

“Fundraising for Small Nonprofits”

Daily Schedule
Two days, 8:30 a.m. to 5 p.m.
Tuition $625
1.3 Continuing Education Units (CEUs)
13.5 hours/13.5 CFRE education points

Locations Dates
Indianapolis, IN October 22–23

Visit philanthropy.iupui.edu for detailed course information and to register. Payment is due prior to the day the course begins.
“I’ve learned that it’s not about our organization, but about finding and connecting with people’s passions. As a result of taking The Fund Raising School courses, we have doubled our operating budget, and I’ve enrolled three additional members of my staff.”

Rev. Donovan Coley, Sr., M.A.
CEO/Senior Pastor
The Rescue Mission
Fort Wayne, IN

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.

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

Tuition
$970

1.2 Continuing Education Units (CEUs)
11.75 hours/11.75 CFRE education points

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<td>Indianapolis, IN</td>
<td>August 6-7</td>
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<td>Orlando, FL</td>
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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 Course Tuition
$615

This course is only available online.

8.0 hours/8.0 CFRE education points

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

*The Moody’s Foundation, co-sponsored by the Indiana University Lilly Family School of Philanthropy, 2011

**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!

**Daily Schedule**

Two days, 8:30 a.m. to 4:30 p.m.

**Tuition**

$820

**Online Course Tuition**

$975

**Locations**

Indianapolis, IN

**Dates**

December 11–12

**Online**

June 1–26

Visit philanthropy.iupui.edu for detailed course information and to register. Payment is due prior to the day the course begins.
“The knowledge I gained was instrumental in IndyFringe’s success over the past 10 years, both with hosting two capital campaigns in five years and with realizing IndyFringe’s 10th anniversary vision. To anyone considering enrolling, it is a great investment.”

Pauline Moffat
Executive Director
IndyFringe
Indianapolis, IN

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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<td>Indianapolis, IN</td>
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<td>August 31–Sept. 25</td>
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Tuition
$820

Online Course Tuition
$975

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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<td>September 18–19</td>
<td>April 6–May 1</td>
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Tuition
$820

Online Course Tuition
$975

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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Tuition
$820

Online Course Tuition
$975

Visit philanthropy.iupui.edu for detailed course information and to register. Payment is due prior to the day the course begins.
Bring The Fund Raising School to You!

Sponsor Our Full Courses
We work with local and national nonprofits, foundations, colleges and universities, associations, and other organizations that sponsor The Fund Raising School courses for fundraising staff, grantees, and members. This option allows organizations to provide fundraising professional development opportunities cost efficiently.

Customized Training
We offer fully customized training that addresses the needs and learning objectives of our clients. We understand that your organization may be facing challenges that may require a more highly customized training program for motivating volunteers, aligning the fundraising program with the overall management function, building fundraising teams, involving senior leadership and board members in fundraising, or preparing for major gift solicitations. Starting with conversations between our team and your key stakeholders, we build your training from the ground up. We'll work together to identify and understand your fundraising training objectives and goals. From there, we'll select the specific skills, strategies, and the appropriate delivery style to accomplish the objectives and develop the content.

The Fund Raising School will deliver customized training for your staff, board, and volunteers at a location of your choice. You may also invite other organizations to participate.

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
- Leadership and fundraising

Please contact us at 800-962-6692 or tfrs@iupui.edu.

“In Principles and Techniques, I learned some practices to improve our marketing and research to identify who we want to reach. My biggest takeaway was being able to create a marketable experience for our constituents.”

Allen Horton
Assoc. Director of Educational Mentoring & Alumni Programming
Educational Foundation of Lambda Chi Alpha
Carmel, IN
Take Your Education Further with the IU Lilly Family School of Philanthropy

Degrees offered

Bachelor of Arts in Philanthropic Studies
Offering the first degree of this kind in the world, the Lilly Family School of Philanthropy prepares graduates to compete for jobs in prestigious organizations or for graduate school.

Graduate Certificate in Philanthropic Studies
Designed as a complement to professional or graduate work in a related field, this certificate introduces students to the critical issues and values of philanthropic practices.

Executive Certificate in Religious Fundraising
Offered through the Lake Institute of Faith and Giving, this four-course program offers clergy expertise in fundraising techniques of the “why” — the social, cultural, political, and economic roles of philanthropy and nonprofits.

Master of Arts in Philanthropic Studies
Beyond the “how” of nonprofit management, this program teaches the “why” — the social, cultural, political, and economic roles of philanthropy and nonprofits.

Additional Programs

International Programs Department
The Lilly Family School of Philanthropy partners with a variety of universities around the world in such countries as China, Egypt, Israel, Italy, Turkey, Kenya, Thailand, and Australia to improve research, promote academic diplomacy, and collaborate with global philanthropic leaders.

Women’s Philanthropy Institute (WPI)
WPI studies how and why gender matters in philanthropy, including the motivation and economic power behind women’s philanthropic decision-making. The institute facilitates a national symposium, regional conferences, and partnerships to further the research of women in philanthropy.

Lake Institute on Faith and Giving
The Lake Institute offers a public forum for exploring the critical issues and values of philanthropic practices.

WPI studies how and why gender matters in philanthropy, including the motivation and economic power behind women’s philanthropic decision-making.

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

philanthropy.iupui.edu/womens-philanthropy-institute

philanthropy.iupui.edu/the-lake-institute

To register:

1. Go to 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.

317-274-7063  |  800-962-6692  |  tfrs@iupui.edu  |  www.philanthropy.iupui.edu