

FUNDRAISING AND RESOURCE DEVELOPMENT

Program Outline

Major:	FUND
Length:	1 Year
Delivery:	3 Semesters
Credential:	Ontario College Graduate Certificate
Effective:	2012-2013
Location:	Orillia
Start:	Fall (Orillia), Winter (Orillia)

Description

This Ontario College Graduate Certificate program includes two academic semesters in an online format and one eight-week internship, which prepares students for a broad range of positions in the non-profit/charitable sector. Students will be challenged to analyse trends in fundraising including areas for future growth, and to develop leading edge strategies that maximize fundraising resources. The students will explore the business side of charitable organizations and develop the skills needed in management, marketing, public relations, recruiting, team building, taxation and computer applications.

NOTE: This program is offered on-line only.

Career Opportunities

Graduates will find mid-level employment opportunities in a variety of settings in the not-for-profit sector and with fundraising agencies. 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.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- work effectively with individuals, groups and organizations to support the total process of resource development;
- 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;
- value and analyse the diversity of Canadian culture and society within the global marketplace;
- integrate the parameters of regulatory legislation and ethical practices in philanthropy.

The Program Progression:

Fall Intake - Orillia

Sem 1	Sem 2	Sem 3
Fall 2012	Winter 2013	Summer 2013

Winter Intake - Orillia

Sem 1	Sem 2	Sem 3
Winter 2013	Fall 2013	Winter 2014

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.georgianc.on.ca/academics/articulations/>

Admission Requirements:

Applicants must meet ONE of the following requirements to be eligible for admission to this program:

- A college diploma or university 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.

Admission decisions will be based on academic grades, resumé and statement of intent.

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

- FUND1000 Computer Applications in Fundraising
- FUND1001 Introduction to Philanthropy
- FUND1002 Planning for Fundraising
- FUND1003 Annual Giving: Principles
- FUND1004 Human Dimensions: Fundraising
- FUND1005 Grant and Proposal Writing

FUND1006 Professional Practice
FUND1007 Major Gifts
FUND1008 Volunteer Management
FUND1009 Marketing and Public Relations in Fundraising
FUND1010 Prospect Research

Optional Course

FUND1011 Planned Giving
FUND1012 Capital Campaigns

Internship

FUND1013 Fundraising Internship

Course Descriptions:

FUND1000 Computer Applications in Fundraising 42.0 Hours

Leaders in fund raising maintain the cutting edge with the use of technology. This course provides a combination of theory and hands-on learning of comprehensive computer applications for managing the development activity in fund raising. Students will explore word processing, spreadsheets, database, and presentation applications in order to create reports and presentations suitable for campaigns. Students will learn the basics of developing a database. This course provides a practical understanding of how to create a framework and manage the necessary resources for a successful fund raising program.

FUND1001 Introduction to Philanthropy 42.0 Hours

Introduction to Philanthropy is a course that provides an overview of charitable giving in Canada. It examines philanthropy, its traditions and trends from a national and international perspective with a focus on current issues affecting giving. You will gain an understanding of the impact of charitable organizations from a social, cultural and economic point of view. Through the use of case studies/examples, you will examine the roles, relationships, and concepts of giving that defines today's fund raising practices. You will gain insight and understanding of philanthropy that will assist you with your career goal planning.

FUND1002 Planning for Fundraising 42.0 Hours

The most successful fund raising programs are the ones where different strategies are combined to work together. This course will introduce each of the major fund raising techniques and their application in a comprehensive development program. The course will focus on strategic planning, operational development planning and their effective integration into an organization's fund raising program. Through interaction in a fund

raising setting, students will gain insight and first hand knowledge of planning for fundraising.

FUND1003 Annual Giving: Principles 42.0 Hours

"Successful annual giving is the planned use of proven methods of solicitation designed to produce the required results consistent with the public recognition of need, the maturity of fundraising methods in use, and the reliability of volunteer leadership and performances" (Greenfield, 1991, p.59). In this course, you will learn the building blocks of fund raising, the principles and the process required for a successful annual giving program. You will have the opportunity to explore various models, to examine and validate short-term, intermediate and long-term goals, and to develop strategies to create and nurture a philanthropic culture.

FUND1004 Human Dimensions: Fundraising 42.0 Hours

Successful fund raisers recognize that understanding, building and sustaining the relationship with their existing and potential donors represents the foundation of a sound program which is characterized by trust, respect, accountability and individual needs. This course will study the factors impacting the development of relationships in fundraising as they apply to donors, volunteers, beneficiaries, recipients and staff. You will examine donor motivations, building constituencies and trends in giving, ethical issues and accountability in the context of relationship building, principles of cultivation, donor recognition and stewardship. The course will provide the opportunity to explore cultural, social and gender issues in the giving relationship, as well as research methodologies and strategies used to establish effective donor relations programs.

FUND1005 Grant and Proposal Writing 42.0 Hours

Writing a proposal is one small step in the grant seeking process. Successful grant proposals are those that have been researched and specifically targeted to each respective funder, requesting the type and level of funds that are appropriate to the funding body. This course will provide the opportunity to critically examine the granting process including the motivation of granters. You will explore the research strategies done in advance of proposal writing including assessment of giving histories, requirements, geographic limitations and types of support provided. The course will focus on elements of effective proposal writing as well as communication strategies. Relationship building with potential granters, sources of funds and essential resources will be explored.

