

## What is the Certificate in Fundraising Management?

### What is the Course of Study?

The Certificate in Fundraising Management (CFM) provides in-depth training in vital areas of fundraising. These areas include annual giving, planned giving, marketing and public relations, direct mail, grant writing, and strategic planning.

There are no prerequisites for these fundraising management courses. Those wishing to earn a Certificate in Fundraising Management must complete a total of six courses within five years. Three of the courses must be from the core curriculum. Students may also enroll in any combination of courses, and may choose to upgrade skills in specific areas without completing all of the Certificate requirements.

Each two-day class is \$249 and meets 8:30 a.m. to 5:00 p.m. at the Omaha Home for Boys, 4343 North 52nd Street (52nd & Ames) in Omaha. Free parking is available for all classes. For more information, please visit the program's website at <http://cfm.unomaha.edu>.

### Why Participate in CFM?

To continue to succeed in fundraising, professionals must continuously strengthen and refine their skills. UNO's Certificate in Fundraising Management offers a noncredit, comprehensive program of skill upgrading.

### Who Can Benefit?

- Fundraisers who want to grow in their careers
- Individuals making the change to a more rewarding career field
- Persons seeking to explore and prepare for fundraising as a new or different profession
- Executives in nonprofit organizations who wish to understand the fundraising profession in detail
- Experienced professionals who want a fundraising update and a guide to new developments in the field

### Curriculum

#### Core Courses

Annual Giving  
Board Development  
Capital Campaigns  
Fundraising Concepts & Practices  
Planned Giving & Major Gifts  
Strategic Planning

#### Elective Courses

Direct Marketing & Donor Data Management  
Grant Writing  
Prospect Research & Donor Relationships  
Public Relations & Marketing

## Certificate in Fundraising Management

UNIVERSITY OF  
**Nebraska**  
Omaha

College of Public Affairs and Community Service  
6001 Dodge Street  
Omaha, Nebraska 68182

Register online at  
<http://cfm.unomaha.edu>

NON-PROFIT ORG.  
U.S. Postage  
PAID  
Permit No. 301  
Omaha, NE

This program is now an approved provider for **Certified Fundraising Executive (CFRE)** continuing education!

*The University of Nebraska is an Affirmative Action/Equal Opportunity Institution*

# Certificate in Fundraising Management

*A comprehensive noncredit program in the essentials of fundraising.*

## SPRING 2010

*Offered by the UNO College of Public Affairs and Community Service.*

*Endorsed by Nonprofit Association of the Midlands, Omaha Community Foundation, and United Way of the Midlands.*

*A **must** for anyone involved with or thinking about a career in fundraising!*



UNIVERSITY OF  
**Nebraska**  
Omaha

Register online at  
<http://cfm.unomaha.edu>

This program is now an approved provider for **Certified Fundraising Executive (CFRE)** continuing education!

*"In my opinion, the instructors and course content of the two CFM courses I took through UNO were on par with the courses I flew to Indianapolis to take with The Fund Raising School. In other words, excellent!"*

Chris Sommerich, CFRE  
Development Director, Nebraska Humanities Council,  
Lincoln, NE

## Meet Our Instructors

**Paul J. Strawhecker, MPA, ACFRE**, is president of Paul J. Strawhecker, Inc. Paul's career spans over 30 years in managing fundraising programs throughout the country, generating more than \$200 million in annual giving, planned giving and capital campaigns. Paul started Boys Town's planned giving program, was responsible for the City of Omaha's social service programs and served as vice president for a 75-hospital management group and a university system.

**Sara Woods, MPA**, is an assistant dean in the College of Public Affairs and Community Service at UNO. A grant writing specialist and consultant for over 15 years, she has written or co-written more than 100 successful proposals to federal, state, local and private funding agencies totaling more than \$50 million.

**Eileen Wirth, Ph.D.**, is chair of the Department of Journalism and Mass Communications at Creighton University. She is a former reporter for the Omaha World-Herald and a former public relations official for Union Pacific Railroad. She is a former President of the Omaha Public Library Board, Vice President of the Omaha Public Library Foundation, and is a board member for Omaha Press Club Journalism Education, Inc., and the Cathedral Arts Project.

**Jodie Nolan, CFRE**, is vice president of gift planning services for Paul J. Strawhecker, Inc. She has over 20 years of development experience. Jodie has served as national director of major gifts and planned giving for Boys Town, as vice president of institutional advancement for the College of St. Mary, and as director of development for Child Saving Institute and the St. Joseph Health Care Foundation.

**Agne Dizona, CFRE**, has been an associate at Paul J. Strawhecker, Inc. since 2001. Her primary focus is development services, and prospect research and management. Throughout her career, she has assisted more than 40 nonprofits including hospitals, religious and civic organizations, education, social services and museums with their fundraising efforts.

