FIA

Fundraising
Institute
Australia

Student
Guide

CERTIFICATE

IN PROFESSIONAL FUNDRAISING

The Professional Body for Australian Fundraising

The FIA's Diploma in Fundraising is the property of
Fundraising Institute Australia (FIA).

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Welcome

Welcome to the FIA *Certificate in Professional Fundraising.*

In response to members wanting to access the Certificate through self-paced flexible learning, we are pleased to announce FIA's *Certificate in Professional Fundraising* is now available online. Designed by fundraisers for fundraisers, the Certificate can be completed at your own pace, at your own place, and with all the expertise that you've come to expect from FIA's courses.

This guide, along with the **introduction tutorial,** will provide you with all the information you will need to help you complete the course.

Certificate in Professional Fundraising

The *Certificate in Professional Fundraising* is the only course in Australia that gives you the essential training and knowledge needed to become a professional fundraiser. Every aspect of fundraising is covered, giving you both a comprehensive view of the environment in which fundraisers operate and compete for funds, and the practical knowledge to generate sustainable revenue streams using every channel of fundraising.

The Certificate course is an invaluable component of FIA's range of integrated professional development and educational opportunities. It is relevant to the work of fundraisers new to the profession as well as those wanting to consolidate their existing skills and formal training.

The Certificate is also underpinned by the FIA's Principles and Standards of Fundraising Practice which are the professional fundraiser's guide to ethical, accountable and transparent fundraising. These Principles and Standards are critical to how the fundraising profession is viewed by donors, government, the wider community and by fundraisers themselves.

Learning outcomes:

- You will learn about the state of fundraising in Australia and the motives for giving, through reports, up-to-date analysis and research.

- You will be shown clear guidelines for developing a plan from the fundraising audit to setting objectives and choosing successful strategies.

- You will learn how to use marketing channels to their best effect, both offline and online.

- You will learn how to develop relationships and nurture organisations and individuals for high value donations with the maximum impact.

- You will explore some useful and practical principles of human resource management to allow you and your fundraising teams to realise your full potential.

The course provides:

- Highly regarded professional tutors who have a wealth of fundraising experience.

- Opportunities to build on your existing knowledge and skills in a structured learning environment.

- A variety of learning experiences including tutorials, readings, exercises and self-study assignments - catering to a broad range of learning styles.

- The chance to share ideas, to learn from your fundraising peers and to be inspired about new fundraising possibilities for your organisation.

Certified Fund Raising Executive (CFRE) Credential

Full participation in the *Certificate in 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.

Course Delivery

The e-learning platform 'GO1' allows you the freedom for self-paced, flexible study over a 6-month period.

Access to all online materials will expire after 6-months unless prior arrangements have been made through FIA. Should extended online access be required, additional fees will apply.

You will have a tutor for each unit of the course.. The tutor's role is to guide you through the course content and assess your exercises and self-study assignments.

All students should log into the e-learning platform at least once a week for current and updated information, feedback and messages from tutors and/or FIA staff.

Data Space

Participants require access to the internet to log in to the e-learning platform 'GO1', which provides essential online course materials and resources. Sufficient data space is required for resource usage and downloads (approx. 200MB).

Course Structure and Requirements

The *Certificate in Fundraising* will take **6-months** to complete.

To ensure you are not placed at a disadvantage, you should have a good command of written and spoken English to complete assignments.

The course covers a wide range of areas, with each module being applicable to the work of fundraising professionals. The content includes a variety of rich learning experiences.

Attainment

Attainment requires the completion and assessment of **3 units** - comprising of 6 tutor-led Zoom sessions; in-class activities and 12 online independent learning modules.

Suggested time frames have been provided as a guideline to help you complete the work required to attain your Certificate within 6-month access period.

