



Course Directory

2023-2024

Courses available in-person, online, and virtually!

COURSES
NOW OFFERED
IN **EIGHT**
CITIES!



IUPUI THE FUND RAISING SCHOOL
LILLY FAMILY SCHOOL OF PHILANTHROPY

A CLASSIC TEXT TRANSFORMED FOR A NEW ERA

"Timely and timeless! The authors present fundamentals and frameworks that will hone and refine the skills of experienced practitioners and inspire those new to the profession to do this work with confidence and compassion."

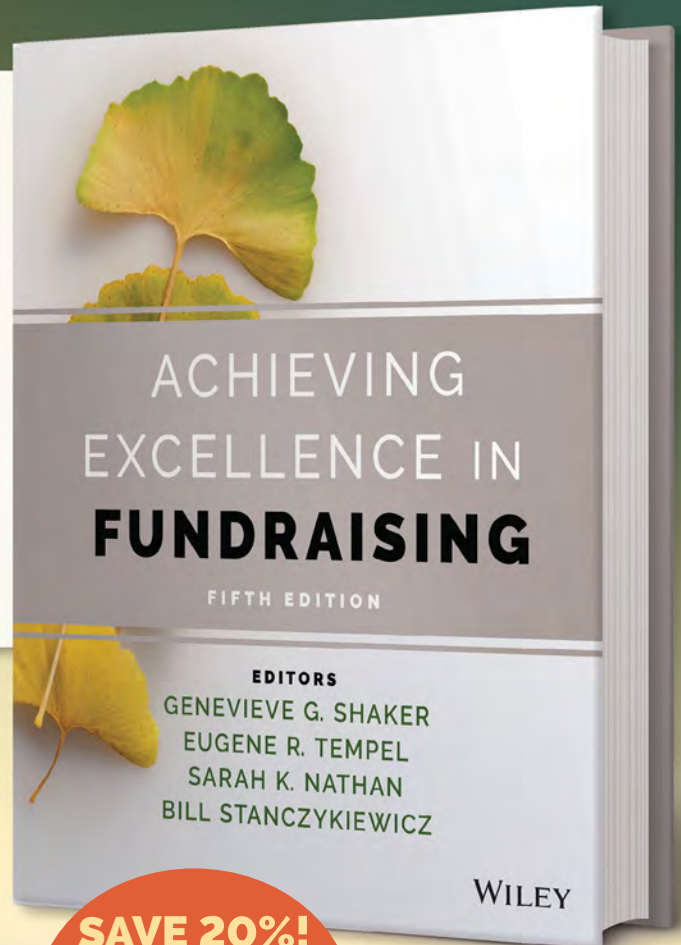
—James H. Moore, Jr.,
President & CEO, University of Illinois Foundation

"In this fifth edition, *Achieving Excellence in Fundraising* provides a comprehensive framework for all nonprofit organizations to design and implement a fundraising strategy that engages today's donors and transforms institutions and the communities they serve."

—Helene D. Gayle,
President & CEO, The Chicago Community Trust

In the fifth edition of *Achieving Excellence in Fundraising*, the editors present an essential text to the art and science of fundraising. This trusted resource makes transformational advances to previous editions, responding to the rapidly changing environment. It retains proven best practices—the ones that have made this the field's go-to textbook—while addressing an enduring shift toward innovation, cutting-edge research, and a call for more inclusive fundraising.

With over 30 new authors and 20 continuing contributors, the fifth edition effectively balances tested principles with exploration of new insights, approaches, and tools. It prepares nonprofit professionals, fundraisers, boards, volunteers, and students for mission-based fundraising through uncertainty and with resilience. It is the guidebook for future fundraising.



SAVE 20%!

**ENTER CODE AEF5E
DURING CHECKOUT
AT WILEY.COM**

**Offer valid through
12/31/2023*

**978-1-119-76375-8
Hardcover • \$70.00**

ABOUT THE AUTHORS

GENEVIEVE G. SHAKER is Associate Professor of Philanthropic Studies at the Indiana University Lilly Family School of Philanthropy, a frequent contributor to The Fund Raising School, and a former fundraiser with twenty years of experience.

EUGENE R. TEMPEL is Professor and Founding Dean Emeritus of the Indiana University Lilly Family School of Philanthropy, and is one of the nation's foremost thought leaders on fundraising and philanthropy. He is also President Emeritus of the Indiana University Foundation.

SARAH K. NATHAN served five years as the Associate Director of The Fund Raising School where she specialized in developing research-based and applied learning experiences for fundraisers. She currently leads the Middletown Community Foundation in Ohio.

BILL STANCZYKIEWICZ is Director of The Fund Raising School, Clinical Associate Professor, and Senior Assistant Dean of the Indiana University Lilly Family School of Philanthropy. His 25-year career includes serving as CEO of a statewide nonprofit.

WILEY

Let's get started!

From the neighborhood nonprofit to NGOs around the world, with a wide range of charitable organizations in between, The Fund Raising School is a well-regarded and trustworthy source of fundraising training – grounded in relevant research and proven best practice.

Nearly five decades of results speak for themselves. Our alumni meet or exceed their fundraising goals at rates higher than the national average. Why? Well, 95 percent of our alumni gain a comprehensive understanding of fundraising strategies and techniques, and 97 percent gain increased confidence to fundraise effectively.



OUR ALUMNI MEET OR EXCEED THEIR FUNDRAISING GOALS AT A HIGHER RATE THAN THE NATIONAL AVERAGE.



Broad enough for a new person to fundraising, but detailed enough to "sharpen the skills" of a seasoned one."

Kristina Corrales
United Way Miami

Three reasons nonprofit leaders send their fundraising staff to The Fund Raising School:

1

Learn from our **expert instructors** who have significant practical experience. They have held responsibilities similar to yours. They know your opportunities. They have faced your challenges.

2

Learn also from your **classmates** who work across the nonprofit sector from different regions, and even different countries, in a peer-to-peer environment that deepens your training experience.

3

Use **templates** from each course to train your board and your staff. Importantly, all courses end with you writing a customized action plan so that you can immediately implement what you learn and start your organization on a path towards raising more money.

Fundraising is challenging, worthy work – and with The Fund Raising School, you'll be ready to move your organization forward!

AT YOUR CONVENIENCE

Online Courses

Online courses are for highly self-motivated, independent learners comfortable with technology who can meet weekly deadlines. You will use your own projects or organization as case examples to complete assignments. Weekly lessons include readings, narrated presentations, forum discussions, and written exercises. Faculty members provide regular feedback through email and discussion forums.