## Prospect Research & Donor Relationships

**January 20 & 21**     **Instructors: Jodie Nolan & Agne Dizona**     **ELECTIVE**  
Prospect research is an important component of the development program, and organizations wishing to obtain major gifts from individuals, corporations or foundations must do their homework. Topics will include:

- ◆ Sources of information for and benefits of prospect research
- ◆ Electronic screening
- ◆ Pitfalls of research
- ◆ How to build relationships with donors and prospects
- ◆ How to organize and maintain a stewardship program

## Fundraising Concepts & Practices

**February 4 & 5**     **Instructor: Paul J. Strawhecker**     **CORE**  
This is an overview of all fundraising programs. Learn how to integrate various fundraising activities with a major gift emphasis.

- ◆ Institutional issues relating to fundraising
- ◆ Organizing your fundraising program
- ◆ Why case statements are important
- ◆ Identifying and involving prospects and donors
- ◆ Planning and executing an annual fund campaign
- ◆ Using the capital campaign effectively
- ◆ Major gift fundraising for the small shop
- ◆ Planned giving overview

## Capital Campaigns

**February 25 & 26**     **Instructor: Paul J. Strawhecker**     **CORE**  
Learn the essential concepts and components of a capital campaign and how to lay the necessary groundwork for a successful capital campaign. Tuition for this course includes a copy of Paul J. Strawhecker's book, *Capital Campaign Implementation: Are You Ready?* Topics will include:

- ◆ Organizational readiness
- ◆ How a capital campaign relates to an annual fund drive
- ◆ The three essential components of a capital campaign
- ◆ Philanthropic planning (feasibility) study
- ◆ Prospective donor identification, education, cultivation and solicitation

## Board Development

**March 18 & 19**     **Instructor: TBD**     **CORE**  
The partnership between the board of directors, the chief executive officer and the development professional is a critical one. Strong, effective boards are an intentional result of strategic activity. In this workshop, learn the basics of working effectively with boards. Topics will include:

- ◆ The role and function of the board of directors
- ◆ How to set expectations and motivate your board
- ◆ Board recruitment and retention
- ◆ Dealing with ineffective board members

## Grant Writing

**April 29 & 30**     **Instructor: Sara Woods**     **ELECTIVE**  
This seminar will focus on the development of successful grant proposals. It is designed to assist both first-time and seasoned proposal writers.

- ◆ How to understand the life-cycle of a grant-funded program
- ◆ How to locate federal, state, local and foundation funding
- ◆ How to write a successful proposal that contains convincing key elements
- ◆ How to develop and present clear budgets for grant proposals
- ◆ How to develop and utilize effective mechanisms for grant evaluation
- ◆ How to develop a successful grant development strategy for your organization

## Public Relations & Marketing

**May 11 & 12**     **Instructor: Eileen Wirth**     **ELECTIVE**  
Learn how public relations concepts and techniques can enhance development programs. Topics will include:

- ◆ The role of mission in public relations success
- ◆ Creating position statements and other strategic messages
- ◆ Targeting key audiences
- ◆ Strengthening identity as the basis for a sound public image
- ◆ Strategic event planning and media relations

## It's Easy to Register!

**Online:** <http://cfm.unomaha.edu>  
**Mail:** Certificate in Fundraising Management  
6001 Dodge Street - CB108  
Omaha, Nebraska 68182  
**Phone:** 402-554-2133 weekdays  
8:00 a.m. - 5:00 p.m.  
**Email:** [mkipper@unomaha.edu](mailto:mkipper@unomaha.edu)

Each class is \$249 and includes all class materials, lunch and parking. The registration deadline is one week prior to the start of a course. Walk-ins are required to bring full payment on the first day of class.

Students wishing to cancel registration, must contact the office five or more working days before the beginning of the course to receive a full refund.

To cancel registration, arrange for special physical or dietary needs, or for more information, call Melanie at (402) 554-2133.

**Yes!** I want to ENROLL in the following **SPRING 2010** Certificate in Fundraising Management noncredit courses.

- Prospect Research and Donor Relationships (\$249)
- Fundraising Concepts & Practices (\$249)
- Capital Campaigns (\$249)
- Board Development (\$249)
- Grant Writing (\$249)
- Public Relations and Marketing (\$249)

PAYMENT TOTAL \$ \_\_\_\_\_

- Check (payable to University of Nebraska at Omaha)
- MasterCard      Visa
- Discover      American Express

# \_\_\_\_\_

Exp. \_\_\_\_ / \_\_\_\_     Card security code # \_\_\_\_\_

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Name/signature of cardholder

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Billing address of cardholder

Name \_\_\_\_\_

Representing \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_     Email \_\_\_\_\_