Fundraising Strategies

Description

How does your organization look to funders? This course will help you consider whether your organization has a strong profile in the eyes of funders and provide practical advice for strengthening it. You'll consider different strategies for fundraising, including writing a grant proposal and planning a small-scale fundraising event. Finally, you'll hear from an experienced guest speaker about leveraging your social media accounts and creating powerful crowdfunding campaigns.

You'll Learn How To:

- Reflect on your organization's financial readiness to fundraise
- Understand the different sources of funding that may be available to you
- Learn how to plan the basics of a small-scale fundraising event
- Write a grant proposal
- Run a successful crowdfunding campaign

Curriculum

Module 1: Getting Your Organization Ready

Recommended Schedule: Start by July 2nd | Finish by July 8th

Description: This module will help you understand what donors look for when evaluating an organization and deciding whether to give. You'll learn about how your mission statement can affect the size of your donor base. You'll also assess the readiness of your organization to fundraise, based on its financial record-keeping practices and more.

Assignment: Financial Readiness Checklist   **Suggested Due Date:** July 8th

Module 2: Types of Support

Recommended Schedule: Start by July 9th | Finish by July 15th

Description: In this module, you'll learn about the different sources of funding that may be available to your organization. A common source is through small-scale fundraising events, so you'll learn how to plan one. And to get you ready for proposal writing, you'll also do a bit of research to identify a foundation, corporation or government agency that could be a good fit for your organization.

Assignment: Identify a Potential Source of Funding   **Suggested Due Date:** July 15th

Module 3: Proposal Writing

Recommended Schedule: Start by July 16th | Finish by July 22nd

> **Description:** One of the most important sources of funding is through grants. In this module, you'll learn how to craft an effective and concise proposal and how to reduce the chances that your proposal will be denied.

> **Assignment:** Write a Funding Proposal   **Suggested Due Date:**
>   July 22nd

Module 4: Crowdfunding and Social Media

Recommended Schedule: Start by July 23rd | Finish by July 29th

> **Description:** How can you use the internet and social media to raise money for your organization? Find out in this module, as we are joined by Kavita Mathews, a crowdfunding expert. Kavita will share tips with you on how to design a successful crowdfunding campaign and ensure that your organization uses its social media tools effectively.

> **Assignment:** Create a Crowdfunding Campaign Page   **Suggested Due Date:**
>   July 29th

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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