Professional Fundraising

Boston University's OPFR200 Professional Fundraising course is an online course that leads to a certificate available through the Center for Professional Education. It is an ideal course of study for individuals looking to enter the field of fundraising or advance their current professional knowledge—as well as for volunteer leaders who wish to better understand the development process.

Designed and taught by senior philanthropy officers with distinguished careers in development, OPFR200 Professional Fundraising provides the up-to-date knowledge you need for success in today's burgeoning and increasingly specialized philanthropic environment—and also serves as excellent preparation for the Certified Fund Raising Executive (CFRE) exam.

In the online program, you will examine the key components of a comprehensive development program, building a portfolio of items representing the following areas:

- Strategic Planning
- Annual Giving
- Capital Campaigns
- Corporations and Foundations
- Development Communications
- Major and Leadership Gifts
- Management & Accountability
- Planned and Estate Giving
- Prospect Research
- Special Events
- Stewardship
- Volunteer Leadership Management

In the online course, students learn through analyzing course content, discussion boards, Live Classroom sessions (webinars), case studies, assessments, and assignments. Technology based best practices in fundraising are shared throughout the course content, and instructors lead students in trending discussion boards to capture and share new ideas in the field. In addition to learning about larger development organizations, running

throughout the course and punctuated with stand-alone Live Classroom sessions with experts in the field students learn strategies specific to international fundraising and small shop fundraising.

Requirements

Students entering the Professional Fundraising Program should have strong communication skills.

While a bachelor's degree is not required, we recommend either a bachelor's degree, or significant related work experience.

CFRE Certification

This program is approved by the CFRE to award continuing education credits:

Full participation in Boston University's Professional Fundraising Program entitles you to 84 points in Category 1.B—Education of the CFRE International application for initial certification and/or recertification.

Note: Students who wish to apply for continuing education points on their CFRE application for initial certification and/or recertification should contact our office for assistance. The CFRE has study guide tips to help prepare for the exam.