

Launch: Essential Skills for Success in Fundraising

This research-based learning series equips new hires and early career fundraisers to accelerate their impact on their organization and its important mission. Learners explore the tactics and mindsets that characterize the most successful advancement professionals, gaining key skills, insights, and perspectives to help them launch effective careers.

The following classes are available in this program:

- What is a Campaign?
- Developing Grit
- Cultivating Curiosity
- Why Donors Give
- Time Management
- Requesting Meetings
- Managing a Donor Meeting
- Your Professional Style
- Handling Difficult Conversations
- Making the Ask
- Internal Partnerships
- Volunteer Partnerships
- Why Major Gifts Fundraising?
- The Advancement Office
- Fundraising Events
- Fundraising with Integrity
- Donor Engagement
- An Attitude of Gratitude

Learning outcomes include:

- A thorough understanding of the advancement operation, its components, and how they interact
- Familiarity with an array of fundraising strategies, including donor meetings, campaigns, partnerships, and events
- An opportunity to grow key professional qualities, including resilience, curiosity, and time management
- Targeted practice and advice to hone essential fundraising skills, including requesting meetings, making the ask, and engaging donors
- Strategies for overcoming challenges and adhering to professional ethical standards that promote safety, inclusion, and respect

Program specs:

- Eighteen interactive e-Learning courses
- Each course takes approximately 30-60 minutes to complete
- Available on myAR (Advancement Resources' LMS) or licensed to house on client LMS
- myAR features reporting and managing for learning directors, including the ability to:
 - View courses completed
 - View knowledge check scores
 - Assign courses based on roles
 - Automate regular reporting schedule
 - Integrate gamification and social learning features
- Customization and multimedia packages are available
- Program is optimized when coupled with individual coaching following each Part.

Class Synopses

Part 1 – Advancement Basics

1. Why Donors Give: Launch

In this class, participants learn about why individuals give to organizations, boost confidence in interacting with high net-worth individuals (HNWI) by understanding their mindset and financial perspectives, and discover the most appropriate vocabulary to use with them.

2. The Advancement Office: Launch

In this class, participants discover the various roles and duties comprised in the advancement office, and all the ways these different roles work together to engage donors.

3. Why Major Gift Fundraising?: Launch

In this class, participants learn the place of major gifts within the advancement enterprise, as well as research-based principles for establishing and maintaining major gifts program success.

4. What is a Campaign?: Launch

In this class, participants explore terminology and definitions related to campaigns, the roles of stakeholders, and keys to campaign fundraising success.

Part 2 – Philanthropic Mindsets

5. Developing Grit: Launch

In this class, participants identify, define, and examine the five characteristics of grit and how they apply in fundraising. They also prepare for challenging situations in which grit can benefit them and explore strategies for maintaining momentum and rejuvenating their efforts.

6. Cultivating Curiosity: Launch

In this class, participants learn about the importance of curiosity. Listening differently, asking the right questions, and building a curious mindset make all the difference when it comes to major gift fundraising work.

7. Time Management: Launch

In this class, participants focus on how to optimally manage their time for greater success in fundraising by maximizing metrics, employing tips and techniques for peak performance, and managing their portfolio intelligently.

8. Your Professional Style : Launch

In this class, participants learn the strategies for creating and maintaining a strong professional image with donors and colleagues by representing this institution optimally.

9. An Attitude of Gratitude: Launch

In this class, participants develop their grateful mindset—towards their colleagues, donors, and others—in all situations, and especially when a contribution has been made.

Part 3 – Foundational Tactics

10. Requesting Meetings: Launch

In this class, participants learn how to make the most of each phone call, and how to write emails or letters that put your best foot forward, and some tools to help them keep up when things get hectic.

11. Managing a Donor Meeting: Launch

In this class, participants focus on skills and tactics for running an outcome-focused donor meeting that drives donor engagement toward meaningful, impactful giving.

12. Donor Engagement: Launch

In this class, participants explore the donor point-of-view and all of the ways engagement opportunities can enhance and deepen commitment. They also have the opportunity to brainstorm their own engagement ideas.

13. Making the Ask: Launch

In this class, participants learn when the time is right to ask for a gift, the steps to take when asking for and confirming a financial commitment, and how to respond if the answer is no.

Part 4 – Advanced Concepts

14. Difficult Conversations: Launch

In this class, participants focus on strategies and tactics for navigating difficult conversations in a way that best represents your organization, protects your own safety and wellbeing, and honors the donor's concerns.

15. Strong Internal Partnerships: Launch

In this class, participants learn how best to work with internal partners—leaders, subject matter experts, colleagues, and mentors—to elevate the level of philanthropy at their organization.

16. Volunteer Partnerships: Launch

In this class, participants become familiar with the various roles key volunteers can play in fundraising, and how best to leverage their skills and provide them with a meaningful return on their investment.

17. Fundraising Events: Launch

In this class, participants learn what to expect at fundraising events, as well as best practices for maximizing the engagement opportunity with their potential donors.

18. Fundraising With Integrity: Launch

In this class, participants learn to maintain a professional code of ethics that will help them when tricky situations arise in their careers.