

Fundraising Certificate Program

This program is designed to equip development officers, executive directors and others responsible for resource development, with the skills needed to bring in funds. In August, MCNL will mark the 19th year it has offered this fundraising series — one of the most comprehensive in the region.

FACULTY

Classes are taught by Bill Bergosh, C.F.R.E., and Bob Buchanan, Ph.D., C.F.R.E. Each has more than 30 years of productive fundraising experience. Gary Baker, Ph.D., and Peggy Dunn (Mayor of Leawood, KS) teaches the Strategic Boards with Impact: New Work and Challenges course. All these instructors are senior fellows of the Midwest Center for Nonprofit Leadership and UMKC adjunct professors.

CERTIFICATE REQUIREMENTS

After completing two core courses and two electives, students will receive a Certificate in Fundraising from the Midwest Center for Nonprofit Leadership, Henry W. Bloch School of Business and Public Administration.

UNIQUE CLASS FORMAT

Classes are offered on Fridays and Saturdays, with a four- or five-week break between sessions. The break allows for students to complete projects, applying what they learned in the first day(s) of class. If the student is with an agency, the project must reflect actual work for their agency (e.g. an annual development plan). The project is sent to the professor for comments and grading.

After the break, students return for a second session in which they present their projects to the entire class. This helps improve students' verbal and presentation skills, and they learn by seeing different applications of the same principles.

Following presentations, the remaining class time is used to develop additional skills in the subject area or to answer questions.

Each core class meets for four days, beginning with a Friday/Saturday session, and ending with a Friday/Saturday session four or five weeks later.

Elective classes meet for two days, beginning on a Friday and ending four or five weeks later on a Saturday. With the Friday/Saturday format, working students lose only one day from work and one of their own weekend days for each elective, and two work days and two weekend days for each core class. Note: the Strategic Boards with Impact: New Work and Challenges course meets on three Thursdays from 8:30 a.m.-2:30 p.m.

MCNL Fundraising Certificate Program 2010-11

- Organizing for Successful Fundraising
- Creating and Implementing the Annual Development Plan
- Contemporary Trends: The Impact of Internet Fundraising
- Direct Marketing and Direct Mail in Fundraising
- Planned Giving and Major Gift Solicitation
- Prospect Research and Proposal Writing
- Strategic Boards with Impact: New Work and Challenges

LOCATION/TIME

All classes will be held on the campus of the University of Missouri – Kansas City (UMKC) at the Henry W. Bloch School of Business and Public Administration, 5110 Cherry St., Kansas City, Mo.

Classes meet for a full day, from 8:30 am-4:30 pm.

Note: the Strategic Boards with Impact: New Work and Challenges course meets on three Thursdays from 8:30 am-2:30 pm)

ENDORSEMENTS

This program has been endorsed by both the Mid-America Chapter of the National Society of Fundraising Executives and Nonprofit Connect. The program also received a favorable review from the *Chronicle of Philanthropy* listing of fundraising training programs.

CREDIT/NON-CREDIT OPTIONS

Students may take these classes on a non-credit basis or for graduate college credit. Visit the Midwest Center's website (www.mcnl.org) for details and requirement for taking the graduate college credit option.

TEXTBOOKS

Some of the courses in the series may have textbooks as part of the curriculum. Visit the Midwest Center's website (www.mcnl.org) to get details on textbook requirements. Textbooks for the courses are available for purchase at the UMKC Bookstore (located in the University Center, 5000 Holmes). Public Administration Section (PA 5555 or PA 455B for the Strategic Boards course).

REGISTER OR FOR MORE INFORMATION

Visit the Midwest Center's website at www.mcnl.org or call us at 816-235-2305 or 1-800-474-1170.
Relay Missouri: 1-800-735-2966 (TT)

FALL 2010 COURSES

Organizing for Successful Fundraising

CORE Aug. 20-21 & Sept. 10-11/\$475

Most organizations are unsuccessful with their fundraising efforts, not because their cause isn't worthy of support, but because they simply are not organized to fundraise. This course covers the basic elements of a mission statement, preparing the case for support, the roles of staff and board, the various legal issues involved and what different types of donors look for in a proposal. Enrollees also learn how to computerize agency fundraising records.

Applied Project: Agency mission statement and case statement

Creating and Implementing the Annual Development Plan

CORE Oct. 1-2 & Nov. 12-13/\$475

The key to a successful fundraising effort is the annual development plan, which uses a variety of fundraising techniques spread over an entire year to provide the funds needed to carry out the organization's mission. This course details each fundraising technique then teaches the student how to blend them into an annual development plan.

