

WEEK 1: DATA AND ANALYSIS

1. Ethics in Fundraising
2. Fundraising Road Map
3. Donor Pyramid
4. Fundraising Audit
5. Competitor Analysis
6. Donor Persons
7. 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
- Persona Worksheet

WEEK 2: FUNDRAISING 101

1. The ARU Method
2. Donor Types
3. Campaign Types
4. Program Types
5. Diversified Funding
6. Rosso's Concentric Circles
7. LIA Rating
8. Donor Research and Qualifying
9. How to Ask for Donations
10. Donor Data Management
11. Stewardship & Cultivation

Resources & Downloads

- Concentric Circles
- Metrics Handout
- Stewardship & Cultivation Template

WEEK 3: FUNDRAISING STRATEGIES (PART 1)

1. Donor Motivations
2. Goal Setting
3. Individual Campaigns
4. Annual campaigns
5. Planned Giving
6. 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. Events

Resources & Downloads

- Grants Workbook
- Sponsorship Guide

WEEK 5: FINE-TUNING

- Stewardship Plans
- Monitoring & Evaluation
- Timelines & Budgets
- Executive Summary

Resources & Downloads

- Metrics Handout
- Stewardship & Cultivation Template

WEEK 6: 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

BONUS: 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