# Certified Advancement Practitioner Training

## Fundraising

**Program Description**
The Fundraising course outlines the basic principles underpinning contemporary practice and standards in fundraising within the education sector. The Fundraising course will equip you with practical skills for you to advance your career in fundraising and is suitable for beginner to intermediate-level practitioners within the field.

**Learning Objectives**
At the end of this course you will be able to:
- Identify influencing personnel in fundraising
- Discuss why people give and what influences them
- List the range of giving options
- Develop a transformational vision application for your institution that demonstrates how an initiative will impact the lives of those who participate in it
- Identify the structure required for successful fundraising
- Identify the performance indicators and reporting formats for fundraising
- Outline the steps for a comprehensive self-audit of fundraising structures and resources
- Examine key taxation legislation and regulations as they relate to educational institutions

**Cost**

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<tr>
<th>Membership Type</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Educate Plus Members (all membership types)</td>
<td>$636.36 + $63.64 GST</td>
</tr>
<tr>
<td>Non-Members - No membership, thank you</td>
<td>$909.09 + $90.91 GST</td>
</tr>
<tr>
<td>Non-Members - Please include $300 full membership</td>
<td>$936.36 + $93.64 GST</td>
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**Program Structure & Dates**
The Fundraising course consists of two compulsory components - Introductory pre-course work and a two-day face-to-face (residential) program:

1. **Introductory pre-course work**
   - The online learning component consists of assigned readings from your textbook (and other supplementary resources) and a set of tasks for you to attempt based on your reading.
   - You can expect to spend up to **15 hours** to complete this online learning component.
   - You must submit your assessments for grading by **30 April 2018 (extensions will be granted for late registrants)**.
   - The online learning component **must** be completed before you attend the residential program.

2. **Two-day face-to-face (residential) program**
   - The face-to-face (residential) program will be held on **Thursday 10 and Friday 11 May 2018** at **Northside Training Centre, Crows Nest, Sydney**.
- Full details about the face-to-face (residential) program will be sent to you in due course, including the program for the two days, and information on accommodation and transport, etc.
- **Please note:** Accommodation and flights for the residential are **NOT** included in the training program registration fees.

| Learning Hours | Independent online learning – approximately 15 hours  
Residential program – Two-day face-to-face program |
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<tr>
<td>Assessment</td>
<td>You are expected to complete a series of assessment tasks based on your reading as part of your pre-program work.</td>
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<td>Attendance Requirement</td>
<td>Compulsory attendance at the two-day face-to-face (residential) program</td>
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| Learning Materials & Readings | As part of this training, you will receive the following textbook by post:  
You will also be provided with all learning materials which may include book chapters, access to video recordings, journal articles, and other relevant reading. You can access these materials via the Educate Plus learning management system (LMS). You will receive access to the LMS upon enrolment. |
| Content | The pre-course work covers the following topics:  
1. Introduction to Fundraising in Educational Institutions  
2. Social Media and Giving  
3. Fundraising Self-Audit  
The two-day face-to-face (residential) program will build upon the theories and concepts covered in the pre-program work, and include presentations on the following topics by senior Advancement practitioners/consultant:  
1. Developing your Case for Support and Transformational Vision  
2. Reporting, Evaluating Success and KPIs  
3. Cultural Implications and Databases  
4. Legal Issues – Aspects of the Law, Tax, PAFs and Governance  
5. Annual Giving  
6. Capital Campaigns  
7. Developing a Successful Strategic Plan for Fundraising |
| Contact | For further information and any other queries, please contact Tina Fleming - Operations Manager at tina@educateplus.edu.au. |