

About 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. Free parking is available for all classes. For more information, please visit the program's website at <http://cfm.unomaha.edu>.



Class Locations

Omaha: Family and Youth Services Building, Omaha Home for Boys, 4343 North 52nd Street

Sioux Falls: Armory Building, Sioux Empire Fairgrounds, 4000 West 12th Street

Kearney: Buffalo County Community Partners, 1755 Prairie View Place

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

"I wanted to send a quick thank you for your time at the Annual Giving class. I learned a lot on various topics. I look forward to incorporating them into our organization."

Jodi Teal
Director of Development
HETRA

Curriculum

Core Courses

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

Elective Courses

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

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

Certificate in Fundraising Management Classes in Omaha, Sioux Falls and Kearney!

UNIVERSITY OF
Nebraska
Omaha

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

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

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Certificate in Fundraising Management

A comprehensive noncredit program in the essentials of fundraising.

SPRING 2012

Classes in Omaha, Sioux Falls and Kearney!

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!

"It was a wonderful rare opportunity to learn and brainstorm in a room full of nonprofit professionals. The instructors and the students in the classes supplied a depth of knowledge and information that allowed me to take away key, actionable next steps to bring my organization to the next level. I will truly miss being in such an enriching and creative environment."

Laura Thomas, Projects Manager
Joshua Collingsworth Memorial Foundation

UNIVERSITY OF
Nebraska
Omaha



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<http://cfm.unomaha.edu>

Fundraising Concepts & Practices

Omaha, Feb. 16 & 17 **Instructor: Paul Strawhecker** **CORE**
Kearney, Apr. 12 & 13 **Instructor: Paul 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 capital campaigns and planned giving effectively
- ◆ Major gift fundraising for the small shop

Prospect Research & Donor Relationships

Omaha, Feb. 29 & Mar. 1 **Instructors: Jodie Nolan, Agne Dizona** **ELECTIVE**
Sioux Falls, Mar. 14 & 15 **Instructor: Jodie Nolan** **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.

- ◆ 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

Capital Campaigns

Omaha, Mar. 22 & 23 **Instructors: Paul Strawhecker, Scott Larson** **CORE**
Sioux Falls, Apr. 26 & 27 **Instructors: Paul Strawhecker, Scott Larson** **CORE**

Learn the essential concepts and components of a capital campaign and how to lay the necessary groundwork for a successful capital campaign.

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

Grant Writing

Omaha, Apr. 12 & 13 **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 strategy for your organization

Planned Giving & Major Gifts

Kearney, May 2 & 3 **Instructor: Jodie Nolan** **CORE**

Learn how to ask for the big gift! This course will discuss the identification, cultivation and proposal development for major and planned gifts.

- ◆ Planned giving vehicles
- ◆ Legal aspects of planned giving
- ◆ How to select your endowment manager
- ◆ How to set up the appointment and make the call/role playing
- ◆ What you need to know to establish and manage these programs

Public Relations & Marketing

Omaha, May 7 & 8 **Instructor: Eileen Wirth** **ELECTIVE**

Learn how public relations concepts and techniques can enhance development programs.

- ◆ 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

Meet Our Instructors

Paul 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.

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 the Child Saving Institute.

Agne Dizona, CFRE, is director of development services at Paul J. Strawhecker, Inc. Her primary focus is annual giving and prospect research and management. Throughout her career, she has assisted more than 50 nonprofits with their fundraising efforts.

Scott Larson, CFRE, is an associate at Paul J. Strawhecker, Inc., consulting primarily in the area of capital resource development. He has more than 10 years of development experience including work in health care and religious philanthropy. Scott previously served as Director of Development for the Madonna Foundation.

Sara Woods, MPA, is an associate 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 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.

It's Easy to Register!

Online: <http://cfm.unomaha.edu> **Phone:** (402) 554.2133 weekdays, 8:00 a.m. - 5:00 p.m.
Mail: Certificate in Fundraising Management **Email:** unocfm@unomaha.edu
6001 Dodge Street - CB108
Omaha, Nebraska 68182

Each class is \$249 and includes all class materials, lunches and parking. The registration deadline is one week prior to the start of a class.

Students wishing to cancel registration must contact the office one week or more prior to the first day of the class to receive a full refund.

To cancel registration, arrange for special physical or dietary needs, or for more information, contact Melanie at (402) 554.2133 or unocfm@unomaha.edu.

Yes! I want to ENROLL in the following **SPRING 2012** Certificate in Fundraising Management class(es):

OMAHA

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

SIOUX FALLS

- Prospect Research & Donor Relationships - Sioux Falls (\$249)
- Capital Campaigns - Sioux Falls (\$249)

KEARNEY

- Fundraising Concepts & Practices - Kearney (\$249)
- Planned Giving & Major Gifts - Kearney (\$249)

PAYMENT TOTAL \$ _____

Check (payable to University of Nebraska at Omaha)

Credit Card: To pay by credit card, please register online at <http://cfm.unomaha.edu> or phone us at (402) 554.2133.

Name _____

Representing _____

Mailing Address _____

City/State/Zip _____

Daytime Phone _____ Email _____