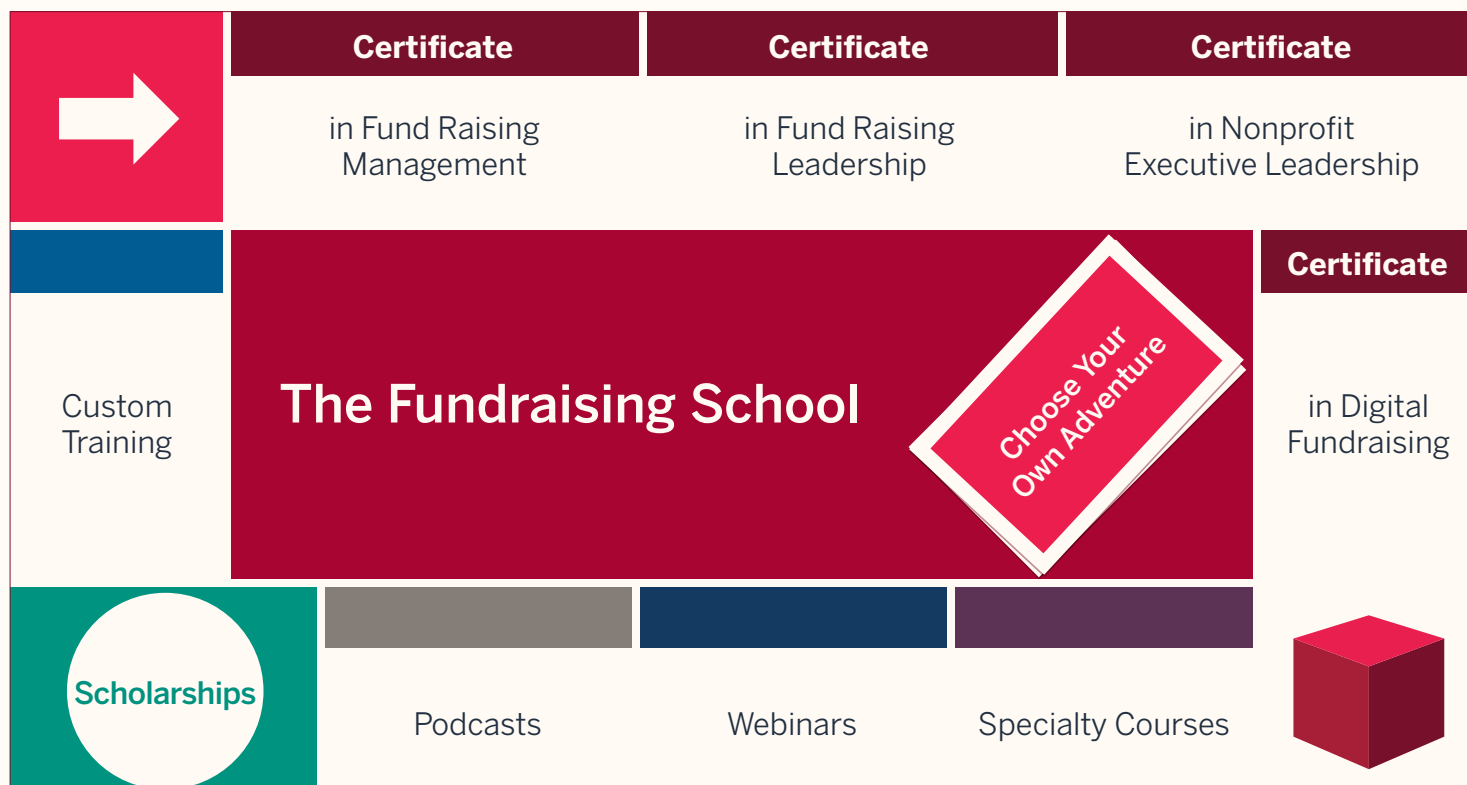
Virtual Classroom Courses

The virtual classroom simulates the in-person class experience and are delivered in a synchronous format via Zoom. Participants will be able to communicate via audio and chat during the course. Virtual classroom courses are offered in multiple sessions from 2pm - 5pm ET.



The Fund Raising School can serve you in many ways:

- In-person
- Virtually via Zoom
- Online over several weeks or
- In-person at your organization and in your community ([see page 22](#)).



Principles & Techniques of Fundraising

Our signature foundation course instills a systematic approach to ethical fundraising, teaching you the essential strategies and skills that you need to fundraise successfully.

Learn how to make your case, identify which methods work for which donors, and develop the techniques that produce the best results for individuals, foundations, and corporations. Gain the skills, tools and confidence you need to succeed, all in an ethical framework that includes your board, staff colleagues, volunteers, and donors.

You will return to your organization with a detailed action plan that you can implement right away to start raising more money!

Now included with Principles & Techniques of Fundraising is a digital copy of the recently released fifth edition of *Achieving Excellence in Fundraising*. An essential text to the art and science of fundraising, this trusted resource makes transformational advances to previous editions, responding to the rapidly changing environment. It retains proven best practices—the ones that have made this the field’s go-to textbook—while addressing an enduring shift toward innovation, cutting-edge research, and a call for more inclusive fundraising.

NEW
CITY

In-person

Denver, CO	July 10–13, 2023
Indianapolis, IN	July 17–20, 2023
Washington D.C.	July 31–August 3, 2023
Indianapolis, IN	August 14–17, 2023
Indianapolis, IN	September 18–21, 2023
Dallas, TX	September 25–28, 2023
Chicago, IL	October 9–12, 2023
Fort Lauderdale, FL	October 16–19, 2023
Atlanta, GA	November 6–9, 2023
Indianapolis, IN	November 13–16, 2023
Indianapolis, IN	December 11–14, 2023
Indianapolis, IN	January 16–19, 2024
San Diego, CA	January 22–25, 2024
Fort Lauderdale, FL	February 19–22, 2024
Atlanta, GA	March 4–7, 2024
Indianapolis, IN	March 11–14, 2024
Dallas, TX	April 8–11, 2024
Indianapolis, IN	May 6–9, 2024
Denver, CO	May 13–16, 2024
Chicago, IL	May 20–23, 2024
Indianapolis, IN	June 3–6, 2024

NEW
CITY

Virtual

August 8–31, 2023
February 27–April 16, 2024

Online

September 18–Nov. 12, 2023
January 29–March 24, 2024
April 15–June 9, 2024

Daily Schedule

In-person

Four days, 8:30 a.m. to 5 p.m.

Virtual (Live)

Eight sessions, 2 p.m. to 5 p.m. ET

Online (Asynchronous)

Eight weeks

Tuition

\$1,695

Online Course Tuition

\$1,745

27.0 CFRE education points

While we recommend starting with “Principles & Techniques of Fundraising,” you can start with the course that best fits your needs.

The online version of this course is designed for highly self-motivated, independent learners who are comfortable with technology and can meet weekly assignment deadlines. Using your own organization as case examples, you will learn and apply fundamental principles and techniques through weekly structured modules. Course activities include reading, narrated presentations, forum discussions, written assignments, and design of a sample fundraising plan. You will interact with faculty members regularly through email, and forums for feedback on progress.

Successful completion involves regular participation and submission of all course activities on time.



The Fund Raising School at The Indiana University Lilly Family School of Philanthropy has been pivotal in my development as a fundraising professional. The time spent and relationships built with fundraising professionals from all over the country are invaluable. The faculty/staff are phenomenal and share real-life scenarios to engage in critical thinking exercises. This program has provided me with the building blocks to increase stewardship within my organization. I highly recommend this certification program to anyone seeking growth in their fundraising or philanthropic career. It has been very rewarding!"

Kara Howard

Vice President of Development & Community Engagement at Wendell Foster

**NEW
CONTENT**

TAKE THE NEXT STEP: Earn Your Credential!

Our Certificate in Fund Raising Management (CFRM) is an internationally-recognized credential that tells the world that you have the expertise and commitment to fundraise effectively.

