

AFP Fundamentals of Fundraising

Course Overview

The *AFP Fundamentals of Fundraising* course consists of seven content modules. Each module contains content, questions for discussion, activities and other ideas for engaging participants in learning the material.

Brief Description of Each Module

Module 1: Overview of Fundraising

A big-picture look at professional fundraising, including the important role philanthropy plays in organizations and key motivations behind why people give. Also included: the primary sources of contributions; what an integrated development program looks like and which essential components aid success; the fundraising profession as a career, focusing on key qualities for success and a basic path for personal and professional development in the field.

Module 2: Developing an Integrated Fundraising Program

To effectively raise funds for an organization's mission, it's important to have a comprehensive plan in place that articulates the organization's case for support and includes appropriate giving opportunities. Also covered in this module will be the importance of connecting that comprehensive plan with the organization's overall mission and strategic plan. The module will feature an overview of campaign types (annual giving, major gifts, planned giving) with a focus on the key role of annual giving. Content will include establishing/ensuring that appropriate policies and procedures are in place to both ensure integrity of donor intent and to honor donors/volunteers in appropriate ways.

Module 3: Marketing for Ongoing Success

Communicating information about fundraising activities to appropriate audiences (donors and prospects alike) and keeping all stakeholders informed about the organization's progress is critical to ongoing and future success. Effective marketing is a key part of building and sustaining relationships for fundraising purposes. This module will cover creating a plan for marketing and communications activities that support development goals and strategies. It will also touch on the growing roles and importance of the Internet and social media in fundraising.

Module 4: Building & Sustaining Relationships

Relationships are the key to fundraising success, and successful relationships start with knowing current and prospective donors well. This module will introduce the powerful role of prospect and donor research, including identifying and segmenting prospects and donors according to appropriate variables as well as effective donor records management to support ongoing relationships. Finally, cultivation, establishing and maintaining relationships with individuals and organizations, and optimizing relationships to retain donors rounds out the module.

Module 5: Securing the Gift

Once the development plan is in place and appropriate policies and procedures are set up, it's time to actively solicit gifts from donors and prospects. In this module, a closer look will be taken at solicitation strategies for campaign types, focusing most closely on solicitation techniques for annual giving. Additionally, there will be an overview of techniques for soliciting major and planned gifts. Emphasis will be placed on implementing critical acknowledgement, acceptance, and recognition practices.

Module 6: Volunteers – Partners in Fundraising

Fundraising just wouldn't be possible without dedicated volunteers supporting the organization's efforts. Establishing and maintaining a respectful relationship with volunteers is both art and science, beginning with how they are recruited. This module will explore effective ways volunteers can be recruited, trained, managed, motivated, evaluated, and recognized. As importantly, there are times when volunteers are best included in the development process to ensure they experience a sense of ownership in the organization's work and can effectively perform their roles.

Module 7: Management & Accountability

Fundraising is about more than soliciting donors and prospects, and the development office is responsible for managing the development plan. This module will present an overview of the management aspects of fundraising including key roles and responsibilities as well as budgeting and planning. Accountability will also be covered in this module, focusing on ethics standards, basic legal requirements, donor rights, and accountability.