



CERTIFICATE IN FUNDRAISING LEADERSHIP

NEW - JANUARY 2022

Securing resources is a critical element of strategic management for nonprofit executives. In order to carry out the organization's mission, nonprofit leaders must have adequate resources to fund staff and programs. The work of fundraising - sharing your organization's relevancy and inviting people to join you in your work - is an important leadership function for all nonprofit organizations. Yet, the majority of nonprofit leaders come from service provision or other backgrounds, so professional fundraising is unfamiliar to them. This certificate is designed to cultivate fundraising success.

The ideal candidate for this certificate is anyone with fundraising responsibility for their nonprofit organization - President/CEOs, Executive Directors, Chief Development Officers, Board Members who want to learn the development function.

- **Understanding Fundraising – January 2-25, 2022**
- **Leadership Roles in Fundraising – February 2-22, 2022**
- **Making the Ask – March 2-22, 2022**
- **Engaging Your Board and Others in Fundraising – April 6-26, 2022**
- **Building the Culture and Systems for Fundraising Success – May 4-24, 2022**

To earn the certificate, participants complete five, 3-week asynchronous courses, which can be completed in a semester. Participants have flexibility to complete the work at their own pace, and they meet with the faculty and classmates virtually for one hour a week to discuss content and learn from each other.



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