Start with **Principles and Techniques of Fundraising**, and then **complete three of our other four core courses**:

- Developing Major Gifts
- Managing the Capital Campaign
- Developing Annual Sustainability
- Planned Giving: Getting the Proper Start

You can earn the CFRM in-person or online. It's also available as a custom training for your organization or in your local region ([see page 22](#)).

Developing Major Gifts

REVISED & UPDATED!

All charitable organizations – small and large – are capable of securing the major gifts that are crucial to long-term success. Learn how to utilize your existing list of donors to plan for, solicit and steward transformative gifts. Our eight-step Major Gifts Cycle has been created just for you! You'll learn how to discern donor motivations, create meaningful relationships, craft individualized cultivation plans, and effectively negotiate the major gift.

In-person

Indianapolis, IN	July 31–August 2, 2023
Chicago, IL	August 14–16, 2023
Indianapolis, IN	September 11–13, 2023
Atlanta, GA	September 25–27, 2023
Dallas, TX	November 6–8, 2023
Indianapolis, IN	December 4–6, 2023
Fort Lauderdale, FL	January 17–19, 2024
Atlanta, GA	February 19–21, 2024
Denver, CO	April 1–3, 2024
Indianapolis, IN	April 29–May 1, 2024
Chicago, IL	June 3–5, 2024

Virtual

October 31–November 16, 2023
June 4–July 16, 2024

Online

October 9–November 19, 2023
March 25–May 5, 2024

NEW
CITY

Daily Schedule

In-person

Three days, 8:30 a.m. to 5 p.m.

Virtual (Live)

Six sessions, 2 p.m. to 5 p.m. ET

Online (Asynchronous)

Six weeks

Tuition

\$1,595

Online Course Tuition

\$1,645

20.25 CFRE education points

REVISED & UPDATED!

Planned Giving: Getting the Proper Start

If the thought of planned giving gives you a headache, you aren't alone! There's no denying that planned gifts can be complicated, but they are a critical piece of a successful development program, and many planned gifts are relatively easy to implement. In fact, experts suggest that planned giving holds the greatest potential for expanding fundraising and philanthropy. Our expert practitioner faculty demystify planned giving and help you understand the different planned giving options to discuss with your donors – by showing how planned gifts can benefit them now, as well as serve your organization in the future.

In-person

Indianapolis, IN	July 24–26, 2023
Indianapolis, IN	November 6–8, 2023
Dallas, TX	December 4–6, 2023
Indianapolis, IN	March 4–6, 2024
San Diego, CA	March 25–27, 2024
Washington, D.C.	April 15–17, 2024

Virtual

September 20–October 25, 2023

Online

August 7–October 1, 2023
March 18–April 28, 2024

Daily Schedule

In-person

Three days, 8:30 a.m. to 5 p.m.

Virtual (Live)

Six sessions, 2 p.m. to 5 p.m. ET

Online (Asynchronous)

Six weeks

Tuition

\$1,295

Online Course Tuition

\$1,345

20.25 CFRE education points



When I started taking the CFRM courses, I realised that the organisation of the course, the timing, the content, and the course instructor were all great. One of the things I greatly cherish from the course is realising the importance of little things that one would easily under-rate. There is significant emphasis on building networks, getting to know others, starting with our classmates. The class set up allows us to significantly practice this and helps to build the mindset that goes with it. Realising that fundraising is more about relationship building than dollar building is a “light-bulb moment” for me. Dollars follow when you make time to build the right relationships... Looking at how I am doing my work now, as compared to where I was before I started the fundraising virtual classes (in terms of planning, asking and communicating), I see the growth projectile.”

Isabella Gaha Namodi

Finance and Administration Manager at International Committee of the Red Cross (ICRC)
Caracas, Venezuela

Visit philanthropy.iupui.edu/thefundraisingschool for detailed course information and to register.
Payment is due **prior** to the day the course begins.

Managing the Capital Campaign

A capital campaign can be an exciting, visible way to expand your organization's prominence and reach, but only if you plan properly and follow through effectively. Doing so will require significant new funding raised with new fundraising strategies and skills. This course explores the real-world conditions that you need to address for your organization to prepare for a capital campaign, as well as the five key phases of a capital campaign, including "comprehensive campaigns" that raise funds for equipment, endowments, and special projects. You also will learn how to involve donors and volunteers to build a collaborative effort toward a successful capital campaign.

In-person

Indianapolis, IN	August 21–23, 2023
Chicago, IL	September 25–27, 2023
Indianapolis, IN	October 9–11, 2023
San Diego, CA	November 6–8, 2023
Fort Lauderdale, FL	December 4–6, 2023
Atlanta, GA	January 22–24, 2024
Indianapolis, IN	February 26–28, 2024
Indianapolis, IN	April 1–3, 2024
Dallas, TX	April 22–24, 2024
Denver, CO	June 24–26, 2024

Virtual

January 9–February 13, 2024

Online

September 11–October 22, 2023
February 5–March 17, 2024

NEW
CITY

Daily Schedule

In-person

Three days, 8:30 a.m. to 5 p.m.

Virtual (Live)

Six sessions, 2 p.m. to 5 p.m. ET

Online (Asynchronous)

Six weeks

Tuition

\$1,295

Online Course Tuition

\$1,345

20.25 CFRE education points

Developing Annual Sustainability

If you already have too many donors, then this course is not for you! The annual fund is the lifeblood of a nonprofit's annual budget. In this course, you will learn how to build an annual fund from start to finish: crafting a case for support, forecasting based on data-driven goals, matching donor segments with solicitation strategies, and involving volunteers to maximize results – all while assuring your donors that their support is making a real difference for your organization.

In-person

Washington D.C.	September 18–19, 2023
Atlanta, GA	October 2–3, 2023
Indianapolis, IN	October 23–24, 2023
Fort Lauderdale, FL	November 13–14, 2023
San Diego, CA	February 22–23, 2024
Indianapolis, IN	March 25–26, 2024
Washington, D.C.	April 29–30, 2024
Indianapolis, IN	June 17–18, 2024

Virtual

July 12–August 2, 2023
May 7–28, 2024

Online

October 9–November 5, 2023
February 19–March 17, 2024

Daily Schedule

In-person

Two days, 8:30 a.m. to 5 p.m.

Virtual (Live)

Four sessions, 2 p.m. to 5 p.m. ET

Online (Asynchronous)

Four weeks

Tuition

\$1,295

Online Course Tuition

\$1,345

13.5 CFRE education points



It has been a wonderful and educational experience taking the course at the TFRS. With the skills I have learned, I know I will make a difference in the community I serve...Thank you for taking the lead in philanthropic studies and fundraising."

Tyrell Smith

Special Events Coordinator, Community Engagement Initiatives at the Smith Family Foundation of New Jersey

Visit philanthropy.iupui.edu/thefundraisingschool for detailed course information and to register. Payment is due **prior** to the day the course begins.

Fundraising from Foundations and Grant Management

Knowing how to write a compelling grant proposal can actually do more harm than good if you do not also know how to manage grant dollars. While this course teaches the critical skill of writing effective grant proposals, you will also take the next step and learn how to properly steward and report on the grants you receive. This course will help you tackle the grant process, from researching and building relationships with funders that fit your organization, to writing a compelling grant proposal, and managing the grant responsibly.

In-person

Indianapolis, IN	October 26–27, 2023
Indianapolis, IN	March 14–15, 2024

Online

May 13–June 9, 2024

Daily Schedule

In-person

Two days, 8:30 a.m. to 5 p.m.

