FDR 0101. The Annual Campaign: Taking the Mystery Out of Fund-Raising. 0.6 Hours.
Focuses on how to conduct an annual campaign. Reviews the creation of a campaign calendar, recruitment of annual campaign leadership, utilization of volunteers, event management, and the creation of collateral materials. Discusses how to create a case for support and how to train volunteer solicitors in techniques of personal and phone solicitation. Emphasizes practical solutions to fund-raising challenges; provides students with templates and materials that can easily be adapted to any organization.

FDR 0102. How to Develop a “Fundable” Program. 0.6 Hours.
Designed to help organizations turn a good idea into a program plan that can attract private and public funding. Offers students an opportunity to learn to identify “leverage points” so their program has more impact; to identify clear goals, objectives, and strategies; and to measure their success. Uses the development of a “logic model” to present a well-designed program concept and the basic elements of a grant proposal.

FDR 0103. Marketing Nonprofit Organizations. 0.6 Hours.
Covers how to market nonprofit organizations to generate needed publicity and resources. Uses and analyzes specific examples of successful marketing strategies.

FDR 0104. Grant Writing Basics. 0.6 Hours.
Offers students an opportunity to learn how to write grant proposals. Uses interactive and small group work to examine the elements of a proposal, what makes a proposal effective, and how to develop a strategy for highlighting what is unique and effective about their program. By the end of the course, students should have the outline of a grant proposal.

FDR 0105. Public Policy and Fund-Raising: Making the Connection. 0.6 Hours.
Offers service providers an opportunity to learn how to influence the public policies that affect their work and improve the ability of their organizations to raise funds in the process. Public policy influences the lives of all service providers and the communities they serve. Whether operating with state contracts, or serving a population that is reliant on publicly funded services, many providers want public policy makers to hear their perspective yet remain unsure of how to effectively communicate their message.

FDR 0106. Planning for Major Events. 0.6 Hours.
Offers students an opportunity to learn the essential elements needed for planning a successful event.

FDR 0107. Advanced Grant Writing. 1.2 Hour.
Offers nonprofit professionals an opportunity to become accomplished grant writers and to gain strong knowledge of grant funding and the skills needed to develop a successful proposal. Seeks to enable participants to leave with a complete grant application suitable for submitting to a private foundation, as well as a personalized library of resources for further skill development and identification of new sources of grant funding.

FDR 0108. Prospecting for Foundation Grants. 0.6 Hours.
Offers nonprofit professionals an opportunity to learn the skills needed to use three primary online resources of information (The Foundation Center, GuideStar, and the Associated Grantmakers of Massachusetts) to find sources of grant funding. During the course, participants use services normally reserved for subscribers, resulting in a tailored list of prospects for their project and a working knowledge of how to glean information specific to their needs from these sources.

FDR 0109. Conducting Capital Campaigns. 0.6 Hours.
Designed to walk participants through the key phases in planning and implementing a multi-million-dollar capital campaign.

FDR 0110. Raising Funds from Individuals. 0.6 Hours.
Offers students an opportunity to obtain a basic understanding of how and why individuals give financial support to organizations, the preparation to establish a comprehensive program of soliciting support from individuals, and the understanding of both the organizational and the personal skills necessary to raise money from individuals.

FDR 0111. The Annual Campaign: Taking the Mystery Out of Fund-Raising. 0.9 Hours.
Focuses on how to conduct an annual campaign. Reviews the creation of a campaign calendar, recruitment of annual campaign leadership, utilization of volunteers, event management, and the creation of collateral materials. Discusses how to create a case for support and how to train volunteer solicitors in techniques of personal solicitation as well as phone solicitation. Emphasizes practical solutions to fund-raising challenges; provides students with templates and materials that can easily be adapted to any organization.