# Fundraising Academy Accelerate Syllabus

## Program Format

**In-person**

## Program Cost

**Varies**

## Course Overview

The Fundraising Academy Accelerate is a fundraising certificate program that teaches and empowers emerging fundraisers (with one to five years of direct fundraising experience) to effectively identify, qualify, cultivate, and retain donors by building authentic, lasting relationships. Students connect and collaborate with local peers through the interactive, cohort-based training model. Students will explore effective prospecting and lead qualification strategies, practice their pitch to successfully secure donor support, discover digital fundraising tools, learn how to effectively assess and approach different social styles, better understand their ethical responsibilities, redefine donor objections, and more.

**Pursue your CFRE certification!** Full participation in the Fundraising Academy Accelerate is applicable for **28+ points** in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

**Required Textbook (offered in eBook & Print Formats)**

*Cause Selling the Sanford Way: A Guide to Relationship-Driven Fundraising* (Dr. David Lill & Jennifer Lill-Brown) **Available for purchase on Amazon.**

## Course Schedule At a Glance

<table>
<thead>
<tr>
<th>Session</th>
<th>Subject</th>
<th>Session Length</th>
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</thead>
<tbody>
<tr>
<td>Session 1</td>
<td>Fundraising Fundamentals Part 1</td>
<td>8 hours</td>
</tr>
<tr>
<td>Session 2</td>
<td>Fundraising Fundamentals Part 2 &amp; Cause Selling Phase 1</td>
<td>8 hours</td>
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<tr>
<td>Session 3</td>
<td>Cause Selling Phase 3</td>
<td>8 hours</td>
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<tr>
<td>Session 4</td>
<td>Cause Selling Phase 4, Major Gifts, Planned Giving &amp; Pitch Fest</td>
<td>8 hours</td>
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Session schedule and content are subject to change at the discretion of Sanford Institute of Philanthropy.
## Course Outline & Overview of Modules

### Session 1: Fundraising Fundamentals
- Start with Why
- Trends in Philanthropy: Giving USA Report Discussion
- Ethics in Fundraising *(Chapter 2)*
- Time Management *(Chapter 3)*
- The Four Donor Styles *(Chapter 6)*
- Pitch Fest Introduction
- Personal Action Plan

### Session 2: Fundraising Fundamentals & Cause Selling Phase 1 [How to Find Qualified Donors and What to Do Before Your Meet]
- Understanding Why People Give *(Chapter 4)*
- Digital Fundraising *(Chapter 5)*
- Cause Selling Overview
- Cause Selling Step 1: Prospecting *(Chapter 7)*
- Cause Selling Step 2: Pre-Approach *(Chapter 8)*
- Pitch Fest Practice
- Personal Action Plan

### Session 3: Cause Selling Phase 2 [First Impressions; Effective Listening; Telling Your Story; and Turning a “No” into a “Yes”]
- Cause Selling Step 3: Approach *(Chapter 9)*
- Cause Selling Step 4: Need Discovery *(Chapter 10)*
- Cause Selling Step 5: Presentation *(Chapter 11)*
- Cause Selling Step 6: Handling Objections *(Chapter 12)*
- Pitch Fest Rehearsals
- Personal Action Plan

### Session 4: Cause Selling Phase 3 [Confirming the Gift and Fostering Loyalty]
- Cause Selling Step 7: The Ask *(Chapter 13)*
- Cause Selling Step 8: Stewardship *(Chapter 14)*
- Major Gifts and Solicitations
- Planned Giving
- Pitch Fest with Live Panel
- Graduation

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