

How Fundraising Works



CharityVillage.com®
Campus

Learning Outcomes

- Explain six key reasons people give to organizations.
- Who are the best prospective donors for your organization.
- The factors that contribute to fundraising success.
- How to rate your organization's readiness to raise money.
- Eight fundraising principles.
- How to choose the most effective ways of raising money for your nonprofit.

Course Level

- Introductory — no suggested prerequisites

Certification Credits

- Take the optional final quiz. If you pass with 70% or more, you can download a Campus Certificate of Completion.
- Participation in the course is applicable for 1 point in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Duration

- This course takes about two hours to complete, but you'll have full access to the course for three months. Move through it at your own pace: all at once; in short modules; breeze through once, then come back for a refresher down the road. You're in complete control, so learn at the times and speed that work best for you.

Price

- \$127 per user*; 3 months unlimited access.

Guaranteed

- All courses are fully guaranteed. If you aren't completely satisfied with your course, please just let us know and we'll happily refund the full course fee, no questions asked.

Free Demo

- Try a free demo version of any Campus course to see how practical, friendly, and fun they are to use.

Approved Provider For



Continuing Education

Visit: CharityVillageCampus.com
E-mail: campus@charityvillage.com

* Prices subject to change without notice.

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Downloadable Resources

- Each Campus course includes a series of downloadable resources, a toolkit of worksheets, checklists, samples, reviews, and additional references that you can take away with you and pull out anytime you need them in the future.

Resources included in this course:

- Where is the greatest potential?
- Prospecting worksheet
- Fundraising success readiness checklist
- Sample case for support
- Gift cycle diagram and explanation
- 8 key fundraising principles
- Ladder of fundraising effectiveness
- Donor pyramid

System Requirements

- Windows: Windows 98 SE or newer, Microsoft Internet Explorer 5 or Mozilla Firefox web browser, Macromedia Flash Player 7, Windows Media Player 9, broadband (e.g. Cable/DSL) Internet connection (dial-up users, please contact us), minimum screen resolution of 1024x768, sound card and speakers or headphones recommended.
- Macintosh: Mac OS X 10.2 or newer, Apple Safari or Mozilla Firefox web browser, Macromedia Flash Player 7, QuickTime 5, broadband (e.g. Cable/DSL) Internet connection (dial-up users, please contact us), minimum screen resolution of 1024x768, speakers or headphones recommended.

“Wish I had the money to make [How Fundraising Works] available to ALL of my volunteers! What a great, basic course that covers the essentials of fundraising!! ... I'd highly recommend the courses to managers transitioning from other industries - they're quick and provide just what you need.”

— Angelique Berg, Executive Director,
Canadian Orthopaedic Foundation

