

**Level: Intermediate**

## **Creating a Digital-First Fundraising Strategy**

This course aims to challenge you to identify revenue and retention growth opportunities based on understanding the data and digital channel's maturity. You will learn how to design broad synergies across all fundraising areas through a holistic data, channels and systems approach, towards an overarching donor-centric view of your strategic revenue opportunities. You will be given insights into how to influence a digital-first culture in your organisation and cover the key elements of the big picture in digital, with detail on key tactics and channels. This practical course covers the key components of digital fundraising strategy including data & segmentation, channels & UX, creative & content and how to make the best decisions in strategy and implementation for immediate and future success.

### **What you will learn**

- Design-thinking and donor-centric journey mapping.
- Digital systems blue-print and identifying opportunities to drive future-proof efficiencies.
- Data integration methods and automation best-practices.
- Digital channels, UX & content strategy.
- Digital analytics & tracking.
- Design thinking a digital transformation piece.

## Who is this course for?

- Charity and NFP digital marketing professionals in aiming to upskill their strategic expertise.
- Fundraising professionals preparing a digital fundraising strategy or a multi-channel digital campaign.
- Charity and NFP managers reviewing future digital fundraising strategy or a multi-channel digital fundraising campaign.
- Senior managers who want to build a digital-first culture within their organisation.

\*This course assumes participants have a basic understanding of how key digital channels work.

## Course Duration

- One day interactive workshop

## Course Schedule

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

## Course materials

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



*Full participation in **Creating a Digital-First Fundraising Strategy** is applicable for up to 7.5 continuing education points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.*