Online (Asynchronous)

Four weeks

Tuition

\$990

Online Course Tuition

\$1,040

13.5 CFRE education points

Effective Marketing, Successful Fundraising

Through effective fundraising marketing, donors receive consistent, compelling messages that build trust, deepen understanding, and strengthen involvement and support for the mission, especially during times of crisis. You will learn to apply key marketing strategies specifically to fundraising, including developing print, digital, and event-based media to meet specific development goals. You will also learn to communicate these messages to constituencies and media outlets effectively in good times and in crisis, and further develop metrics and strategies for measuring effectiveness. This course is specifically designed for one fundraiser and one marketing team member from an organization to attend together.

Virtual

October 17–November 7, 2023

Daily Schedule

Virtual (Live)

Four sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

12.0 CFRE education points

Fundraising for Small Nonprofits

You might be by yourself, but you need not be alone. Based on the best practices of fundraisers who have enjoyed success at small nonprofits, this course provides you with time-saving methods designed for smaller nonprofits with one (or fewer!) full-time fundraisers. You will learn a simple six-step framework, and explore how to recruit and utilize board members, volunteers, and even donors to help you meet your fundraising goals.

In-person

Indianapolis, IN	September 28–29, 2023
Fort Lauderdale, FL	November 2–3, 2023
Indianapolis, IN	March 18–19, 2024

Online

February 12–March 3, 2024

CERTIFICATE PROGRAM

Certificate in Digital Fundraising

Recent and rapid changes in Digital Fundraising are here to stay! Develop and strengthen your skills and stay on top of the latest trends by earning The Fund Raising School's Certificate in Digital Fundraising. The CDFR consists of three online courses offered in a live, synchronous format. Each course includes three sessions, and the duration of each session is just three hours. The curriculum ranges from the basics of optimizing social media for effective fundraising to next-level digital techniques and strategies to expand your organization's fundraising abilities.

Daily Schedule

In-person

Two days, 8:30 a.m. to 5 p.m.

Online (Asynchronous)

Three weeks

Tuition

\$199

Online Course Tuition

\$199

13.5 CFRE education points

Fundraising professionals and other nonprofit leaders can earn the CDFR by completing the following three courses:

- An Introduction to Digital Fundraising
- Digital Fundraising: Beyond the Basics
- Leading your Digital Fundraising

An Introduction to Digital Fundraising



Build your knowledge of fundraising in a digital environment. As you work through this course you will review the trends in digital fundraising, creating your donor journey, building your audience and strategies for hosting digital events and digital fundraising campaigns.

Virtual

Dates coming soon

Digital Fundraising: Beyond the Basics



Raise your digital fundraising capabilities while learning techniques on how to optimize the technology behind your fundraising. This course will cover your website, online giving platforms, email marketing and social media for fundraising.

Virtual

September 7–21, 2023

Leading your Digital Fundraising



Maximize your digital fundraising skills by learning to manage the various aspects, budgets, staffing, digital major gifts and more. Equip yourself to problem solve and lead your digital fundraising efforts to new heights.

Virtual

October 11–25, 2023

Daily Schedule

Virtual (Live)

Three sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

9.0 CFRE education points

Daily Schedule

Virtual (Live)

Three sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

9.0 CFRE education points

Daily Schedule

Virtual (Live)

Three sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

9.0 CFRE education points



I should have taken this course YEARS ago. I'm sorry I waited. But the next best time was NOW! So helpful to remember that I know what I'm talking about and that my previous TFRS learning has been a critical part of my career."

Clay Myers-Bowman

Development Officer at Fred Finch Youth and Family Services

Visit philanthropy.iupui.edu/thefundraisingschool for detailed course information and to register. Payment is due **prior** to the day the course begins.

Engaging Women as Donors

Gifts from individual females accounted for more than \$18 billion in publicly announced contributions from 2000-2013. Research has demonstrated that men's and women's motivations for and patterns of giving differ. Thus, what works for men in philanthropy may not work for women. This unique course pairs the Women's Philanthropy Institute with TFRS to help you challenge assumptions, understand and change attitudes and behaviors, and overcome organizational barriers to create an action plan for success engaging women as donors.

Virtual

July 18–August 1, 2023

Fundraising from the Business Sector

Understanding donor motivation is an essential skill in fundraising, and knowing the unique reasons why for-profit companies donate to nonprofits is crucial for fundraising from the business sector. Learn how to develop win-win opportunities for businesses to support your philanthropic organization as you practice speaking the language that business leaders understand. Gain skills and confidence that can increase the funding that you receive from local and national corporations.

Virtual

October 12–November 2, 2023

Daily Schedule

Virtual (Live)

Three sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

13.5 CFRE education points

Daily Schedule

Virtual (Live)

Four sessions, 2 p.m. to 5 p.m. ET

Tuition

\$1,040

13.5 CFRE education points

Certificate in Fund Raising Leadership

While fundraising is a management function – central to the health and impact of nonprofits – fundraisers also are leaders within their organizations. The Fund Raising School is building upon the highly regarded Certificate in Fund Raising Management (CFRM) by providing the Certificate in Fund Raising Leadership (CFRL).

REVISED & UPDATED!

Empowering Generosity: Understanding Philanthropy & Fundraising

Empowering Generosity: Understanding Philanthropy & Fundraising will introduce a fresh perspective on the significance and purpose of philanthropy, inspired by the conceptual framework created by Robert Payton. Philanthropy and generosity are inherent qualities that unite us, motivating us to join nonprofit organizations and make a difference. Fundraising plays a crucial role in transforming these values into impact by providing the necessary financial support. Strengthen your leadership skills by learning how effective fundraising channels generosity into philanthropic impact.

In-person

Indianapolis, IN

April 4–5, 2024

Online

September 11–October 8, 2023



I love everything about my experience...the chance to interact with my colleagues, the research-based lessons, the instructors who've had experience in fundraising, the tools provided in the study guides...I'm excited to continue working toward my Certificate in Fund Raising Leadership."

Alta King

Director of Development at the Quincy Art Center

Fundraising professionals and other nonprofit leaders can earn the CFRL by completing **Effective Leadership, Successful Fundraising**, and then choosing three of our other four courses:

- Empowering Generosity: Understanding Philanthropy & Fundraising
- The Art of Fundraising
- Fundraising Ethics
- Purposeful Boards, Powerful Fundraising

Daily Schedule

In-person

Two days, 8:30 a.m. to 5 p.m. ET

Online (Asynchronous)

Four weeks

Tuition

\$990

Online Course Tuition

\$1,040

13.5 CFRE education points

Effective Leadership, Successful Fundraising

Many of the skills and traits associated with successful fundraising can be utilized for effective leadership. Explore how to develop a compelling vision, and then discover how to translate that vision into action and results. Learn how to hire the best staff and employ proven methods for staff management while you lead up to your supervisor and board of directors. Whether you currently are in a leadership position or aspire to be, this course will teach you how to lead with confidence!

In-person

Indianapolis, IN	August 7–9, 2023
San Diego, CA	November 29–December 1, 2023
Fort Lauderdale, FL	January 29–31, 2024

Online

October 16–November 26, 2023
April 1–May 12, 2024

REVISED & UPDATED!

