



## Certificate in Fund Development Course Descriptions/Dates

To qualify for the certificate of completion, individuals must take two required courses and three other elective courses.

### **REQUIRED COURSES:**

Fund Development 101  
Grant Writing 101

### **ELECTIVE COURSES:**

Developing a Fundraising Plan (To Be Announced)  
Developing Fundraising Volunteers  
Donor Cultivation  
Fund Development: Small Group Strategy Session I  
Fund Development: Small Group Strategy Session II  
Making the Ask: Not As Tough as You Think  
Managing Grants: Online, On Time, & On the Mark  
Online Fundraising Webinar (To Be Announced)  
Researching Grants  
You are not alone! Fundraising in a One-Person Shop

### **REQUIRED COURSES:**

#### **Fund Development 101**

**Date:** February 17, 2010  
**Time:** 8:30 a.m. – 3:30 p.m.  
**Facilitator:** Kim Klein, Internationally known fundraising trainer and consultant; editor and author of numerous articles and books  
**Location:** Alliance Office, 5100 Poplar Ave., Suite 502  
**Core Area:** Fund Development  
**Certificate Program:** Core requirement for Frameworks of Nonprofit Excellence  
Core requirement for Certificate in Fund Development

Raising funds to run a nonprofit can be a challenge, especially during an economic recession. This workshop provides an overview of fund development, and the range of fundraising strategies and sources that you should consider as part of a healthy fundraising program. The session will cover the principles of fundraising, the different types of revenue streams, and options to consider when approaching individuals, foundations, and corporations for support. You will also learn the elements of a fundraising plan and how to build a strong fundraising team.

**Training Level:** Basic  
**Participants:** New Executive Directors and fundraising staff, Board members  
**Objectives:** Participants will become familiar with the basic concepts and tools of nonprofit fund development.

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### **Grant Writing 101**

**Date:** October 28, 2009; January 13, 2010; April 22, 2010

**Time:** 8:30 a.m. – 3:30 p.m.

**Facilitator:** Fayre Crossley, Director of the Grant Center or Jim Kovarik, professional writer and Director of the Grant Editing Center at the University of Memphis (January)

**Location:** Alliance Office, 5100 Poplar Ave., Suite 502

**Core Area:** Fund Development

**Certificate Program:** Core requirement for Certificate in Fund Development

No nonprofit toolbox is complete without basic grant writing tools. Share the facilitator's years of grant experience and expertise with this essential introductory course, and learn to:

- Understand different types of grants (corporate, foundation, and government)
- Assess grant opportunities to target only the most promising
- Read Requests for Proposals (RFPs) and Notifications of Funding Opportunities (NOFAs)
- Interpret funding guidelines, requirements, and priorities
- Construct each component of the grant proposal
- Manage team/collaborative grant writing
- Develop a boilerplate proposal for adaptation
- Use an appropriate and effective grant writing style
- Communicate with funders to increase your chances
- Understand how grants are reviewed and evaluated

**Training Level:** Basic

**Participants:** New Executive Directors and fundraising or grant writing staff

**Objectives:** Participants will become familiar with the basic principles of grant writing and the tools needed for successful proposals.

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## **ELECTIVE COURSES:**

### **Researching Grants**

**Date:** September 22, 2009; December 3, 2009; March 23, 2010; June 17, 2010

**Time:** 8:30 a.m. – 12 p.m.

**Facilitator:** Melissa Hanson, Director of Grants & Research at Christian Brothers University

**Location:** Alliance Office, 5100 Poplar Ave., Suite 502

**Core Area:** Fund Development

**Certificate Program:** May be applied toward Certificate in Fund Development

Learn to find the best potential funding sources for your organization. With a focus on foundation and corporate grants, this workshop will teach you strategies for finding and evaluating grant opportunities to save time and increase your chances of success. We'll cover how to develop a grant

research plan, identify different funder types and motivations, and hone in on funders that support organizations and programs like yours. You will also have hands-on experience using the primary electronic grant research tools (funder databases, 990 forms, and company profile directories), and learn to conduct strategic subject, statistical, and key-word searches.

- Training Level:** Basic and Intermediate  
**Participants:** Development staff, grant writers, program directors with responsibility for finding grant support  
**Objectives:** Participants will know how to search for and find the most promising grant opportunities for their organizations.

NOTE: Participants are encouraged to bring a laptop with a wireless card to the class.

