

Introduction to Fundraising e-Course

Are we targeting the right donors? Do we have a comprehensive fundraising plan? Are we communicating the right message? Strengthen your knowledge and understand the psychology of giving with these self-paced e-modules on an introducing you to the basics of fundraising.

Topics

Fundraising, Donor Research, Major Gifts, Volunteer Involvement, Ethics, Annual Giving, Case for Support, Data Gathering, Transparency, Donor Bill of Rights, Acquisition, Communication, Types of Gifts, Grants, Fundraising Techniques, Cultivation, Solicitation, Relationship Building, Fundraising Roles

Provider

CUSO International

Language

English

Location

Google Classroom

Fundraising is both an art and a science. It can take a few years to become a skilled fundraiser and this skill, mixed with a little bit of passion, can be acquired by anyone with the right knowledge, training and practice.

Learning how to fundraise will enable you to generate the much needed resources for your organization as well as help you build capacity and resiliency.

Learning objectives

At the end of this course, you will be able to:

- Analyze current and prospective donor information, sources of financial support, fundraising modalities, donor giving patterns;
- Define essential fundraising concepts and terminology;
- Develop, implement, and evaluate specific solicitation plans using fundraising principles;
- Evaluate your fundraising programmes and demonstrate the results of your efforts to your organization.

Audience

This course is recommended for staff, board members, volunteers and anyone who is interested in learning the basics of fundraising.

Short e-course for beginners

Length

It will take you about 6 hours to complete this self-paced course.

Methodology

This course is composed of several sections with a series of modules in each section, including various examples, articles, videos, links to websites, quizzes and one final exam. This e-learning programme can be taken as stand-alone course.

Structure

This course is composed of four sections:

Section 1 - Introduction to Fundraising Basic Concepts

Section 2 – Introduction to Grant Writing

Section 3 – Introduction to Fundraising Planning

Section 4 – Introduction to Communication Planning

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