The Art of Fundraising

Our founder, Dr. Henry Rosso, defined fundraising as “the gentle art of teaching the joy of giving.” This course goes beyond the specific tools and techniques of fundraising to teach the “amazing skills” of fundraising such as active listening, empathy, emotional intelligence, and additional others-focused skills that are central to connecting with donors and understanding their motivations.

In-person

Indianapolis, IN	June 27–28, 2024
------------------	------------------

Online

November 13–December 10, 2023

Daily Schedule

In-person

Three days, 8:30 a.m. to 5 p.m. ET

Online (Asynchronous)

Six weeks

Tuition

\$990

Online Course Tuition

\$1,040

20.25 CFRE education points

For more information and online registration, please go to philanthropy.iupui.edu.

Daily Schedule

In-person

Two days, 8:30 a.m. to 5 p.m. ET

Online (Asynchronous)

Four weeks

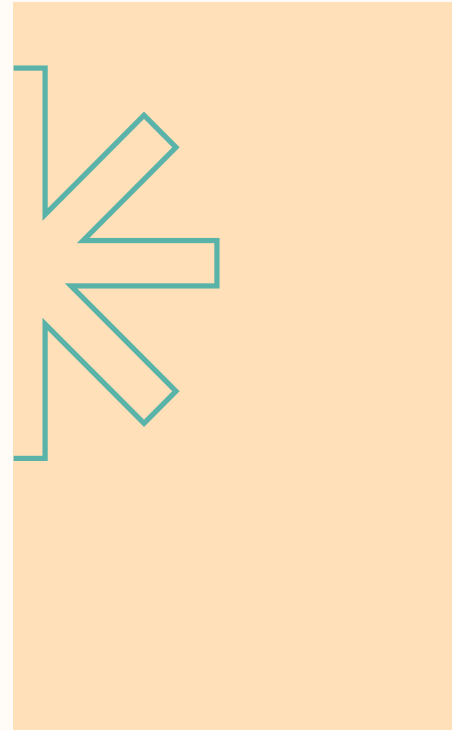
Tuition

\$990

Online Course Tuition

\$1,040

13.5 CFRE education points



I gained an unbelievable amount of knowledge from this experience. Being a member of a cohort consisting of other outstanding fundraising professionals from throughout the country afforded me the opportunity to be challenged, to think strategically, and to grow in ways that I never could have anticipated. This is indicative of the quality of program participants and the caliber of our lecturers. Because our cohort was such a tight-knit group, we were able to glean a great deal of information and expertise from one another. I have no doubt that we are more proficient and effective fundraisers now than we were when we started the program."

Ti Barnes, MPA, CFRL

Associate Vice President of Development at Allen University

Visit philanthropy.iupui.edu/thefundraisingschool for detailed course information and to register. Payment is due **prior** to the day the course begins.

Fundraising Ethics

Fundraising occurs at the speed of trust. This course teaches and applies ethical principles that form the foundation of trusting relationships with donors.

In-person

Indianapolis, IN

August 28–29, 2023

Online

February 26–March 24, 2024

Purposeful Boards, Powerful Fundraising

Fundraising success depends on organization-wide efforts from the leadership of the board to the dedication of front-line staff. This course is specifically designed to address the role the board plays in fundraising and how to best structure the organization to support this role. Board members and staff will work collaboratively to develop an action plan to improve the culture of philanthropy in your organization, improve board recruitment and training and ensure the organization has a solid case for support.

We recommend that a staff person and a board member attend together but it is not a requirement for the course. With each staff person registration, a complimentary board member registration is included.

Virtual

September 6–27, 2023

Certificate in Nonprofit Executive Leadership

Leading a 21st-century nonprofit means making decisions based on research, data, experience, and vision at a level available only through The Fund Raising School and its partner, the IU Executive Education program at the O'Neill School of Public and Environmental Affairs (SPEA).

Through discussions of real-world issues, you'll build your skills in governance, accountability, collaboration, compliance, and leadership as you earn the Certificate in Nonprofit Executive Leadership.

The Certificate in Nonprofit Executive Leadership is offered by The Fund Raising School, an international leader in fundraising training and professional development, and the IU Executive Education at the O'Neill School of Public and Environmental Affairs, a nationally ranked leader in nonprofit management education. This innovative collaboration allows for an affordable certificate designed for mid- and upper-level nonprofit leaders and those aspiring to leadership positions.

Daily Schedule

In-person

Two days, 8:30 a.m. to 5:00 p.m. ET

Online (Asynchronous)

Four weeks

Tuition

\$990

Online Course Tuition

\$1,040

13.5 CFRE education points

Daily Schedule

Virtual (Live)

Four sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

12.0 CFRE education points

You must complete all four courses to earn the certificate.

They are:

- Financial Analysis for Nonprofit Leaders
- Program Evaluation for Mission Impact
- Nonprofit Management for the 21st Century
- Strategic Planning and Nonprofit Leadership

Financial Analysis for Nonprofit Leaders

Our research* shows that unlike a few years ago, your nonprofit is striving beyond merely surviving to being financially sustainable. What's your role in this vision? You'll leave this course with a confident understanding of budget and financial strategies, risk and cash flow management, debt-to-income ratio, and funding dynamics. No prior financial experience needed!

*The Moody's Foundation, co-sponsored by the Indiana University Lilly Family School of Philanthropy, 2011

In-person

Indianapolis, IN	July 13–14, 2023
Indianapolis, IN	February 8–9, 2024
Indianapolis, IN	November 7–8, 2024

Online

July 31–August 27, 2023
August 5–September 1, 2024

Nonprofit Management for the 21st Century

As a member of the management team, you must establish the strategic direction of your organization, and inspire your staff and volunteers to follow. You'll find yourself rejuvenated and empowered through this forward-thinking leadership course.

In-person

Indianapolis, IN	October 12–13, 2023
Indianapolis, IN	April 11–12, 2024
Indianapolis, IN	September 10–11, 2024

Online

June 3–30, 2024

Daily Schedule

In-person

Two days, 8:30 a.m. to 4:30 p.m.

Online (Asynchronous)

Four weeks

Tuition

\$1,225

Online Course Tuition

\$1,345

13.0 CFRE education points

Daily Schedule

In-person

Two days, 8:30 a.m. to 4:30 p.m.

Online (Asynchronous)

Four weeks

Tuition

\$1,225

Online Course Tuition

\$1,345

13.0 CFRE education points

Program Evaluation for Mission Impact

Transparency and measurement are today's nonprofit watchwords. With this course, you'll be able to measure the effectiveness and relevance of your programs through best practices and standards, clearly showing donors how their gifts are making your mission possible.

In-person

Indianapolis, IN	September 14–15, 2023
Indianapolis, IN	May 2–3, 2024
Indianapolis, IN	October 10–11, 2024

Online

March 4–31, 2024

Daily Schedule

In-person

Two days, 8:30 a.m. to 4:30 p.m.

Online (Asynchronous)

Four weeks

Tuition

\$1,225

Online Course Tuition

\$1,345

13.0 CFRE education points

Strategic Planning and Nonprofit Leadership

Does your strategic plan sit on a shelf untouched? Is it more tactical than visionary? This course will equip you to lead an effective—and truly strategic—planning process.

In-person

Indianapolis, IN	November 2–3, 2023
Indianapolis, IN	March 14–15, 2024
Indianapolis, IN	September 12–13, 2024

Online

October 2–29, 2023
October 1–27, 2024

Daily Schedule

In-person

Two days, 8:30 a.m. to 4:30 p.m.

