



Introduction to Fundraising

Description

The world of fundraising can often seem inaccessible and overwhelming - but it doesn't have to be! If you are just starting to look for ways to raise money for your organization or know that you will be soon, this course will help you get started. You'll learn crucial fundraising terms and most importantly, their implications for your organization. You'll create a map of your personal and professional networks to help you identify potential donors. This course will also help you understand what donors look for when deciding whether to fund a program or organization, so that you can plan to strengthen those areas if needed.

You'll Learn How To:

- Understand the basics of the fundraising world, including common terms and rules
- Leverage the people and resources in your community effectively for your organization

Curriculum

Module 1: The Seven Myths of Fundraising

Recommended Schedule: Start by June 11th | Finish by June 17th

Description: In this module, you'll learn the truth about seven common myths about fundraising. You will also identify potential donors by creating a map of your personal network, learn how to assemble a well-balanced team, and learn about a powerful tool to attract donors.

Assignment: Donor Mapping

Suggested Due Date:
June 17th

Module 2: Words Every Fundraiser Should Know

Recommended Schedule: Start by June 18th | Finish by June 24th

Description: This week will help you become familiar with common fundraising terminology. You'll learn how to determine if your organization is likely to be a good match for a donor. Finally, you'll learn what donors look for in an organization to determine whether their donation will be used and managed with integrity.

Assignment: Readiness to Fundraise Checklist

Suggested Due Date:
June 24th



Course Instructor

Tom Wolf, Principal at WolfBrown, Former Founding Director, New England Foundation for the Arts

Dr. Thomas Wolf's career in philanthropy spans over four decades. He has been both a fundraiser, a donor and a grantmaker, giving him unique perspectives on multiple elements of philanthropic relationships. He is currently a principal of WolfBrown, an international consulting firm that he helped establish in 1983. His clients have included treasured nonprofit and charitable organizations around the world as well as many of the largest US foundations, various government agencies, and corporations.

Dr. Wolf has written extensively on philanthropy and nonprofit management and his books are standard texts in many colleges and universities. His workshops and convocations on fundraising for trustees, administrators and volunteers have earned him national recognition.

Wolf holds a doctorate from Harvard University where he taught for many years, including a popular course on fundraising. He is the author of *How to Connect with Donors and Double the Money You Raise*, *Managing a Nonprofit Organization in the 21st Century*, *Effective Leadership for Nonprofit Organizations*, and other books.

Certification

The University is a non-degree, diploma or credit granting initiative. Philanthropy U, Inc. is the concept developer and sponsor of the initiative. Learners are not entitled to earn college or other academic credit.

Learners are eligible to receive a Certificate of Achievement for this course through the Haas School of Business at the University of California, Berkeley (Berkeley Haas). Berkeley Haas is known for its role in defining a new generation of business leaders with a focus on social impact. Ranked #2 among all business school nonprofit programs in the United States (US News & World Report, 2017), Berkeley Haas inspires and empowers innovative solutions to pressing social and environmental challenges through the work of the Institute for Business and Social Impact (IBSI) and the Center for Social Sector Leadership (CSSL).

To earn a Certificate of Achievement for this course, you need to earn more than 50% of possible points on quizzes and assignments to obtain a passing grade. Quizzes are worth 15% of your total score, while assignments are worth 85%.

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