

Fundraising

Fundraising, is intended for volunteer based organizations. This program is designed to define fundraising and the grant application process including an explanation of the steps involved in organizing successful fundraising events and activities.

The course consists of the following units:

Unit One	An Introduction to Fundraising
Unit Two	Grants and Sponsorships
Unit Three	Events and Activities

Upon completion of the course, participants should be able to:

- Understand the importance of fundraising and how to successfully incorporate fundraising into the culture of a volunteer organization;
- Recognize the importance of having clear fundraising goals and quantifiable measurements of progress;
- Explain the grant application process and identify possible sources of sponsors within the volunteer organization's community;
- Describe ways to cultivate a relationship with a funding organization;
- Define fundraising events and activities, explaining the steps involved in organizing and implementing a successful fundraiser;
- Describe specific ways to improve the effectiveness of a fundraising event.

Evaluation Process:

At the end of each unit, there is a quiz that each course participant must successfully challenge with a passing grade to complete the course.

Course Duration:

The course is self paced so course duration will depend on the individual participant and their prior knowledge base with the course subject matter. On average, the course will take between 2-4 hours to complete.

Who Should Take the Course?

The course is intended for volunteer-based organizations and is beneficial to any employee or volunteer within an organization.