The Boston University Certificate in
PROFESSIONAL FUNDRAISING

The 12-week, online curriculum for the Boston University Certificate in Professional Fundraising is delivered by experienced, successful development professionals and consists of the following modules:

**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 covers annual giving, direct mail, telemarketing campaigns, Internet campaigns, gift clubs, matching gifts, membership campaigns, passive appeals, corporate affiliate programs, reporting, and evaluation.

**Capital Campaigns**

Topics analyzed in this section include 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.

**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.

**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.

**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.

**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, trusts, 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.

**Support Services and Volunteer Leadership**

Themes studied include 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.

**Technology-Enabled Fundraising**

Social networking, micro-targeting through custom websites, and new online engagement tools with solicitation functions have changed fundraising. 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.

Boston University Center for Professional Education’s 12-week, online Certificate in Professional Fundraising is designed to provide you with updated knowledge for today's burgeoning and increasingly specialized philanthropic environment. Current fundraising professionals, volunteer leaders, and those seeking one of these rewarding positions will gain a solid foundation in the principles and practices of fundraising for large and small organizations. Experienced professionals seeking career advancement will gain new perspectives and knowledge; career changers will develop the necessary skills for success. Students will benefit from an online curriculum designed and taught by senior philanthropy officers with distinguished careers in development. The Certificate in Professional Fundraising also serves as excellent preparation for the Certified Fundraising Executive (CFRE)* Exam.

Boston University Metropolitan College Center for Professional Education
INSTRUCTORS

KELLI RAFFERY
Kelli is the executive director of the Genesis Foundation for Children in Boston. She has over two decades of nonprofit management and philanthropy experience, most recently serving as philanthropy officer at Baystate Health Foundation/Baystate Health, where she was on the leadership team for Baystate Franklin Medical Center in Greenfield. Kelli served as vice president for development at Easter Seals Massachusetts and held various roles during her 14-year tenure at the American Cancer Society, including Massachusetts state vice president for development and national director of mission integration for the Relay For Life program.

JON SCHAFFRATH
Jon has ten years’ experience fundraising for Harvard Business School in an array of positions across development. Currently a senior development officer with a portfolio of 250 alumni capable of making seven-figure gifts, he also manages the HBS West Coast Regional Strategy. Jon has taught fundraising and development communications since 2009, joining CPE as an instructor in 2011. His additional fundraising credentials include CASE Summer Institute, BU Certificate in Professional Fundraising, Ellen Estes Planned Giving, and Penelope Burke’s Donor Centered Fundraising. Jon is also a regular speaker at the annual CASE Conference.

FRANK WHITE
Frank has been a technology and communications professional since the 1970s, with experience ranging from television production and consultation to high technology public relations. He has worked in the development field since 1994, and was most recently involved with alumni relations and resource development at the John F. Kennedy School of Government at Harvard University. Today, he serves as an independent consultant to nonprofit organizations with an emphasis on development communications.

EARN A CERTIFICATE IN PROFESSIONAL FUNDRAISING IN JUST 12 WEEKS.

Learn the key components of a comprehensive development program:

• Foundations of fundraising
• Annual giving
• Capital campaigns
• Corporations and foundations
• Major and leadership gifts
• Management and accountability
• Planned and estate gifts
• Prospect research
• Special events
• Stewardship
• Strategic planning
• Support services and volunteer leadership
• Technology-enabled fundraising

WHO CAN BENEFIT FROM THE ONLINE CERTIFICATE IN PROFESSIONAL FUNDRAISING?

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

STUDY ONLINE

The Boston University Certificate in Professional Fundraising is offered in an interactive, multimedia environment. Delivers input and guidance from instructors and professionals, and the flexibility of the online program, which students who prefer to study at the time and location of their choosing will benefit from.

Students who complete the course can expect to spend 7-10 hours a week completing their coursework.

FINANCIAL AID

Because certificate programs at the Center for Professional Education are non-degree (not-for-credit), they are eligible for private loans only. We cannot accept any federal education loans. Students must work with a lending institution directly to obtain a private loan. For more information, please visit the registration page at bu.edu/professional.

TUITION REIMBURSEMENT

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

LEARN MORE

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Visit: onlineprofundraising.bu.edu

To learn more about BU’s Center for Professional Education, visit bu.edu/professional.