



Fundraising in a Crisis

Certificate Program

Earn a **Current Affairs Fundraising: Crisis Management certificate** through a one-month, intensive program with the renowned **Lilly Family School of Philanthropy at Indiana University!**

If you're a nonprofit professional looking to enhance your fundraising and leadership skills during this current crisis, this program was designed for you!

Cohort 1: April 15, 2021 – May 13, 2021
Cohort 2: May 20, 2021 – June 17, 2021

Tuition: \$700, with a limited number of scholarships available



IUPUI

THE FUND RAISING SCHOOL
LILLY FAMILY SCHOOL OF PHILANTHROPY

c@act
DETROIT

Fundraising in a Crisis

Cohort 1 Course Schedule

What's Your Story: Making Your Case

Thursday, April 15, 2021, 2–5PM

A strong case for support that expresses your STORY is a key component for navigating through the short term, and for success in the long term. Your case for support expresses all the reasons your organization deserves philanthropic support. How do you translate that case across all your communications channels? In this course you'll learn the art and science of nonprofit storytelling to build a case that inspires donors to give.

Crisis Leadership: Responsive Fundraising

Thursday, May 6, 2021, 2–5PM

Effective crisis leadership is vital to the short-term survival and long-term health of your nonprofit, including your nonprofit's fundraising. In this course, learn how crisis leadership is distinct from leadership in "normal times," and how crisis communication strategies can build levels of trust that fortify fundraising success. Regardless of your job title, these research-based practices will enhance your nonprofit and fundraising leadership skills during this current crisis.

New Frontiers in Digital Fundraising

Thursday, April 22, 2021, 2–5PM

As your constituencies continue to limit their activities beyond home, how do you keep your message front and center? With zoom calls, video chats, online games, eLearning, email and social media consuming our days, what can your nonprofit organization do to highlight your mission's relevance and ask for support in compelling ways? In this course, you'll learn new digital strategies and tools for creating engaging online content.

Boards of Directors: Now, More than Ever

Thursday, May 13, 2021, 2–5PM

Fundraising begins with the board. Organizations will best weather the current environment with strong boards who are invested in fundraising. In this course you will learn the importance of board engagement for fundraising and discover new ways to lead board members in this important organizational responsibility.

Capital Campaigns: Now What Do I Do?

Thursday, April 29, 2021, 2–5PM

Is your capital campaign in the early planning stages? In the silent phase soliciting lead donors? Or maybe it's in the public phase, engaging a broad base of donors to reach its goal. What do you do now that the global pandemic has changed everything? In this course you'll learn strategies to approach your capital campaign whatever phase it's currently in, and be better prepared to lead the campaign on a new trajectory.

Peer Learning, Networking, and Group Discussions

Tuesdays, 8AM–9AM

In addition to the core curriculum, participants will also have the option to participate in a peer learning community. Course facilitators will curate supplementary articles and content for group discussion. The cohort will convene for optional coffee and conversation each Tuesday at 8am.

Fundraising in a Crisis

Cohort 1 Course Schedule

Crisis Leadership: Responsive Fundraising Thursday, May 20, 2021, 2–5PM

Effective crisis leadership is vital to the short-term survival and long-term health of your nonprofit, including your nonprofit’s fundraising. In this course, learn how crisis leadership is distinct from leadership in “normal times,” and how crisis communication strategies can build levels of trust that fortify fundraising success. Regardless of your job title, these research-based practices will enhance your nonprofit and fundraising leadership skills during this current crisis.

Boards of Directors: Now, More than Ever Thursday, June 10, 2021, 2–5PM

Fundraising begins with the board. Organizations will best weather the current environment with strong boards who are invested in fundraising. In this course you will learn the importance of board engagement for fundraising and discover new ways to lead board members in this important organizational responsibility.

New Frontiers in Digital Fundraising Thursday, May 27, 2021, 2–5PM

As your constituencies continue to limit their activities beyond home, how do you keep your message front and center? With zoom calls, video chats, online games, eLearning, email and social media consuming our days, what can your nonprofit organization do to highlight your mission’s relevance and ask for support in compelling ways? In this course, you’ll learn new digital strategies and tools for creating engaging online content.

What’s Your Story: Making Your Case Thursday, June 17, 2021, 2–5PM

A strong case for support that expresses your STORY is a key component for navigating through the short term, and for success in the long term. Your case for support expresses all the reasons your organization deserves philanthropic support. How do you translate that case across all your communications channels? In this course you’ll learn the art and science of nonprofit storytelling to build a case that inspires donors to give.

Capital Campaigns: Now What Do I Do? Thursday, June 3, 2021, 2–5PM

Is your capital campaign in the early planning stages? In the silent phase soliciting lead donors? Or maybe it’s in the public phase, engaging a broad base of donors to reach its goal. What do you do now that the global pandemic has changed everything? In this course you’ll learn strategies to approach your capital campaign whatever phase it’s currently in, and be better prepared to lead the campaign on a new trajectory.

Peer Learning, Networking, and Group Discussions

Tuesdays, 8AM–9AM

In addition to the core curriculum, participants will also have the option to participate in a peer learning community. Course facilitators will curate supplementary articles and content for group discussion. The cohort will convene for optional coffee and conversation each Tuesday at 8am.