Course Content

Core Modules

(*you are required to complete the tutorials and readings for all <u>three</u> of these modules*)

- **The Big Picture:** The fundraising environment and planning

- **Tools of the Trade:** Best practice guidelines across all fundraising channels

- **Making it Work:** Practical implementation and people management

Online independent learning modules

(*you are required to complete all <u>12</u> online independent learning modules*)

- Module 1 – M101 The Law & Fundraising

- Module 1 – M102 Ethical Frameworks for Fundraising

- Module 1 – M103 The Dynamics of Philanthropy

- Module 1 – M104 Volunteer Involvement & Retention

- Module 2 – M201 Demographics and Donor Behaviour

- Module 2 – M202 Using Data for Effective Fundraising

- Module 2 – M203 Developing the Marketing Plan for Fundraising

- Module 2 – M204 Community & Grassroots Fundraising Trends

- Module 3 – M301 Using Social Media for Fundraising

- Module 3 – M302 Understanding High Net Worth Donors

- Module 3 – M303 Engaging Telephone & Street Fundraising Suppliers

- Module 3 – M304 Selecting & Working with Fundraising Consultants & Suppliers

Core Module Content

The following section outlines, in more detail, the content of each module within the Certificate.

Unit 1: The Big Picture

This module serves as an introduction to the practice of fundraising. You will learn about philanthropy as a force in society, the motives for giving and the trends in Australia. You will cover the planning phase of fundraising from the starting point of the fundraising audit, through the planning phases of setting objectives to choosing the right strategies. It also focuses on using data and segmentation and your strategy for looking after donors.

Unit 2: Tools of the Trade

In this module you will learn about the various channels through which fundraising is typically carried out. This starts with an understanding of the principles and practice of direct marketing using offline channels, then applying those same principles in the online world to generate revenue and build donor relationships. It also deals with the fundraising channels which rely less on marketing tactics and more on personal relationship building and stewardship including: Major Gifts and Capital Campaigns, Gifts in Wills, Corporate Fundraising, Foundations and Trusts and Fundraising Events.

Unit 3: Making it Work

In this module you will focus on practical implementation. Using a case study you will work through some of the key decision-making processes such as conducting an audit, developing plans for regular giving, Major Gifts programs and a corporate fundraising strategy, as well as a section on evaluating the performance of a program. Successful fundraising depends on its people. So this module also looks at how to optimise performance at a personal level through an understanding of the principles of leadership, understanding and playing to your strengths, performance reviews and career development.

Certificate Tutors

FIA's distance education tutors are highly regarded, skilled and experienced professional fundraisers. Your tutor will answer all course content related questions and will assess your assignments.

Course Administration Support

FIA has full-time education staff who are here to help you with your learning needs. If you require help, please contact them during business hours (9am-5pm) on 1300 889 670 or by email: training@fia.org.au

FIA's Library Resource Centre

FIA operates an extensive Library Resource Centre for the use of its members, and students. Visit FIA's website **www.fia.org.au** under *Resources* to access the library catalogue and request titles for loans.

Course Assessment

The *Certificate in Fundraising* course is competency based, meaning that you will need to demonstrate proficiency and understanding of all exercises and self-study questions to succeed, rather than achieve an academic grade. There are no exams, assessment is performed against a set of standard criteria and not judged against the work of other students.

Because the Certificate is competency based, you can resubmit a reworked exercise or self-study if competency is not met on initial submission. Your tutor will guide you through this process.

The following section outlines the assessment requirements and process.

Assessment Requirements

Each assessment (Exercise and Self-Study Assignment) is designed to test a student's comprehension of the material covered in the module and your ability to apply learnings in the real world. You should draw on the content covered in the tutorial, the required readings, wider readings and the course text book. You should not restrict yourself to these resources. If you have access to other relevant sources which will add depth or clarity to your answers, you are encouraged to use them. You can also access further material through the FIA Library and Bookshop.

Readings and Assessment

The module readings are an integral element of the learning experience and tutors will be seeking evidence of your reading in your exercise and self-study assignments. They will also look for evidence of your ability to reflect on the readings and to test the concepts against the reality of the workplace.

