

Kursplan Diploma in Fundraising

Planning, practice and analysis

Første samling i Oslo 10.-11. oktober

- Introduction to the Diploma
- Role of the Fundraiser – Introduction to Fundraising Ethics
- Introduction to Donor Behaviour and Philanthropic Psychology

Digitale samlinger på mandager fra oktober – mars:

- Fundraising Planning – The Fundraising Audit"
- The Fundraising Sector in Norway
- Fundraising Regulation and Data Protection
- Fundraising Planning & Strategy
- Strategizing the Case for Support
- Assessing Fundraising Performance
- Professional Fundraising Ethics
- Introduction to Direct Response
- Donor Acquisition, Welcome and Supporter Journeys
- Copywriting for Fundraisers
- Digital Communications Mix – *to samlinger*
- Social Channels

Juleferie

- Site Design and Optimization for Giving
- Donor Retention and Loyalty
- Relationship Fundraising
- Love and Fundraising
- Legacy Communications Design
- Managing the Legacy Mix
- Introduction to Major Gifts
- Prospect Identification, Research and Capital Campaigns
- Corporate Fundraising (CSR)
- Forms of Corporate Support

Andre samling i Oslo 17. mars:

- Managing Fundraising Teams – Great Fundraising Teams
- What Makes Fundraisers Tick?
- Managing teams in Norway - Recruiting and retaining fundraising staff/volunteers.

Digitale samlinger på mandager fra mars til mai

- Fundraising from Trusts and Foundations
- Grantwriting

Påskeferie

- Brands and Great Fundraising
- Building a Philanthropic Culture
- Final Assignment Guidance