

## Academic Plan as of Spring 2019

**Program Description:** Amplify your fundraising expertise so your nonprofit can stabilize its finances and focus on its mission. Current and prospective fundraising professionals will delve into all aspects of a thriving, sustainable fundraising enterprise. Curriculum covers ethics, best practice processes and procedures, data collection and management, and donor relations. Explore varied campaign types and fundraising strategies, including annual campaigns, legacy giving, capital campaigns, special events, corporate or private sponsorship, government funding, grants, and online giving. Along the way you will gain an understanding of why people give and learn how to articulate a compelling case for support.

### Prerequisites and Admissions Requirements:

### Program Learning Outcomes:

By the end of the Nonprofit Fundraising certificate program, the student will be able to:

- a. Develop a comprehensive understanding of nonprofit fundraising and how each component works in harmony with the others.
- b. Possess the tools, knowledge, and resources needed to advance your fundraising and nonprofit leadership.
- c. Generate an informed, strategic development plan and infrastructure to support that plan.
- d. Learn and hone the skills, strategies, and tactics to help your organization raise more money.

### Program Requirements:

To earn the Nonprofit Fundraising Certificate you must successfully complete four core courses plus an additional 2.4 CEUs of elective courses.

#### Required Courses:

- Responsible Fundraising (NP3130)
- Infrastructure and Process of Nonprofit Fundraising (NP3163)
- Effective Fundraising (NP3169)
- Donor Relations (NP3170)

#### Elective Courses:

- Strong Financial Oversight (NP3131)
- The Funders' Perspective: Deciding Who Gets What (NP3134)
- Whose Ball Is It? Developing Collaborative Return on Sponsorship (NP3145)
- Capital Campaigns: Everything You Need to Know (NP3146)
- Social Enterprise: From Marketing to Sustainability (NP3154)
- Raise More Money From Your Business Community (NP3158)
- Building a Successful Fundraising Enterprise (NP3159)
- Telling the Stories that Make Donors Give (NP3165)
- Introduction to Gift Planning (NP3168)