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### **Managing Grants: Online, On Time & On the Mark**

- Date:** **October 7, 2009**  
**Time:** 8:30 a.m. – 12:00 p.m.  
**Facilitator:** Fayre Crossley, Director of The Grant Center  
**Location:** Alliance Office, 5100 Poplar Ave., Suite 502  
**Core Area:** Fund Development  
**Certificate Program:** May be applied toward Certificate in Fund Development
- Sometimes getting the grant is the easy part. If your organization is not prepared to account for and manage grant funds, you risk damaging your reputation among grantors and perhaps more serious consequences. This workshop will help you understand and establish the policies and procedures necessary to comply with grant contracts.
- Training Level:** Basic, Intermediate  
**Participants:** New Executive Directors and fundraising or grant writing staff  
**Objectives:** To provide participants with a working knowledge of grant management policies and procedures.
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### **Developing Fundraising Volunteers**

- Date:** **October 15, 2009**  
**Time:** 8:30 a.m. – 12:00 p.m.  
**Facilitator:** Ken Kimble, Director of Development and Marketing for Boy Scouts of America Chickasaw Council serving counties in the Mid-South  
**Location:** Alliance Office, 5100 Poplar Ave., Suite 502  
**Core Area:** Fund Development  
**Certificate Program:** May be applied toward Certificate in Fund Development
- Thinking about utilizing volunteers to help you fundraise for a program already developed? Learn how to recruit, train, mentor and recognize fundraising volunteers, in a way that doesn't waste time, energy, and money, and keeps you and your volunteers on target with your organization's mission and objectives. This course will cover:
- Recruiting – proper methods to prospect and evaluate volunteers, “on-boarding” process
  - Training – developing proper training and orientation programs
  - Mentoring – how to coach and mentor and motivate volunteers from start to finish

- Recognition – developing feedback, recognizing success, planning for the future, including “firing” a volunteer that doesn’t necessarily have to lead to poor public relations or negative impact on volunteer morale

**Training Level:** Basic, Intermediate  
**Participants:** Executive Director, board members, fund development and human resource staff, volunteers  
**Objectives:** Participants will walk-away with a better understanding of what it takes to develop a fundraising volunteer.

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### **Donor Cultivation**

**Date:** **January 7, 2010**  
**Time:** 8:30 a.m. – 12:00 p.m.  
**Facilitator:** Ken Kimble, Director of Development and Marketing for Boy Scouts of America Chickasaw Council serving counties in the Mid-South  
**Location:** Alliance Office, 5100 Poplar Ave., Suite 502  
**Core Area:** Fund Development  
**Certificate Program:** May be applied toward Certificate in Fund Development  
During challenging economic times charitable giving is limited, while the competition for funds is tough. Keeping a current donor is easier and more beneficial for your organization than capturing a new one. Learn best practices for acknowledging, recognizing and involving those that already support your organization and share your own ideas.  
**Training Level:** Basic and Intermediate  
**Participants:** Executive Directors and their fund development staff of organizations of all types and sizes  
**Objectives:** Participants will gain knowledge and more understanding of donor cultivation

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### **Fund Development: Small Group Strategy Session I**

**Date:** **February 18, 2010**  
**Time:** 8:30 a.m. – 12 p.m.  
**Facilitator:** Kim Klein, Internationally known fundraising trainer and consultant; editor and author of numerous articles and books  
**Location:** Alliance Office, 5100 Poplar Ave., Suite 502  
**Core Area:** Fund Development  
**Certificate Program:** May be applied toward Certificate in Fund Development  
Workshops are great, but sometimes you just want a chance to ask questions and discuss problems that are particular to your organization. In this small group, you will have exactly that opportunity! Kim Klein will facilitate a highly interactive problem solving session with not more than 12 people in the room. Participants will be able to help each other with issues and concerns in a confidential and intimate environment. “All organizations have problems-if you don’t have problems, you are not an organization,” says Kim Klein. “Problems are just information and they provide a to-do list, which starts with ‘solve this problem.’ You will be amazed at how many organizations face challenges similar to yours, and how many of these seemingly intractable issues can be solved.” TO SIGN UP for this intensive consulting opportunity: FIRST COME; FIRST SERVE. You must have completed at least one of Kim Klein’s or Stephanie Roth’s workshops. Contact the Alliance office if you have

any questions. This session is not for beginners or for people wanting more information on fundraising. It is for staff members who feel they have tried to apply what they have learned and are running into problems that they need some help solving.