Editing and Proofreading

Carefully edit and proofread your assignment answers. Leave a few days after you have finished a final draft before you proofread and do a final edit. It is difficult to pick up mistakes when you have not had time to distance yourself from the assignment. If possible, ask someone else to read it. This will give you an idea of whether it is clearly written.

Plagiarism

Plagiarism is the practice of claiming or implying original authorship of (or incorporating material from) someone else's written or creative work, in whole or in part, into one's own without adequate acknowledgement. Most instances of plagiarism are unintentional, so the use of appropriate referencing will help to ensure that unintentional plagiarism does not occur. Sources must be referenced when you quote, copy, paraphrase or summarise another author's work.

Referencing

The preferred referencing style is the American Psychological Association (APA). You will find detailed guides online explaining how to reference, referencing generators and software etc. There are a number of different referencing styles, if you would prefer to use one other than APA please make sure that all referencing is consistent across all assessment submissions.

Assessment Process

It is important that you address each aspect of every assignment question. We would suggest that you familiarise yourself with each module's exercise and self-study questions before starting the tutorial and self-study readings, then spend time considering these in terms of what you have learnt through the tutorial and resources. This will help you to focus on the required elements for assessment.

Your tutor will help guide you through the assessment process as well as mark your work. And remember: you can resubmit your work if necessary, to demonstrate competency.

When you submit your assignments to your tutor, they will take responsibility for assessment. This ensures that the person most closely associated with you during the course will also measure your performance.

Exercise and Self-Study Assignments

All assignments (which you can start, save and return to at your convenience), must be submitted through the assignment section of the corresponding module via the e-learning platform. Marking turnaround time is approximately two weeks.

Before starting your first assignment:

1. Read the **Instructions for Assessment Completion** contained within each module's resource section.

2. Read through the modules **Exercise** and **Self-Study Assignment Questions.**

3. Read the **Required Readings** and **Wider Readings.**

4. Each module provides its own unique **Exercise Assignment Question & Answer Template** document. Download the **Template** and **SAVE AS:** *Your Name_Module No. Exercises*

5. Each **Exercise Question & Answer Template** includes a box at the top for you to type in your full name. Use the **Answer Box** provided for each question (remember that all questions must be answered for the purpose of assessment).

6. Ensure that you answer each part of the question.

7. Clearly label each part of your response, using numbers and subheadings, if required.

8. Cite all references at the end of each question.

9. Proof and edit your work.

10. **Upload your Assignment Document** through your dashboard and submit to your tutor for marking.

11. Your tutor will notify you once they have completed marking your Exercise and/or Self-Study assignments, generally within three weeks of submission.

12. Once you have completed and passed each assignment the **assignment status bar** to the right of the assignment section of the module will show up as **PASSED**.

13. There may be a time where you tutor feels that the assignment you have submitted needs further clarification, work or amendments. In this case your assignment will be sent back to you for further work. These will show up as a **REDO** along the right hand side of the assignment section of the module. They should be re-submitted as soon as possible (preferably within the week, while information is still fresh in your mind).

14. It is important to keep a copy of all the work you have submitted.

Assessment Appeals

If you feel that your marked assessment has not been fair or you wish to dispute any area of your assessment, your first approach should be to your tutor. It is more than likely that the issue can be easily resolved on a one-to-one basis.

Any student can register a query about an assessment by following these steps:

Step 1:   Approach your tutor with your query and explain as clearly as possible your reason for your dissatisfaction.

Step 2:   Your tutor will reassess your work within two weeks (or unless otherwise specified) of your appeal.

Step 3:   If you are still not satisfied with the reassessment then you should make a written request for reassessment to the Education and Training Team via training@fia.org.au

In your written request, outline clearly your reasons for being dissatisfied.

Step 4:   A second tutor will review your disputed assessment.

Step 5:   The second tutor conducts an assessment within three weeks (unless otherwise specified) of advice from FIA.

Step 6:   If you are still dissatisfied with the result of your assessment, you should write to the Education and Training Team at training@fia.org.au. You will need to outline as clearly as possible the reasons for your dissatisfaction.