Online (Asynchronous)

Four weeks

Tuition

\$1,225

Online Course Tuition

\$1,345

13.0 CFRE education points

For more information and online registration, please go to:

philanthropy.iupui.edu/professional-development/certificates/nonprofit-executive-leadership.html

The Certificate in Nonprofit Executive Leadership is offered by IU Executive Education at the O'Neill School of Public and Environmental Affairs and The Fund Raising School at the IU Lilly Family School of Philanthropy.



It has been a really wonderful, educational, and professional experience working with the faculty at The Fund Raising School. They've created an incredibly rich, customized curriculum that is helping to empower our staff in their efforts to create lasting partnerships with philanthropists that advance children's rights and well-being globally. From deep dives into the role of empathy in philanthropy, to exploring the complexities of ethics in fundraising, to understanding the varieties of donor motivations, the trainings have been varied, advanced, and practical all at once. A big thank you to all the faculty and staff at The Fund Raising School for making this possible!"

Cara Haberman

Specialist, Global Philanthropy at UNICEF

Visit philanthropy.iupui.edu/thefundraisingschool for detailed course information and to register. Payment is due **prior** to the day the course begins.

We can bring our training programs to you either in-person or virtually



Instead of sending your entire staff, board, or community to The Fund Raising School's courses, invite The Fund Raising School to come to you! This training option can be tailored to your specific needs and is much more cost effective than sending a large number of people to our public courses.

We have four options for you to consider:

Host Our Full Courses

Select any of the courses listed in this directory, and our instructors will come to the location of your choice to teach your staff, board, and volunteers, as well as nonprofits in your community or members of your association – with significant cost savings.

Customized Training

We also offer fully-customizable training to address the specific challenges and opportunities facing your organization. Tell us what you need, and we will design and deliver responsive fundraising training just for you. While The Fund Raising School is ready and able to serve organizations of all sizes and levels of ability, this custom training option also is beneficial to advanced fundraising operations that are ready for the next level of deeper fundraising training.

Sponsor the Certificate in Fund Raising Management (CFRM)

If you are interested in strengthening fundraising throughout your community, The Fund Raising School can package four courses leading to our highly-regarded Certificate in Fund Raising Management and offer those courses at a significant group discount for the nonprofits in your city, county, or region. The total cost to you, as the host organization, can be minimal (and even zero!) depending on the registration fee that you decide to charge.

Higher Education Fundraising

The landscape of higher education fundraising is changing rapidly, and at The Fund Raising School—housed within the Lilly Family School of Philanthropy—we speak your language. We not only have been there, we are there, with first-hand knowledge of the distinct aspects of higher education fundraising.

College and university fundraising no longer is a responsibility reserved only for the president and the development staff. More than ever before deans, chancellors, and other top administrators need to be fully engaged for a fundraising campaign to enjoy success.

In our customized course for deans and other top administrators, your school's top leaders will learn how to think strategically about fundraising, their unique roles and responsibilities in the fundraising process, and how they effectively can manage and serve alongside their development staff in a comprehensive fundraising operation.

The higher education professionals at The Fund Raising School are available to deliver this customized course on your campus or retreat site. Our custom training is tailored to help presidents, chancellors, deans, board members, and other senior leaders become more engaged in fundraising for your school.

If you're interested in any of these customizable options, please contact us at **833-919-1290** or tfrs@iupui.edu.



I applied for this program because it came highly recommended from someone in the first cohort as the most valuable philanthropy and fundraising training they'd ever had. I'm so happy to have been accepted into the program and already know I can make the same recommendation to so many of my peers. The courses in this program are outstanding in terms of the amount of resources for best practices they provide and how much important information is covered in these short 3 - 4 day sessions. I'm so grateful for the experience as well as the amazing resources that I get to take with me moving forward in my work...The matrixes, templates, and exercises in the course booklet are just the things I needed. They were so helpful during the course but will be invaluable moving forward with fundraising work."

Jodi Lundgren

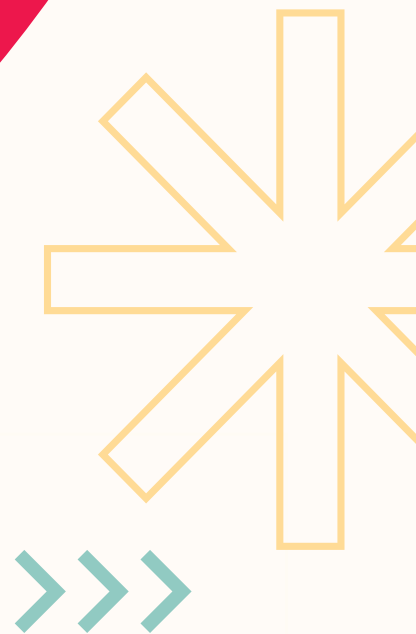
Collections Manager at Indian American Museum of North America®
Crazy Horse Memorial Foundation
Participant in the Rural Philanthropy Institute's South Dakota Nonprofit Capacity Building Program

Visit philanthropy.iupui.edu/thefundraisingschool for detailed course information and to register. Payment is due **prior** to the day the course begins.

TFRS @ Your Desk

WEBINARS | PODCASTS | COURSES

The Fund Raising School has created a series of webinars for fundraising professionals. Highlighting the latest research from the Lilly Family School of Philanthropy and addressing the most pressing issues in the field, the webinars offer an affordable and unique learning experience for fundraisers of all experience levels.



SEPTEMBER 14, 2023

Find New Donors Online: Peer-to-Peer Fundraising

Presented by Floyd Jones

Social media is social. Most people go online to see what other people are up to. Therefore, nonprofits that use peer-to-peer or friend-to-friend strategies on digital platforms can boost their online fundraising. Learn fun, engaging, and practical techniques of social media fundraising during The Fund Raising School's webinar, "Peer-to-Peer Online Fundraising."

The webinar will be taught by Floyd Jones, director of community and partnerships, at GiveButter, and a popular speaker at AFP ICON and other conferences.



DECEMBER 14, 2023

Ethical Fundraising: Donors with Cognitive Impairment

Presented by Tara Adams and Tony Pomonis

As awareness of Alzheimer's, Parkinson's, dementia, and other mental health challenges increase, fundraisers need to increase their knowledge of how to fundraise when a donor develops cognitive impairment. Learn how to recognize signs of cognitive impairment and the ethical fundraising practices associated with continuing a relationship with that donor.

The webinar features Tara Adams and Tony Pomonis, frontline fundraisers who founded the Cognitive Empowerment Consulting Group to address this important yet often unspoken issue.

All webinars are on Thursdays from 12:00 PM to 1:00 PM Eastern and cost \$19.74, in honor of the year The Fund Raising School was founded

To register for an upcoming webinar, visit philanthropy.iupui.edu/thefundraisingschool

Missed a webinar? You can still purchase a recording online on our website!

First Day Podcast from The Fund Raising School

The latest information from the resource you trust!

Looking for the latest research and trends in philanthropy? Seeking context or new ideas for addressing perennial challenges nonprofits face? Need insights into how and why people give?

