

DIPLOMA OF PROFESSIONAL FUNDRAISING

Course Structure and Objectives

Module 1 - Corporate Fundraising, Partnerships, Trusts and Foundations	Module 2 - Major Gifts, Capital Campaigns and Gifts in Wills	Module 3 Part 1 - Strategic Themes of Direct Response Strategy	Module 3 Part 2 - Digital Communication Strategy	Module 4 - Fundraising Leadership & Strategy
<ul style="list-style-type: none"> • Recognise status trends of corporate giving, including which organisations to approach, whom to talk to and how to approach them. • Explore Corporate Social Responsibility (CSR), corporate giving behaviour and workplace giving. • Develop a strategy to build mutually beneficial partnerships with corporates. • Analyse Australian trusts and foundations to understand how they are influenced by economic conditions. • Demonstrate how to write a strong proposal and maintain a continuing relationship with a trust or foundation. 	<ul style="list-style-type: none"> • Examine the typical profile of a major donor, including the development cycle. • Understand and demonstrate prospect research, assess your organisational readiness, and the systems and processes required for a major gifts program. • Analyse capital campaigns through Australian case studies. • Explore Gifts in Wills strategies, including donors' motivations to leave a bequest, categories of gifts in wills, in-memoriam giving and communication tips. 	<ul style="list-style-type: none"> • Demonstrate understanding of the strategic themes related to a direct response strategy. • Analyse different techniques and structures of direct response strategies for fundraising programs. 	<ul style="list-style-type: none"> • Understand the significance of digital as part of an integrated fundraising strategy. • Analyse and develop digital communication strategies in relation to mass fundraising and online media. • Examine the application of fundraising regulations and best practice in Australia. 	<ul style="list-style-type: none"> • Examine performance management through motivation theories that explain why employees remain at or leave an organization. • Recognise basic principles of leadership and how it differs from management in a fundraising context. • Explore team dynamics in a fundraising context, including conflict resolution and volunteer recruitment and retention.

Assessment Overview

Module 1	Module 2	Module 3 Part 1	Module 3 Part 2	Module 4
Assessment 1 Corporate Fundraising 1500 words	Assessment 1 Major Gifts 1200 words	Assessment 1 Direct Response Strategy 1500 words	Assessment 2 Digital Strategy 1300-1500 words	Assessment 1 Fundraising Leadership 1000 words
Assessment 2 Grant Application 1500 words	Assessment 2 Gifts in Wills 1000 words	N/A	N/A	Assessment 2 Fundraising Strategy 1500 words