Step 7:   FIA will arrange for an independent review of your complaint. You will receive a written statement of the process and outcome.

Online Course Extension Policy

Student Obligations

Time management is an important attribute for professional fundraisers. Students are encouraged to submit their work between the tutor-led zoom sessions. For attainment, all assignments must be submitted prior to the end of the 6-month access period.

If a student, due to <u>unforeseen</u> circumstances, is unable to submit all required assignments for assessment within the 6-month period, they will need to apply for an extension (explained below).

Extensions

If you are unable to complete the whole course within the 6-month access period, you **MUST** make an application for an 'extension' to training@fia.org.au. Late applications may be rejected. A free extension period can be offered up to, but not exceeding, the **one month** grace period. Further time extensions will result in access and administration fees being applied.

Extension Fees

3 months: $250

Notification

Students and their tutor will be advised of approval, or otherwise, of extensions via email. If a student has not received a response within five days, they should contact the Education and Training Team immediately by phone on 1300 889 670. FIA will keep assessment records, including extensions approvals, for each student electronically.

Appeals

If a student believes they have been unfairly dealt with in regard to an extension, they may appeal to the FIA Education and Training Team (1300 889 670).

Course Withdrawal

A student who opts to withdraw permanently from the *Certificate in Professional Fundraising* having not completed the course must inform FIA's Education and Training Team in writing by email. Where a student ceases without notice to submit work or participate in learning activities they will be deemed to have withdrawn from their course and will be automatically unenrolled from the GO1 e-learning platform and course.

Privacy

FIA retains information about students and their learning, this is kept confidentially with staff and tutors of FIA. At any time a student can request the information from FIA.

Record Keeping

FIA will keep assessment records, including extension applications and approvals for each student, on file indefinitely.

Course Evaluation & Completion Documentation

To ensure we continue to offer relevant and interesting professional development opportunities, we would appreciate your feedback. All comments will remain confidential.

1. Please ensure you download the **Course Evaluation & Completion Declaration Forms** and complete the corresponding feedback section at the conclusion of each module.

2. The completed **Course Evaluation & Completion Declaration Forms** must be submitted once all Zoom sessions and online independent learning modules have been passed. Failure to forward the completed forms may result in the delay of course completion requirements.

Graduation

You will be presented with a FIA *Certificate in Professional Fundraising* at the successful conclusion of your studies. Your Certificate will be presented to you at a professional development event in your State or mailed to you. For more information about graduation, please contact FIA.

Supporting Student Needs

The requirements of individual students are taken into account by FIA staff and tutors wherever possible. FIA support diversity by:

- Recognising students' particular needs and circumstances, including, but not limited to: cultural and ethnic background, beliefs and religious practices, language and communication styles, physical and/or psychological requirements, and learning styles and preferences.

- Organising and monitoring equitable access to, and participation in, activities.

- Helping students to access organisations that provide specialist services, if required, to facilitate learning.

Refund Policy

Only under exceptional circumstances and on case-by-case basis will requests for withdrawal or cancellation be considered, once payment has been made.

In the event a student does need to withdraw from the Certificate **prior** to gaining online access and starting the course, a full refund minus the administration charge of **$125** will be approved.

No refund is offered once online access has been established and the course started.

Should a student withdraw from the Certificate once starting, for any reason, **no substitute** or **replacement** student can join in their place.

All requests are to be made in writing and emailed to the FIA Education and Training Team at training@fia.org.au.

FIA's Certificate in Fundraising

Course Extension Form

Please fill out the details below and email to training@fia.org.au.

STUDENT NAME		DATE

COURSE CODE	MODULE NAME	ORIGINAL DUE DATE

	TUTOR NAME	REQUESTED DUE DATE

REASON FOR EXTENSION

STUDENT SIGNATURE

OFFICE USE ONLY	STUDENT NOTIFIED	TUTOR NOTIFIED
EXTENSION GRANTED	AUTHORISED BY	REVISED DUE DATE