Applied Project: Annual development plan for agency's next fiscal year

Direct Marketing and Direct Mail in Fundraising

ELECTIVE Sept. 24 & Oct. 23/\$255

Each organization has a unique place in the not-for-profit community, but is your organization positioned correctly with the constituencies you desire? Direct mail can be a valuable fundraising technique, but are you getting the most from your direct mail efforts? This course looks at both of these issues and provides valuable insights into these two key areas.

Applied Project: Two pieces of direct mail that the agency will be using

Contemporary Trends: The Impact of Internet Fundraising

ELECTIVE Oct. 8 & Nov. 6/\$255

Online fundraising is creating a paradigm shift in philanthropy. When considered in light of traditional techniques, demographics, government regulations, data management, technology requirements and ethical issues, nonprofits cannot ignore the significance of this trend. This class explores the techniques of online fundraising to consider the value of emerging practices and their potential for creating greater fund development success for nonprofits.

Applied Project: Students will design an online fundraising strategy for their selected nonprofit organization.

Prospect Research and Proposal Writing

ELECTIVE Sept. 3 & Sept. 25/\$255

The most effective proposal writers have "done their homework." They know the most likely funding sources for their agency and its programs, and they know what the grant maker wants to see in a proposal. In this course, students will examine the relationship between comprehensive systematic prospect research and proposal writing. They will explore printed materials and databases that can help them find likely funding sources; study proposal writing techniques; and review samples of proposals that were actually funded.

Applied Project: Develop a list of five potential funders and write a proposal.

Strategic Boards with Impact: New Work and Challenges

ELECTIVE Sept. 16, Oct. 14, and Nov. 11/\$255 for one, and \$230 for each additional agency representative (This multi-person discount is only available for the Strategic Boards' course)

Nonprofit boards of the future will face new and greater challenges and opportunities, from changes in technology to new demands for greater accountability. Nonprofits are expected to demonstrate that they make a difference and that they are successfully addressing these new challenges. They require fully engaged members to succeed. This three-day, intensive seminar examines ways in which board and staff members can increase their capacity and effectiveness, as well as enjoy their service.

Applied Project: Board Improvement Plan (Note: This course meets on three Thursdays from 8:30 am-2:30 pm)

WINTER/SPRING 2011 COURSES

Organizing for Successful Fundraising

CORE Jan. 14-15 & Feb. 11-12/\$475

Most organizations are unsuccessful with their fundraising efforts, not because their cause isn't worthy of support, but because they simply are not organized to fundraise. This course covers the basic elements of a mission statement, preparing the case for support, the roles of staff and board, the various legal issues involved and what different types of donors look for in a proposal. Enrollees also learn how to computerize agency fundraising records.

Applied Project: Agency mission statement and case statement

Creating and Implementing the Annual Development Plan

CORE Feb 25-26 & Apr. 8-9/\$475

The key to a successful fundraising effort is the annual development plan, which uses a variety of fundraising techniques spread over an entire year to provide the funds needed to carry out the organization's mission. This course details each fundraising technique then teaches the student how to blend them into an annual development plan.

Applied Project: Annual development plan for agency's next fiscal year

Planned Giving and Major Gift Solicitation

ELECTIVE Jan. 21 & Feb. 19/\$255

Few areas in the not-for-profit community have received more attention than these two fundraising techniques, yet most professionals are still confused about how to use them. This course offers specific "how to" insights into major gifts and planned giving and how to utilize them in your development plan.

Applied Project: Donor profiles on major gift prospects

Prospect Research and Proposal Writing

ELECTIVE Mar. 11 & Apr. 16/\$255

The most effective proposal writers have "done their homework." They know the most likely funding sources for their agency and its programs, and they know what the grant maker wants to see in a proposal. In this course, students will examine the relationship between comprehensive systematic prospect research and proposal writing. They will explore printed materials and databases that can help them find likely funding sources; study proposal writing techniques; and review samples of proposals that were actually funded.

Applied Project: Develop a list of five potential funders and write a proposal.

Fees quoted here are for non-credit registration. Visit the Midwest Center's website at www.mcnl.org or call (816) 235-2305 for information on college credit and related fees. Note: There are a limited number of partial scholarships available. For more information, e-mail mcnl@umkc.edu.

REFUND POLICY FOR NON-CREDIT REGISTRATION

Full refunds will be given when cancellations are made at least five working days before the first class session. A \$50 cancellation fee will be deducted from refunds when notification occurs fewer than five working days before a class begins. No refunds will be made after sessions have begun.

The Midwest Center for Nonprofit Leadership reserves the right to cancel courses and seminars when circumstances require.

MIDWEST CENTER
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LEADERSHIP

UMKC
HENRY W. BLOCH SCHOOL
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PUBLIC ADMINISTRATION