

Fundraising and Development

NTPT6208

Course Outline

Description: Learn the best management practices for developing and executing an effective fund development program and fundraising strategy. Building a comprehensive development program is the key to creating a sustainable nonprofit organization. Various fund development techniques will be introduced in this course, with the help of key speakers from the sector. Topics covered include: planned giving, major giving, fundraising theory, ethics, and direct response programs.

Course Goals: To create an understanding and primary knowledge of key fundraising strategies and best practices and techniques for a superior fund development program.

Course Objectives: At the end of this course, students will:

- Understand and use key fundraising terms
- Understand fundraising tactics to build a fund development plan
- Gain insight into donor-centred fundraising principles and moves management
- Learn how to make an 'ask' and thank your donors
- Understand aspects of laws and ethics related to fundraising

Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

Code of Student Conduct

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at The University of Western Ontario, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Course Schedule:

Day 1

9:00am - 9:30am Introductions

9:30am - 9:45am Burning Fundraising Questions

9:45am - 10:30am Fundraising Theory

10:30am - 11:30am Fundraising Landscape in Canada and Development Plans

11:30am - 12:30pm LUNCH

12:30pm - 1:00pm Diversity in Fundraising

Please contact Continuing Studies if you require information in an alternate format, or if any arrangements can be made to ensure that this course is accessible to you. If you would like to provide feedback about accessibility-related issues that are specific to your experience with Continuing Studies, you may do so using our comment box (located in the entrance of the office) or you may contact Accessibility at Western (accessibility@uwo.ca or 519-661-2111, extension 85562); the feedback will be forwarded to the appropriate individual or area for follow-up.

Western Continuing Studies

1:00pm - 2:00pm Direct Response Fundraising
2:00pm - 3:00pm Prospect Research, GUEST SPEAKER
3:00pm - 4:00pm Fundraising Ethics

Day 2

9:00am - 10:00am Capital Campaigns, Campaign Volunteers and Major Gifts
10:00am - 11:00am Planned Giving, GUEST SPEAKER
11:00am - 12:00pm Foundations and Corporations, GUEST SPEAKER
12:00pm - 12:30pm LUNCH
12:30pm - 2:15pm BOOTCAMP: Cultivation, Solicitation and Stewardship
2:15pm - 3:15pm Fundraising and Technology
3:15pm - 3:30pm Wrap Up

Evaluation Method:

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
 - a. The course content was relevant and valuable.
 - b. The instructor conducted class sessions in an organized, well-planned manner.
 - c. The instructor explained concepts clearly.
 - d. The instructor displayed enthusiasm and energy in conducting class sessions.
 - e. The instructor made me feel comfortable in the learning environment.
 - f. The instructor encouraged my participation and interaction.