

Certified Advancement Practitioner Training Fundraising

Course Description	The Fundraising course outlines the basic principles underpinning contemporary practice and standards in Fundraising within the education sector. The 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	<p>At the end of this course you will be able to:</p> <ul style="list-style-type: none"> ● Identify influencing personnel in fundraising ● Discuss why people give and what influences them ● List the range of giving options ● Discuss various social media strategies your institution can employ for effective fundraising ● 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	<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;">Educate Plus Members (all membership types)</td> <td style="text-align: right;">\$636.36 + \$63.64 GST</td> </tr> <tr> <td>Non-Members - No membership, thank you</td> <td style="text-align: right;">\$909.09 + \$90.91 GST</td> </tr> <tr> <td>Non-Members - Please include \$300 full membership</td> <td style="text-align: right;">\$936.36 + \$93.64 GST</td> </tr> </table>	Educate Plus Members (all membership types)	\$636.36 + \$63.64 GST	Non-Members - No membership, thank you	\$909.09 + \$90.91 GST	Non-Members - Please include \$300 full membership	\$936.36 + \$93.64 GST
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Course Structure & Dates	<p>The Fundraising course consists of two compulsory components - Completion of introductory pre-course work and attendance at a two-day face-to-face training program:</p> <ol style="list-style-type: none"> 1. Introductory pre-course work <ul style="list-style-type: none"> ● 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 Friday 17 April 2020 (extensions will be granted for late registrants). ● The online learning component must be completed before you attend the face-to-face training. 2. Two-day face-to-face training 						

	<ul style="list-style-type: none"> The face-to-face training will be held on Thursday 7 and Friday 8 May 2020 at the Melbourne University, Melbourne. Full details about the face-to-face component 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 face-to-face training are NOT included in the course registration fees.
Learning Hours	Independent online learning – approximately 15 hours Two-day face-to-face training
Assessment	You are expected to complete a series of assessment tasks based on your reading as part of your pre-course work.
Attendance Requirement	Compulsory attendance at the two-day face-to-face training
Learning Materials & Readings	<p>As part of this training, you will receive the following textbook by post:</p> <ul style="list-style-type: none"> Tempel, E, Seiler, T & Burlingame, D 2016, <i>Achieving Excellence in Fundraising</i>, 4th edition, Wiley, New Jersey. <p>You will also be provided with all learning materials which may include book chapters, access to video recordings, journal articles, and other relevant resources. You can access these materials via the Educate Plus learning management system (LMS). You will receive access to the Educate Plus learning management system (LMS) via email in March 2020.</p>
Content	<p>The pre-course work covers the following topics:</p> <ol style="list-style-type: none"> 1. Introduction to Fundraising in Educational Institutions 2. Social Media and Giving 3. Fundraising Self-Audit <p>The two-day face-to-face training will build upon the theories and concepts covered in the pre-course work, and include presentations on the following topics by senior Advancement practitioners/consultant:</p> <ol style="list-style-type: none"> 1. Developing your Case for Support and Reporting, Evaluating Success and KPIs 2. Global Giving – Cultural Implications and Databases 3. Bequests, major gifts and stewardship 4. Online fundraising platforms 5. Annual and Online Giving 6. Capital Campaigns 7. Planning and Writing a Fundraising Plan 8. How to prepare a captivating campaign
Contact	For further information and any other queries, please contact Sheila Molloy – Education and Training Manager at training@educateplus.edu.au .