The Boston University Certificate in PROFESSIONAL FUNDRAISING

The curriculum for the Boston University Certificate in Professional Fundraising is delivered by experienced, successful development professionals and includes a case study analysis. The comprehensive 12-week course covers the following topics:

- **Foundations of Fundraising**
  Students will study the history, philosophy, and ethics of development and its relationship to financial, external relations, legal, and administrative departments. Goal setting, priorities, timelines, leadership, communication, and the creation of strategic and operational plans will also be taught.

- **Annual Giving**
  This content consists of annual giving; direct mail; telemarketing campaigns; Internet campaigns; gift clubs; matching gifts; membership campaigns; passive appeals; corporate affiliate programs; reporting; and evaluation.

- **Capital Campaign**
  Topics analyzed in this section: setting goals and priorities; creating timelines; leading volunteers; staffing; marketing; creating a case statement; donor constituencies; gift pyramids; capital gift vehicles; and restricted and unrestricted gifts.

- **Individual Major and Leadership Gifts**
  We will explore the continuum of giving; determining the prospect pools; prospect rating; prospect strategy development; cultivation and marketing; making the ask; closing; acknowledgement; recognition; continuing stewardship; managing a major gifts staff; reporting; and evaluation.

- **Planned and Estate Gifts**
  Matters investigated in this module: structuring a planned giving program and timelines; identifying planned giving prospects; gift vehicles such as annuities, trust, and bequests; assets used in planned gifts; and marketing strategies and materials.

- **Prospect Research**
  Students will learn the importance of: individual, corporate, and foundation research; proactive research (new prospects) and reactive research (current prospects); effectively using data systems to enhance efficiency and productivity; selecting and using research tools; and effective information management.

- **Corporate and Foundation Fundraising**
  Subjects examined include: structuring institutional support programs; grant writing; staffing; networking; research; sponsorships; corporate affiliate programs; intellectual property; and gifts-in-kind.

- **Technology-Enabled Fundraising**
  Social networking, micro-targeting using custom websites, and online engagement tools with solicitation functions have changed fundraising. In this component, students will explore how to harness the web to boost development efforts and investigate web-based strategies for fundraising: what they are, how they can help, and how they are best implemented.

- **Support Services and Volunteer Leadership**
  Themes studied: prospect research; gift processing and stewardship; information management and communications; effective volunteer leadership and challenges; internal and external leadership; boards of directors; and special events.

- **Management and Accountability**
  Discover how development processes are managed—we’ll discuss gift processing and reporting, stewardship, and donor relations; endowment management; ethics in fundraising; successful development communications; and managing volunteers and boards.
ROGER BROOME, PROGRAM DIRECTOR EMERITUS AND LEAD INSTRUCTOR

Over the course of a career spanning from the late 1960s, Roger Broome has served in senior-level development positions at leading educational and cultural organizations in New York and New England. He began at the Juilliard School of Music, where he developed its first annual giving program. As director of corporate development at Lincoln Center for the Performing Arts, he originated a combined corporate appeal, bringing together the fundraising programs of the center’s seven arts constituents for the first time. As director of development and public relations at the New England Conservatory of Music, Broome organized and directed its first multi-million dollar campaign for operating and endowment funds. He also ran the development program for A Better Chance, Inc., a national scholarship organization.

From 1980 to 1993, Broome was director and vice president for development at Tufts University, where he guided the university through two major capital campaigns, raising over $450 million and helping to establish a new Veterinary School, a School of Nutrition, a School of Graduate Biomedical Education, and the Tufts European Center in Talloires, France. For over ten years, Broome has served as a consultant to Boston University, contributing to a variety of successful capital campaigns.

As founder and president of consulting firm Broome and Lawson, Inc., Broome has provided senior development counsel in the areas of strategic planning, capital campaigns, principal gifts, and international fundraising for a wide range of educational, cultural, medical, and international programs.

EARN A CERTIFICATE IN PROFESSIONAL FUNDRAISING IN JUST 12 WEEKS.

Learn the key components of a comprehensive development program:

• Strategic planning
• Annual giving
• The capital campaign
• Major and leadership gifts
• Planned and estate giving
• Corporate and foundation fundraising
• Volunteer leadership
• Prospect research
• Special events and stewardship
• Technology-enabled fundraising
• Management and Accountability

WHO CAN BENEFIT FROM THE CERTIFICATE IN PROFESSIONAL FUNDRAISING?

• Current fundraising and development professionals
• Alumni relations personnel
• Career changers
• Volunteer leaders who seek a more complete understanding of the development process
• Development staff in educational institutions, hospitals, arts organizations, and other non-profit organizations

ABOUT THE CERTIFIED FUNDRAISING EXECUTIVE EXAM (CFRE)

Boston University’s Professional Fundraising program is now approved by the CFRE to award continuing education credits. Full participation in the program entitles you to 72 (36 for online) points in Category 1.B—Education of the CFRE International application for initial certification and/or recertification.

The Certified Fundraising Executive (CFRE) designation is an internationally recognized credential that attests to your knowledge, skill, and achievements as a fundraising professional based on current and valid practice-based standards. The exam tests mastery of six core areas related to successful, on-the-job fundraising practices: Current and Prospective Donor Research; Securing the Gift; Relationship Building; Volunteer Involvement; Management; and Accountability. The Certificate in Professional Fundraising serves as excellent preparation for the CFRE examination; to learn more about the CFRE certification, visit www.cfre.org.

TUITION REIMBURSEMENT

Many companies offer tuition reimbursement for continuing education courses, particularly if they lead to a specific designation.

“Thanks to this course I have a new job and title: Major Gifts Officer at Worcester Academy. I consider this course one of the best investments I have made in my career.” — Kim Stone

LEARN MORE

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For a complete schedule, visit bu.edu/professional.

Boston University
Metropolitan College
Center for Professional Education