

Fund Raising

All courses are 3 hours in length

Module Title	Brief Description	Deliverables
Fueling the mission: The fundamentals of revenue generation	Mission driven; values-based revenue generation.	<ol style="list-style-type: none"> 1. Overview of fundraising in the sector – who gives, who gets 2. The new narrative: fundraisers as advocates for social change. 3. How to build a culture of philanthropy & fundraising methodologies: Direct mail, on-line, special events, capital campaigns, major gifts, planned giving, grants and foundations, social finance, social enterprise. 4. The role of staff, volunteers, board members and consultants. 5. The Fundraising plan.
Grant Writing	Improving successful Grant application processes.	What expertise and approach is needed to maximize opportunities to receive Grants.
Government Relations	Aligning Fundraising goals through government relations	Building strong government relations to strengthen fund raising opportunities.
Campaign Developments	What it takes to lead successful Fundraising campaigns	Learning how to create and lead fundraising campaigns to build upon and grow existing and new opportunities.
Strategic Planning (for Fundraising)	Putting the pieces in place for continued success in Fundraising.	Developing Strategic Plans to build capacity for Fundraising within an organization