**Training Level:** Intermediate  
**Participants:** Executive Directors, Fundraising staff, and Board members  
**Objectives:** Participants will learn how to successfully approach and cultivate private donors to support their organizations.

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### **Fund Development: Small Group Strategy Session II**

**Date:** February 18  
**Time:** 1:00p.m. – 4:30 p.m.  
**Facilitator:** Kim Klein, Internationally known fundraising trainer and consultant; editor and author of numerous articles and books  
**Location:** Alliance Office, 5100 Poplar Ave., Suite 502  
**Core Area:** Fund Development  
**Certificate Program:** May be applied toward Certificate in Fund Development  
Workshops are great, but sometimes you just want a chance to ask questions and discuss problems that are particular to your organization. In this small group, you will have exactly that opportunity! Kim Klein will facilitate a highly interactive problem solving session with not more than 12 people in the room. Participants will be able to help each other with issues and concerns in a confidential and intimate environment. “All organizations have problems-if you don’t have problems, you are not an organization,” says Kim Klein. “Problems are just information and they provide a to-do list, which starts with ‘solve this problem.’ You will be amazed at how many organizations face challenges similar to yours, and how many of these seemingly intractable issues can be solved.” TO SIGN UP for this intensive consulting opportunity: FIRST COME; FIRST SERVE. You must have completed at least one of Kim Klein’s or Stephanie Roth’s workshops. Contact the Alliance office if you have any questions. This session is not for beginners or for people wanting more information on fundraising. It is for staff members who feel they have tried to apply what they have learned and are running into problems that they need some help solving.

**Training Level:** Intermediate  
**Participants:** Executive Directors, Fundraising staff, and Board members  
**Objectives:** Participants will learn how to successfully approach and cultivate private donors to support their organizations.

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### **You are not alone! Fundraising in a One-Person Shop**

**Date:** March 25  
**Time:** 8:30 a.m. – 12:00 p.m.  
**Facilitator:** Debra Czestochowski, Director of Fund Development and Communications at the Alliance for Nonprofit Excellence in Memphis  
**Location:** Alliance Office, 5100 Poplar Ave., Suite 502  
**Core Area:** Fund Development  
**Certificate Program:** May be applied toward Certificate in Fund Development  
The more people you contact, the more money you raise. But when you are a one-person development shop, reaching enough people to raise enough money might seem like an impossible task. You need tools and you need to know that you are not alone. In order to plan and prioritize

effectively in a one-person shop, you must know yourself, your organization, and the environment in which it operates. This knowledge will help you engage others in the fundraising process. If you do this well, you are likely to find that you are not alone at all. Indeed, you can build the capacity to be a strongly-supported leader who enables colleagues, board, and volunteers to help raise the funds that facilitate achievement of your mission. This workshop will address how to identify and build on your strengths, manage your time, enlist the help of others, and remain focused on fundraising goals despite the distraction of other tasks. Come prepared to discuss these challenges from the perspective of your unique situation.

**Training Level:** Basic and Intermediate

**Participants:** Executive Directors, Fundraising staff, and Board members

**Objectives:** Participants will be introduced to and walk-away with tools to operate a one-person fundraising office more efficiently.

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### **Making the Ask: Not As Tough as You Think**

**Date:** April 13, 2010

**Time:** 8:30 a.m. – 12 p.m.

**Facilitator:** Debra Czestochowski, Director of Fund Development and Communication at the Alliance for Nonprofit Excellence in Memphis

**Location:** Alliance Office, 5100 Poplar Ave., Suite 502

**Core Area:** Fund Development

**Certificate Program:** May be applied toward Certificate in Fund Development

Asking for money is a fact of nonprofit life, and discomfort does not have to be part of the process. Good research, listening skills, and knowing when, where, and how to make the ask will increase your chances of building rewarding donor relationships. This workshop will show you how to request all sizes and types of gifts from both prospective and established donors with the right approach. Learn how to communicate with donors about your mutual interests, ask them to support your organization, and engage them as friends for the future. Staff members who partner with a Board member or volunteer in attending this program will find it particularly beneficial.

**Training Level:** Intermediate

**Participants:** Executive Directors, Fundraising staff, and Board members

**Objectives:** Participants will learn how to successfully approach and cultivate private donors to support their organizations.

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For more information or to register, visit <http://npexcellence.org/certificate.php>