

# **FUNDRAISING AND RESOURCE DEVELOPMENT**

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## **Program Outline**

<b>Major:</b>	FUND
<b>Length:</b>	1 Year
<b>Delivery:</b>	3 Semesters
<b>Credential:</b>	Ontario College Graduate Certificate
<b>Effective:</b>	2015-2016
<b>Location:</b>	Orillia (Online only), Orillia(Online only)
<b>Start:</b>	Fall (Orillia(Online only)), Winter (Orillia (Online only))

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### **Description**

Discover a dynamic, challenging career where you can make a difference in the lives of others by raising money for important causes. In this comprehensive program, students learn to design integrated fundraising programs, run special events, research and secure grants, and develop relationships with major donors. Students also examine critical skills that support the fundraising process, including prospect research, volunteer management strategies, budgeting and financial management, marketing, donor engagement, group dynamics and team building, and use of technology for fundraising. During their academic studies, students gain skills through case studies and projects, followed by valuable real life experience participating in an internship in a fundraising environment in areas such as social services, the arts, the environment, health care, education, sports, recreation, and religion.

### **Career Opportunities**

Canada has one of the largest non-profit sectors in the world, and professionally trained fundraisers are in demand. Graduates may become "generalists" within small organizations, or "specialists" in larger organizations or with consulting groups. Employment opportunities may include private, public and government agencies such as hospitals, schools, community service organizations and management consulting firms.

Examples of job titles include special event co-ordinator, major gifts manager, corporate relations officer, and development officer/assistant.

### **Program Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- analyze current trends in philanthropy, technology, communications and volunteer management as they pertain to the charitable sector;
- work effectively with individuals, groups and organizations to support the total process of resource development;
- plan and implement leading edge programs to achieve results in corporate, foundation and individual giving;
- build strategic partnerships and develop relationships with donors, recipients, beneficiaries, and volunteers;
- integrate the parameters of regulatory legislation, as well as effective business and ethical practices in philanthropy;
- identify, plan and execute fundraising projects which include goals, outcomes, budgets, and voluntary resources. These projects may include events, major gifts, planned giving, annual giving, capital campaigns, sponsorships and grants applications;
- employ environmentally sustainable practices within the profession.

### **The Program Progression:**

Fall Intake - Orillia (Online only)

Sem 1	Sem 2	Sem 3
Fall	Winter	Summer
2015	2016	2016

Winter Intake - Orillia (Online only)

Sem 1	Sem 2	Sem 3
Winter	Fall	Winter
2016	2016	2017

### **Articulation:**

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional

information can be found on our website at  
<http://www.georgiancollege.ca/admissions/credit-transfer/>

**Admission Requirements:**

- post-secondary diploma or degree or CFRE designation (Certified Fundraising Executive) or equivalent.

Preference will be given to applicants who hold diplomas or degrees with emphasis in social sciences, humanities, education, business or marketing. Strong communications skills are required. Proficiency in word processing and computer skills are recommended.

Applicants lacking a college diploma, university degree, or equivalent may be considered based on CFRE designation (Certified Fund Raising Executive) OR a combination of post-secondary education and related work experience (minimum three years full-time paid experience working in a non-profit environment) and demonstrated achievement of post-secondary level competencies.

**Selection Process:**

Applicants will be asked to submit a current resume and a statement of intent. Academic and experiential learning of all applicants will be assessed.

**Additional Information:**

This program gives students the choice of selecting one optional course, depending on their interests and course availability, to meet the graduation requirements. These courses may include Special Events for Fundraising (FUND 1019) and Planned Giving (FUND 1011).

**Graduation Requirements:**

- 11 Mandatory Courses
- 1 Optional Course
- 1 Internship

**Graduation Eligibility:**

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

### Mandatory Courses

FUND1003	Annual Giving: Principles and Process
FUND1005	Grant and Proposal Writing
FUND1006	Professional Practice in Fundraising
FUND1008	Volunteer Management
FUND1009	Marketing and Public Relations in Fundraising
FUND1010	Prospect Research
FUND1014	Technology for Fundraising
FUND1015	Philanthropy in Society
FUND1016	Planning for Fundraising
FUND1017	Donor Relations and Stewardship
FUND1018	Major Gifts and Capital Campaigns

### Optional Course

To be selected from College list

### Internship

FUND1020	Internship
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### Course Descriptions:

#### FUND1003 Annual Giving: Principles and Process 42.0 Hours

In this course, students learn the principles and processes required for a successful annual giving program. Students explore various models, examine and validate short-term, intermediate and long-term goals, and develop strategies to create and nurture a philanthropic culture. The use of proven methods of solicitation, public recognition and volunteer leadership are combined with innovative methods of achieving consistent annual campaign success.

