

Level: Intermediate

Certificate in Professional Fundraising

This course provides you with a comprehensive foundation in learning about every channel of fundraising and how to generate sustainable revenue streams. You will learn various models of fundraising practice, how to develop fundraising plans, how to create a case for support, methods of acquiring and retaining donors, and how to nurture relationships for high value donations. You will also learn about practical, useful tools to fundraise ethically in an everchanging fundraising landscape. This course is comprised of compulsory and elective modules.

What you will learn

- The Australian fundraising sector and motivations for giving
- How to develop fundraising plans and strategies for success
- How to create and express a case for support
- Evaluate and select channels to acquire new donors and develop relationships
- How to nurture high value donors, gift in Wills pledgers and corporate partnerships
- Evaluate and measure performance of a fundraising program

Who is this course for?

- Fundraisers new to the profession or early career fundraisers
- Fundraisers looking to consolidate their existing knowledge in best practice and ethical fundraising
- Fundraisers looking to expand their skills set beyond their existing specialty
- Volunteer fundraisers wanting formal training in ethical fundraising and the fundraising regulatory environment
- Fundraisers in small and medium organisations responsible for expanding their fundraising program

Course Duration

- 6 days consisting of **3 x 2-day intensives** offered in trimesters

There are **three options** for enrolling into and completing Certificate of Professional Fundraising

Option 1 - In-class: Select a trimester to start and complete all three modules in the selected trimester (duration 3 months).

Option 2 – In-class: Start in Trimester 1 and complete module 1 in trimester 1, complete module 2 in trimester 2, and complete module 3 in trimester 3 (duration 9 months).

Option 3 – On-line: Complete the certificate online at your own pace (duration 6 months)

NB: payments plans are available for Option 2.

Delivery Mode

- In-class, or
- Online

Modules and Topics Covered

The course is divided into 3 modules, each of which comprises:

- Core modules studied in-class or online
- 2 core self-study topics which form part of the assessment
- 1 elective self-study topic (from a choice of 2) which are also part of the assessment

The modules and topics covered are outlined below:

MODULE 1 – THE BIG PICTURE

Day 1 - in-class topics:

- An introduction to Fundraising
- Fundraising planning and the audit
- Setting fundraising objectives
- Strategies for success

Day 2 - in-class topics:

- Trends in Philanthropy and Giving
- Developing a Case for Support
- Data and Segmentation
- Looking after Donors

Core Self-study topics:

- The Law and Fundraising
- Ethical Frameworks for Fundraising

Elective Self-study topics:

- The Dynamics of Philanthropy
- Volunteer involvement and retention

MODULE 2 – TOOLS OF THE TRADE**Day 1 in-class topics:**

- Direct Marketing Skills and Offline Channels
- Online Fundraising
- The Major Gift Process
- Strategies for Gifts-in-Wills

Day 2 in-class topics:

- Corporate Fundraising
- Planning a Capital Campaign
- Foundations and Trusts
- Strategies for Events Fundraising

Core Self-study topics:

- Demographics and Donor Behaviour
- Using Data for Effective Fundraising

Elective Self-study topics:

- Developing the Marketing Plan for Fundraising
- Community and Grassroots Fundraising Trends

MODULE 3 – MAKING IT WORK

Day 1 in-class topics:

- Case Study: Fundraising Audit
- Case Study: Planning for Regular Giving
- Case Study: Major Gifts and Corporate Fundraising
- Fundraising Leadership and teams

Day 2 in-class topics:

- Evaluating the Performance of a Program
- Managing the Fundraising Program
- Using your Strengths in the Workplace
- Career Planning and Fundraising Professional Development

Core Self-study topics:

- Using Social Media for Fundraising
- Understanding High Net Worth Donors

Elective Self-study topics:

- Engaging Telephone and Street Fundraising Suppliers
- Selecting and Working with Fundraising Consultants and Suppliers

Course Schedule

All Certificate days are an **8.45am** arrival and coffee for a **9am** start, **5.00pm** finish.

Day 1 and Day 2

8.45 am:	Arrival / Tea & Coffee
9:00 am:	Start & Welcome
10.30am – 10.45 am	Morning Tea
12:30 pm – 1.15 pm	Lunch
3:00 pm – 3.15pm	Afternoon tea
5:00 pm	End of Day

NB: Break times are indicative dependent on course activities throughout the day

For venue information including, name, address and public transport and parking information, please visit our website fia.org.au.

Course materials

Course materials and handouts will be provided. Please bring a notepad and pen to take notes. BYO device optional but not expected.

How to Enrol

To enrol yourself or a staff member, please go to

<https://fia.org.au/professional-development/core-education-courses/certificate-in-fundraising/>

For further information, speak to our helpful education team on **1300 889 670** or email to training@fia.org.au



*Full participation in **Certificate in Professional Fundraising** is applicable for **up to 59 continuing education points** in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.*