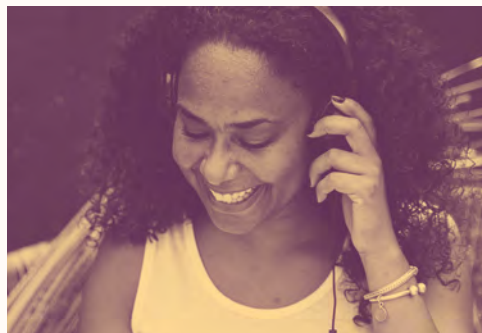
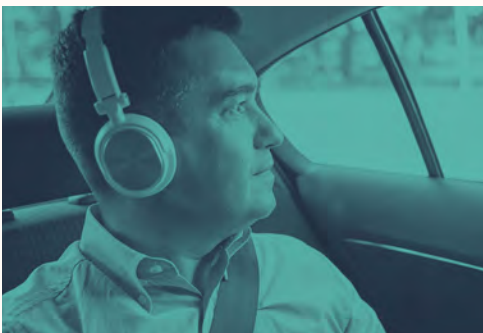
Be more informed and stay up to date with the First Day Podcast from The Fund Raising School. Highlighting current news and research, this weekly 10-minute podcast provides fundraisers with the latest information in fundraising and philanthropy.

“Your First Day podcast literally helped me get through the pandemic professionally. I’d listen intently each Monday morning and your insights and guests were beyond valuable to me.”



Brent Bridwell

Director of Donor Engagement at Gleaners Food Bank of Indiana



“I love the podcast. In fact, I take you running with me each week!”


Rachel Jones

Development Director at Fort Wayne Dance Collective

Catch new episodes of the First Day Podcast Monday mornings on:



Start Listening Today! →



Take Your Education Further with the IU Lilly Family School of Philanthropy

Degrees offered

Bachelor of Arts in Philanthropic Studies

Offering the first degree of this kind in the world, the Lilly Family School of Philanthropy prepares graduates to compete for jobs in prestigious organizations or for graduate school.

Master of Arts in Philanthropic Studies

Beyond the “how” of nonprofit management, this program teaches the “why”—the social, cultural, political, and economic roles of philanthropy and nonprofits.

Ph.D. in Philanthropic Studies

This program prepares students as researchers and scholars as well as for leadership roles within philanthropy, higher education, and nonprofits. The flexibility within this degree allows students to integrate individual interests and to convert knowledge into social action.

The Professional Doctorate in Philanthropic Leadership - PhilD

Philanthropic leadership connects the notion of philanthropy as a tool for social advancement and community connection with the practice of transformational and adaptive leadership. PhilD graduates will serve as exceptional philanthropic thought leaders, practitioners, and innovators.

Learn more: philanthropy.iupui.edu/academics

Online Master's Option

Complete your degree from anywhere in the world.

The idea of starting a master's program might seem overwhelming, but completing classes online makes it manageable for those who work full time or don't live in the Indianapolis area. You receive the same degree and are taught by the same faculty as the students who come to Indianapolis to learn. Our online option ensures the same quality but offers more flexibility.

Learn more: philanthropy.iupui.edu/academics

Work-Life Balance/ Distance Learning Options

Executive Master's Degree in Philanthropic Studies

Our executive master's students, just like you, go to work every day to make a difference and want to understand the social cultural, political and economic roles played by philanthropy and nonprofit organizations. You can earn the master's degree within three to five years through online and/or face-to-face classes.

Learn more:

philanthropy.iupui.edu/academics/exma

Executive Certificate in Religious Fundraising

Offered through the Lake Institute of Faith and Giving, this four-day course offers clergy expertise in fundraising principles and the knowledge to train others.

Learn more:

philanthropy.iupui.edu/the-lake-institute

Graduate Certificate in Philanthropic Studies

Designed as a complement to professional or graduate work in a related field, this certificate introduces students to the critical issues of philanthropic practices.

Learn more:

philanthropy.iupui.edu/academics/graduate-certificate

Stay engaged with The Fund Raising School

Looking for the latest research and trends in philanthropy? Seeking context or new ideas for addressing perennial challenges nonprofits face? Need insights into how and why people give? Wondering about people, projects and professional options at our school?

Our blog offers fresh perspectives into all of these and more, sharing interesting and relevant information in an easy-to-read format. It's your invitation to discover, explore, discuss, learn about, analyze, and understand more about philanthropy and how it is changing and growing.

Please join us regularly as together we engage in thought-provoking conversations and explore all things philanthropy.

HOW TO FIND THE BLOG

philanthropy.iupui.edu/news-events/blog/index.html

Professional Development Scholarship Opportunities

The Fund Raising School offers scholarships for nonprofit professionals. Learn about available professional training scholarships with the link:

philanthropy.iupui.edu/professional-development/scholarships/index.html



"This was an exceptional experience that has only increased my hunger for seeing the sector transform lives. I can't think of a better experience for those who are students, professionals, or volunteers in need of a comprehensive breakdown on fundraising. The instructors were remarkable and I was always impressed how when asked one question, they can divulge a wealth of knowledge spanning decades of expertise. It was also amazing to learn from fellow and aspiring professionals and raise awareness to the diversity of philanthropic missions that are out there. I can't wait to take my next course in a few weeks."

Milan Ball

Director of Marketing & Development at Be Nimble Foundation



THE FUND RAISING SCHOOL® Partnerships

Our partners help us offer you more opportunities

Collaboration and partnerships are essential to the IU Lilly Family School of Philanthropy. We work with partners around the globe to improve the understanding and practice of philanthropy.

Philanthropy Industry Exchange

The Philanthropy Industry Exchange is a consortium of partners who share the Indiana University Lilly Family School of Philanthropy's vision, believe in the mission, and philanthropically support the school. Exchange members are valuable allies in translating the practical application of philanthropic research and helping to inform our educational practices to develop and prepare talent for 21st century practitioner needs.