#### FUND1005 Grant and Proposal Writing 42.0 Hours

Successful grant proposals are those that have been researched and specifically targeted to each respective funder. This course provides students with the opportunity to critically examine the granting process. Students investigate and practice grant research strategies, and explore methods for building relationships with potential grant funders. Students apply fundamental elements of effective proposal writing in response to grant applications, and discuss evaluation of the proposal writing process.

#### FUND1006 Professional Practice in Fundraising 42.0 Hours

Through the use of case studies, this course focuses on the moral, ethical and legal issues, and challenges that face the philanthropic community. Students explore professional conduct, including organizational best practices and individual

professionalism, as it relates to independent practice, consulting, foundations and non-profit agencies. Students gain insight and understanding of the concepts of professionalism that will assist in developing a personal philosophy in keeping with the profession's Code of Ethics.

#### FUND1008 Volunteer Management 42.0 Hours

This course provides a comprehensive introduction into the dynamic area of volunteerism, focusing specifically on fundraising volunteers. Students examine trends and issues related to volunteers in non-profit organizations, and expand on how to recruit, orientate, motivate and retain fundraising volunteers. Students explore management approaches, appropriate policies and procedures for volunteers, legalities of board members as volunteers, administration of volunteer programs, and the importance of building positive volunteer and staff relations.

#### FUND1009 Marketing and Public Relations in Fundraising 42.0 Hours

The competition for financial support among Canada's non-profit organizations demands well planned marketing approaches designed to capture support for their causes. Students examine the roles that marketing and public relations play in supporting and promoting successful fundraising initiatives. Students explore communications planning, evaluate a range of marketing, social media and public relations strategies as they apply to various audiences, and develop effective media relations including presentation skills and effective responses to potential crises.

#### FUND1010 Prospect Research 42.0 Hours

In this course, students examine the process of prospect research, which involves gathering information about individuals, corporations and foundations in order to determine their giving potential, and the person best suited to cultivate and solicit these potential donors. Students research and analyze data using a variety of research techniques, and discuss use of technology for research including appropriate record keeping and reporting, data mining, and donor segmentation.

#### FUND1014 Technology for Fundraising 42.0 Hours

This course provides a combination of theory and hands-on learning of comprehensive computer applications and use of technology necessary for managing the development activity in fund raising. Students explore the role of technology in fundraising efficiency, strategy, communication, and relationship building. Students practice critical skills for effective fundraising, including current office software applications utilized in reporting, marketing, and presentations, as well as on-line applications and use of mobile technology.

#### FUND1015 Philanthropy in Society 42.0 Hours

This course provides an overview of charitable giving in Canada with an overview of trends and traditions from a national and international perspective. Students gain an understanding of the impact of charitable organizations from a social, cultural and

economic point of view including the expectations of society on charities, volunteers and employees. Students also explore the core values of the philanthropic culture: ethics, donor rights, privacy, accountability and public trust.

#### FUND1016 Planning for Fundraising 42.0 Hours

In this course, students learn the principles and processes required for a successful annual giving program. Students explore various models, examine and validate short-term, intermediate and long-term goals, and develop strategies to create and nurture a philanthropic culture. The use of proven methods of solicitation, public recognition and volunteer leadership are combined with innovative methods of achieving consistent annual campaign success.

#### FUND1017 Donor Relations and Stewardship 42.0 Hours

Successful fundraisers recognize that understanding, building and sustaining relationships characterized by trust, respect, accountability and individual needs, represents the foundation of a sound fundraising program. This course examines factors impacting the development of relationships as they apply to donors, volunteers, beneficiaries, recipients and staff. Students explore donor motivations, building constituencies, trends in stewardship, ethical issues and accountability in the context of relationship building, principles of cultivation, donor recognition and stewardship.

#### FUND1018 Major Gifts and Capital Campaigns 42.0 Hours

In this course, students learn the strategic process for getting the big dollar donations through major gift solicitation, donor cultivation and recognition. Students develop strategies to create and nurture a philanthropic culture within their organization. The major gift process is discussed in the context of individual, corporate and foundation giving. The role of the major giving in a large scale fundraising campaign is also explored with an overview of capital campaign planning.

#### FUND1020 Internship 350.0 Hours

This course brings together the theoretical and practical applications of fundraising. Students are required to spend a minimum of 350 hours at an approved non-profit host agency performing a number of tasks designed to allow the candidate to demonstrate fundraising ability. Students are mentored and evaluated by host agency fundraising staff, and also demonstrate achievement of required competencies through a portfolio to be evaluated by a college monitor.

### **Course Description Legend**

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

*Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing*

*basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.*