

Online Fundraising Academy Accelerate Syllabus

Program Format

Online

Course Overview

The Online Fundraising Academy Accelerate is a fully online 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.

Program Cost

Varies

Pursue your CFRE certification! Full participation in the Online Fundraising Academy Accelerate is applicable for **30+ 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

Session	Subject	Session Length
Session 1	Fundraising Fundamentals Part 1	3.5 hours
Session 2	Fundraising Fundamentals Part 2	3.5 hours
Session 3	Fundraising Fundamentals Part 3 & Digital Fundraising	3.5 hours
Session 4	Cause Selling Phase 1	3.5 hours
Session 5	Cause Selling Phase 2	3.5 hours
Session 6	Cause Selling Phase 2	3.5 hours
Session 7	Cause Selling Phase 3	3.5 hours
Session 8	Major Gifts & Planned Giving	3.5 hours
Session 9	Interview with a Philanthropist	2 hours
Session 10	Pitch Fest	2.5 hours

*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 (<i>Chapter 2</i>)
Personal Action Plan

Session 2: Fundraising Fundamentals
Time Management (<i>Chapter 3</i>)
The Four Donor Styles (<i>Chapter 6</i>)
Pitch Fest Introduction & Practice
Personal Action Plan

Session 3: Fundraising Fundamentals
Understanding Why People Give (<i>Chapter 4</i>)
Digital Fundraising (<i>Chapter 5</i>)
Pitch Fest Practice
Personal Action Plan

Session 4: Cause Selling Phase 1 [<i>How to Find Qualified Donors and What to Do Before Your Meet</i>]
Cause Selling Overview
Cause Selling Step 1: Prospecting (<i>Chapter 7</i>)
Cause Selling Step 2: Pre-Approach (<i>Chapter 8</i>)
Personal Action Plan

Session 5: Cause Selling Phase 2 [<i>First Impressions and Effective Listening</i>]
Cause Selling Step 3: Approach (<i>Chapter 9</i>)
Cause Selling Step 4: Need Discovery (<i>Chapter 10</i>)
Pitch Fest Practice
Personal Action Plan

Session 6: Cause Selling Phase 2 [<i>Telling Your Story and Turning a “No” into a “Yes”</i>]
Cause Selling Step 5: Presentation (<i>Chapter 11</i>)
Cause Selling Step 6: Handling Objections (<i>Chapter 12</i>)
Personal Action Plan

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Session 7: Cause Selling Phase 3 [Confirming the Gift and Fostering Loyalty]
Cause Selling Step 7: The Ask (<i>Chapter 13</i>)
Cause Selling Step 8: Stewardship (<i>Chapter 14</i>)
Pitch Fest Rehearsals
Personal Action Plan

Session 8: Major Gifts & Planned Giving
Major Gifts and Solicitations
Planned Giving
Personal Action Plan

Session 9: Interview with a Philanthropist
Interview with a Philanthropist
Wrap Up; Review Pitch Fest Panel Rules

Session 10: Pitch Fest & Graduation
Pitch Fest with Live Panel
Graduation

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