FUND1006 Professional Practice 42.0 Hours

"Professionals and professions are powerful shaping forces in our culture... They affect not only how individuals live and how institutions work, but also the way we think about how we should live and about the ends our social institutions should serve" (Briscoe, p.30). In this course, through the use of case studies, you will examine moral, ethical and legal issues and challenges that face the philanthropic community. You will explore professional conduct, public trust, and standards of practice as it relates to independent

practice, consulting, foundations and non-profit agencies. You will gain insight and understanding of the concepts of professionalism and public practices that will assist you in developing a personal philosophy in keeping with the Profession's Code of Ethics.

FUND1007 Major Gifts 42.0 Hours

A major gift is a "stop and think" contribution. It involves relationship building. Major gifts are infrequently asked and therefore infrequently donated. In major gift fund raising, fund raisers are viewed as consultants. Their role is to establish an atmosphere which is conducive to the prospect moving toward a decision of whether or not to tender the gift. Cultivation calls, where you listen and nurture the relationship, far outnumber solicitation calls. In this course, you will learn the strategic process of major gift solicitation, donor cultivation and recognition. You will have the opportunity to examine and validate the five "I"ssentials of major gifts and to develop strategies to create and nurture a philanthropic culture. The Major Gift process will be discussed in the context of individual, corporate and foundation giving.

FUND1008 Volunteer Management 42.0 Hours

"Volunteers form the backbone of most non-profit organizations. Understanding what motivates people to volunteer is critical to the success of any program that utilizes volunteers to carry out its mission" (King, 1998, p.5). This course will provide a comprehensive introduction into the dynamic area of volunteerism. It begins with an overview of trends and issues related to the use of volunteers in non-profit organizations and expands to how to recruit, orientate, motivate and retain volunteers. You will examine quality management approaches, policies and procedures' development, legalities of Board members as volunteers, administration of volunteer programs, and the importance of building volunteer and staff relations.

FUND1009 Marketing and Public Relations in Fundraising 42.0 Hours

The competition for financial support among Canada's 55,000 charitable, non-profit and voluntary organizations, demands well planned proactive marketing approaches designed to capture public interest and support for their respective causes. Concurrently, organizations have to reactively prepare for increased public scrutiny for each and every dollar that goes to support these causes. This course will examine the critical roles that marketing and public relations play in supporting and promoting successful fund raising initiatives. You will have the opportunity to: explore a model for communications planning, evaluate a range of marketing and public relations strategies as they apply to various fundraising programs and audiences, understand the needs of the media and to develop effective media relations including presentation skills and effective responses to potential crises.

FUND1010 Prospect Research 42.0 Hours

In this course, the student will examine the process of prospect research, which involves the process of gathering information about individuals, corporations and foundations in order to determine their giving potential, and the person best suited to cultivate and

solicit the potential donors. The student will research and analyze data, using a variety of research techniques, and examine the use of technology in the research process including data mining, segmentation, and appropriate reporting for research.

FUND1011 Planned Giving 42.0 Hours

"The purpose of Planned Giving is to increase the potential source of funds available to an organization and, in particular, to address the need for dependable, long-term support" (Pearce, 1997, p.1) In this course, you will learn how planned giving is different from other fundraising activities in that it places the donor needs first and foremost. The course will focus on the planned giving process, organizing the planned giving program, managing planned gifts such as bequests, gift of life insurance, annuity, trusts, endowments, estate and tax planning. You will explore the special challenges of planned giving, policies and guidelines, recognition and stewardship.

FUND1012 Capital Campaigns 42.0 Hours

A capital campaign is conducted whenever capital projects and other special needs arise. It is a method of building an organization's assets through fundraising, in order to improve that organization's services to its community. The capital campaigns course will focus on goal setting, strategic planning, elements of a capital campaign and selection of consultants and their effective integration into the organization's fund raising campaign. You will explore the special challenges of developing the case, building the campaign team, budgeting, trouble shooting and finishing the campaign. You will gain insight and first hand knowledge of the importance of researching, planning and marketing for successful capital campaigns.

FUND1013 Fundraising Internship 320.0 Hours

On internship, the students are performing a variety of functions and exploring a variety of roles and responsibilities. Competency completion is a major area of evaluation as demonstrated skills and abilities are an integral component of the Fundraising and Resource Development Program learning outcomes. Consequently, for the internship evaluation purposes, all students will be evaluated based on the internship competencies and the learning outcomes criteria. At the end of the internship, the students and their mentors will complete a performance review based on the competency checklist provided. As each of the competencies is equally important, the students must perform satisfactorily in all areas to successfully complete the internship requirements.

(P- FUND1000 Computer Applications in Fundraising or P- CSC6101 Computer App. Fundraising) and (P- FUND1001 Introduction to Philanthropy or P- FND6101 Introduction To Philanthropy) and (P- FUND1002 Planning for Fundraising or P- FND6102 Planning For Fundraising) and (P- FUND1003 Annual Giving: Principles or P- FND6103 Annual Giving: Principles) and (P- FUND1004 Human Dimensions: Fundraising or P- FND6104 Human Dimensions: Fundraising) and (P- FUND1005 Grant and Proposal Writing or P- FND6105 Grant & Proposal Writing) and (P- FUND1006 Professional Practice or P- FND6106 Professional Practice) and (P- FUND1007 Major Gifts or P-

FND6107 Major Gifts) and (P- FUND1008 Volunteer Management or P- MAN6101 Volunteer Management) and (P- FUND1009 Marketing and Public Relations in Fundraising or P- MAR6101 Marketing & Pr In Fundraising) and (P- FUND1010 Prospect Research or P- REA6128 Prospect Research) and (P- FUND1011 Planned Giving or P- FND6108 Planned Giving or P- FUND1012 Capital Campaigns or P- FND6109 Capital Campaigns)

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.