

## **WEEK 1: FUNDRAISING 101**

1. Ethics in Fundraising
2. Fundraising Road Map
3. Donor Types
4. Campaign Types
5. Donor Pyramid
6. The ARU Method
7. Diversified Funding
8. Fundraising Audit
9. Fundraising SWOT

### **Resources & Downloads**

- Fund Development Plan Outline
- AFP Code of Ethics
- Donor Bill of Rights
- Fundraising Terms Handout
- Fundraising Audit Worksheet
- Fundraising SWOT Worksheet

## **WEEK 2: DONOR PROSPECTS**

1. Rosso's Concentric Circles
2. LIA Rating
3. Donor Research and Qualifying
4. Donor Personas
5. Donor Data Management
6. Stewardship & Cultivation

### **Resources & Downloads**

- Concentric Circles
- Persona Worksheet
- Fund Development Plan Template
- Metrics Handout
- Stewardship & Cultivation Template

## **WEEK 3: FUNDRAISING STRATEGIES (PART 1)**

1. Donor Motivations
2. Individual Campaigns
3. Annual campaigns
4. Planned Giving
5. Online Fundraising
  - Fundraising Websites
  - Social Media Fundraising
  - Email Fundraising
  - Peer-to-peer Fundraising & Online Campaigns

### **Resources & Downloads**

- Campaign Planning Worksheet
- Mastering the DM
- Pre-Publish Checklist
- Profile Optimization Checklist
- 22 Online Fundraising Ideas

## **WEEK 4: FUNDRAISING STRATEGIES (PART 2)**

1. Major Gifts
2. Prospect Research
3. Corporate Campaigns
4. Community Groups
5. Grants & Foundations
6. How to Ask for Donations

### **Resources & Downloads**

- Grants Workbook
- Sponsorship Guide

## **WEEK 5: FUNDRAISING MATERIALS**

- Elevator Pitch
- Case for Support
- Case Statements
- Grant Requests
- Sponsorship Packages
- Gift-in-Kind Letters
- Headlines and Calls to Action

### **Resources & Downloads**

- Fundraising Letters Guide
- Case Writing Guide

## **WEEK 6: NONPROFIT MARKETING**

1. Marketing & Communications
2. Branding
3. Thought Leadership
4. Government Relations
5. Stakeholder Engagement
6. Community Relations
7. Media Relations

### **Resources & Downloads**

- Media Relations Guide
- Brand Workbook