Freeman Philanthropic Services
Retained Executive Recruitment



Certificate in Fund Raising Management						
	Principles & Techniques of Fundraising In-person: \$1,695 Online: \$1,745		Developing Major Gifts In-person: \$1,595 Online: \$1,645	Planned Giving: Getting the Proper Start In-person: \$1,295 Online: \$1,345	Managing the Capital Campaign In-person: \$1,295 Online: \$1,345	Developing Annual Sustainability In-person: \$1,295 Online: \$1,345
In-person	Denver, CO July 10–13, 2023 Indianapolis, IN July 17–20, 2023 Washington, D.C. July 31–Aug. 3, 2023 Indianapolis, IN Aug. 14–17, 2023 Indianapolis, IN Sept. 18–21, 2023 Dallas, TX Sept. 25–28, 2023 Chicago, IL Oct. 9–12, 2023 Fort Lauderdale, FL Oct. 16–19, 2023 Atlanta, GA Nov. 6–9, 2023 Indianapolis, IN Nov. 13–16, 2023 Indianapolis, IN Dec. 11–14, 2023	Indianapolis, IN Jan. 16–19, 2024 San Diego, CA Jan. 22–25, 2024 Fort Lauderdale, FL Feb. 19–22, 2024 Atlanta, GA March 4–7, 2024 Indianapolis, IN March 11–14, 2024 Dallas, TX April 8–11, 2024 Indianapolis, IN May 6–9, 2024 Denver, CO May 13–16, 2024 Chicago, IL May 20–23, 2024 Indianapolis, IN June 3–6, 2024	Indianapolis, IN July 31–Aug. 2, 2023 Chicago, IL Aug. 14–16, 2023 Indianapolis, IN Sept. 11–13, 2023 Atlanta, GA Sept. 25–27, 2023 Dallas, TX Nov. 6–8, 2023 Indianapolis, IN Dec. 4–6, 2023 Fort Lauderdale, FL Jan. 17–19, 2024 Atlanta, GA Feb. 19–21, 2024 Denver, CO April 1–3, 2024 Indianapolis, IN April 29–May 1, 2024 Chicago, IL June 3–5, 2024	Indianapolis, IN July 24–26, 2023 Indianapolis, IN Nov. 6–8, 2023 Dallas, TX Dec. 4–6, 2023 Indianapolis, IN March 4–6, 2024 San Deigo, CA March 25–27, 2024 Washington, D.C. April 15–17, 2024	Indianapolis, IN Aug. 21–23, 2023 Chicago, IL Sept. 25–27, 2023 Indianapolis, IN Oct. 9–11, 2023 San Diego, CA Nov. 6–8, 2023 Fort Lauderdale, FL Dec. 4–6, 2023 Atlanta, GA Jan. 22–24, 2024 Indianapolis, IN Feb. 26–28, 2024 Indianapolis, IN April 1–3, 2024 Dallas, TX April 22–24, 2024 Denver, CO June 24–26, 2024	Washington, D.C. Sept. 18–19, 2023 Atlanta, GA Oct. 2–3, 2023 Indianapolis, IN Oct. 23–24, 2023 Fort Lauderdale, FL Nov. 13–14, 2023 San Diego, CA Feb. 22–23, 2024 Indianapolis, IN March 25–26, 2024 Washington, D.C. April 29–30, 2024 Indianapolis, IN June 17–18, 2024
Virtual	Aug. 8–31, 2023 Feb. 27–April 16, 2024		Oct. 31–Nov. 16, 2023 June 4–July 16, 2024	Sep. 20–Oct. 25, 2023	Jan. 9–Feb. 13, 2024	July 12–Aug. 2, 2023 May 7–28, 2024
Online	Sept. 18–Nov. 12, 2023 Jan. 29–March 24, 2024 April 15–June 9, 2024		Oct. 9–Nov. 19, 2023 March 25–May 5, 2024	Aug. 7–Oct. 1, 2023 March 18–April 28, 2024	Sept. 11–Oct. 22, 2023 Feb. 5–March 17, 2024	Oct. 9–Nov. 5, 2023 Feb. 19–March 17, 2024

Certificate in Digital Fundraising			
	An Introduction to Digital Fundraising \$990	Digital Fundraising: Beyond the Basics \$990	Leading your Digital Fundraising \$990
Virtual	Dates coming soon	Sept. 7–21, 2023	Oct. 11–25, 2023

Certificate in Fund Raising Leadership					
	Empowering Generosity: Understanding Philanthropy & Fundraising In-person: \$990 Online: \$1,040	Effective Leadership, Successful Fundraising In-person: \$990 Online: \$1,040	The Art of Fundraising In-person: \$990 Online: \$1,040	Fundraising Ethics In-person: \$990 Online: \$1,040	Purposeful Boards, Powerful Fundraising \$990
In-person	Indianapolis, IN Aug. 4–5, 2023	Indianapolis, IN August 7–9, 2023 San Diego, CA Nov. 29–Dec. 1, 2023 Fort Lauderdale, FL Jan. 29–31, 2024	Indianapolis, IN June 27–28, 2024	Indianapolis, IN Aug. 28–29, 2023	
Virtual					Sept. 6–27, 2023
Online	Sept. 11–Oct. 8, 2023	Oct. 16–Nov. 26, 2023 April 1–May 12, 2024	Nov. 13–Dec. 10, 2023	Feb. 26–March 24, 2024	

Certificate in Nonprofit Executive Leadership				
	Financial Analysis for Nonprofit Leaders \$1,225 Online \$1,345	Nonprofit Management for the 21st Century \$1,225 Online \$1,345	Program Evaluation for Mission Impact \$1,225 Online \$1,345	Strategic Planning & Nonprofit Leadership \$1,225 Online \$1,345
In-person	Indianapolis, IN July 13–14, 2023 Indianapolis, IN Feb. 8–9, 2024 Indianapolis, IN Nov. 7–8, 2024	Indianapolis, IN Oct. 13–14, 2023 Indianapolis, IN April 11–12, 2024 Indianapolis, IN Sept. 10–11, 2024	Indianapolis, IN Sept. 14–15, 2023 Indianapolis, IN May 2–3, 2024 Indianapolis, IN Oct. 10–11, 2024	Indianapolis, IN Nov. 2–3, 2023 Indianapolis, IN March 14–15, 2024 Indianapolis, IN Sept. 12–13, 2024
Online	July 31–Aug. 27, 2023 Aug. 5–Sept. 1, 2024	June 3–30, 2024	March 4–31, 2024	Oct. 2–29, 2023 Oct. 1–27, 2024

Specialty Courses					
	Fundraising From Foundations and Grant Management \$990 Online: \$1,040	Effective Marketing/ Successful Fundraising \$990	Fundraising for Small Nonprofits \$199 Online: \$199	Engaging Women as Donors \$990	Fundraising from the Business Sector \$1,040
In-person	Indianapolis, IN Oct. 26–27, 2023 Indianapolis, IN March 14–15, 2024		Indianapolis, IN Sept. 28–29, 2023 Fort Lauderdale, FL Nov. 2–3, 2023 Indianapolis, IN March 18–19, 2024		
Virtual		Oct. 17–Nov. 7, 2023		July 18–Aug. 1, 2023	Oct. 12–Nov. 2, 2023
Online	May 13–June 9, 2024		Feb. 12–March 3, 2024		

Webinars	
Find New Donors Online: Peer-to-Peer Fundraising	Ethical Fundraising: Donors with Cognitive Impairment
Sept. 14, 2023	Dec. 14, 2023

To register:

1. Go to www.philanthropy.iupui.edu.
2. Choose **The Fund Raising School** along the top menu bar.
3. Choose **Courses & Seminars** from the drop down menu.
4. Click on the **Course Title**.
5. Choose the **Register** button next to the location and date you prefer.
6. Sign in to your account or create a new one.
7. Complete the information on three screens, enter your form of payment (credit card, purchase order, or select "I will pay later" if your organization prefers to pay by check)
8. After reviewing and agreeing to the terms and conditions, choose **Submit**.

You will receive immediate email confirmation when you register, then a follow-up email with course logistics and hotel information within 2 business days.

Payment must be received prior to the start of the course. All cancellations and transfers are subject to an administrative fee of \$275.

More Information →



97%

of alumni reported having increased confidence in their work after taking The Fund Raising School courses.

The Fund Raising School®

Indiana University
Lilly Family School of Philanthropy
301 University Blvd., Suite 3000
Indianapolis, IN 46202
833-919-1290
317-274-7063
tfrs@iupui.edu
www.philanthropy.iupui.edu



facebook.com/TheFundRaisingSchool



[@TFRSFundraising](https://in.linkedin.com/company/thefundraisingschool)



linkedin.com/company/thefundraisingschool



IUPUI THE FUND RAISING SCHOOL
LILLY FAMILY SCHOOL OF PHILANTHROPY