



THE FUND RAISING SCHOOL
LILLY FAMILY SCHOOL OF PHILANTHROPY
Indiana University Indianapolis

Course Directory

2024-2025

COURSES AVAILABLE IN-PERSON,
ONLINE, AND VIRTUALLY!



**COURSES
NOW AVAILABLE
IN 10 CITIES**





The Fund Raising School is celebrating a landmark birthday, but instead of asking for gifts, The Fund Raising School is offering the possibility of a gift to you!

Visionary leadership of Henry and Dorothy Rosso led to the creation of The Fund Raising School in 1974. That's right. The Fund Raising School is celebrating our 50th anniversary!

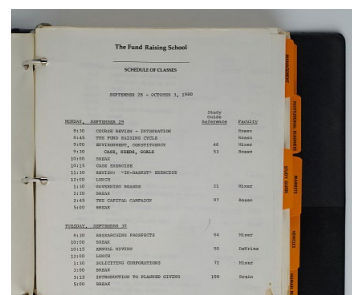
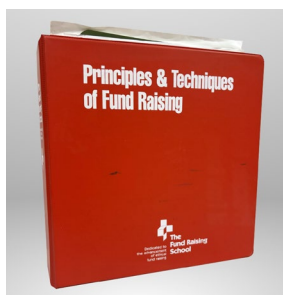
While Hank and Dottie wrote the first course on a manual typewriter, and content was displayed to the class on an overhead projector, The Fund Raising School now teaches topics such as "Digital Fundraising" and "A.I. and Fundraising."

Meanwhile, the infamous "red binder" has been replaced with a sleek, spiral bound study guide that also is available online.

The Fund Raising School has taught across the United States and in 40 other countries, reaching approximately 6,000 participants each year. In addition to public courses, The Fund Raising School customizes training in the U.S. and around the world, hosts quarterly webinars, disseminates a weekly podcast, and publishes "Achieving Excellence in Fundraising," the definitive book on effective and ethical fundraising.

Most importantly, nearly 80 percent of alums who implement what they learn from The Fund Raising School report that they raise more money, and 95 percent gain confidence to fundraise effectively.

Learn how you can be eligible for the possibility of receiving a free gift from The Fund Raising School in honor of our 50th birthday: go.iu.edu/tfrs.



Let's get started!

From the neighborhood nonprofit to NGOs around the world, with a wide range of charitable organizations in between, The Fund Raising School is a well-regarded and trustworthy source of fundraising training – grounded in relevant research and proven best practice.

Nearly five decades of results speak for themselves. Our alumni meet or exceed their fundraising goals at rates higher than the national average. Why? Well, 95 percent of our alumni gain a comprehensive understanding of fundraising strategies and techniques, and 97 percent gain increased confidence to fundraise effectively.



Broad enough for a new person to fundraising, but detailed enough to "sharpen the skills" of a seasoned one."

Kristina Corrales

United Way Miami

OUR ALUMNI MEET
OR EXCEED THEIR
FUNDRAISING
GOALS AT A HIGHER
RATE THAN THE
NATIONAL AVERAGE.



Three reasons nonprofit leaders send their fundraising staff to The Fund Raising School:



Learn from our **expert instructors** who have significant practical experience. They have held responsibilities similar to yours. They know your opportunities. They have faced your challenges.



Learn from your **classmates** who work across the nonprofit sector from different regions, and even different countries, in a peer-to-peer environment that deepens your training experience.



Use **templates** from each course to train your board and your staff. Importantly, all courses end with you writing a customized action plan so that you can immediately implement what you learn and start your organization on a path towards raising more money.

Fundraising is challenging, worthy work – and with The Fund Raising School, you'll be ready to move your organization forward!

AT YOUR CONVENIENCE

Online Courses

Online courses are for highly self-motivated, independent learners comfortable with technology who can meet weekly deadlines. You will use your own projects or organization as case examples to complete assignments. Weekly lessons include readings, narrated presentations, forum discussions, and written exercises. Faculty members provide regular feedback through email and discussion forums.

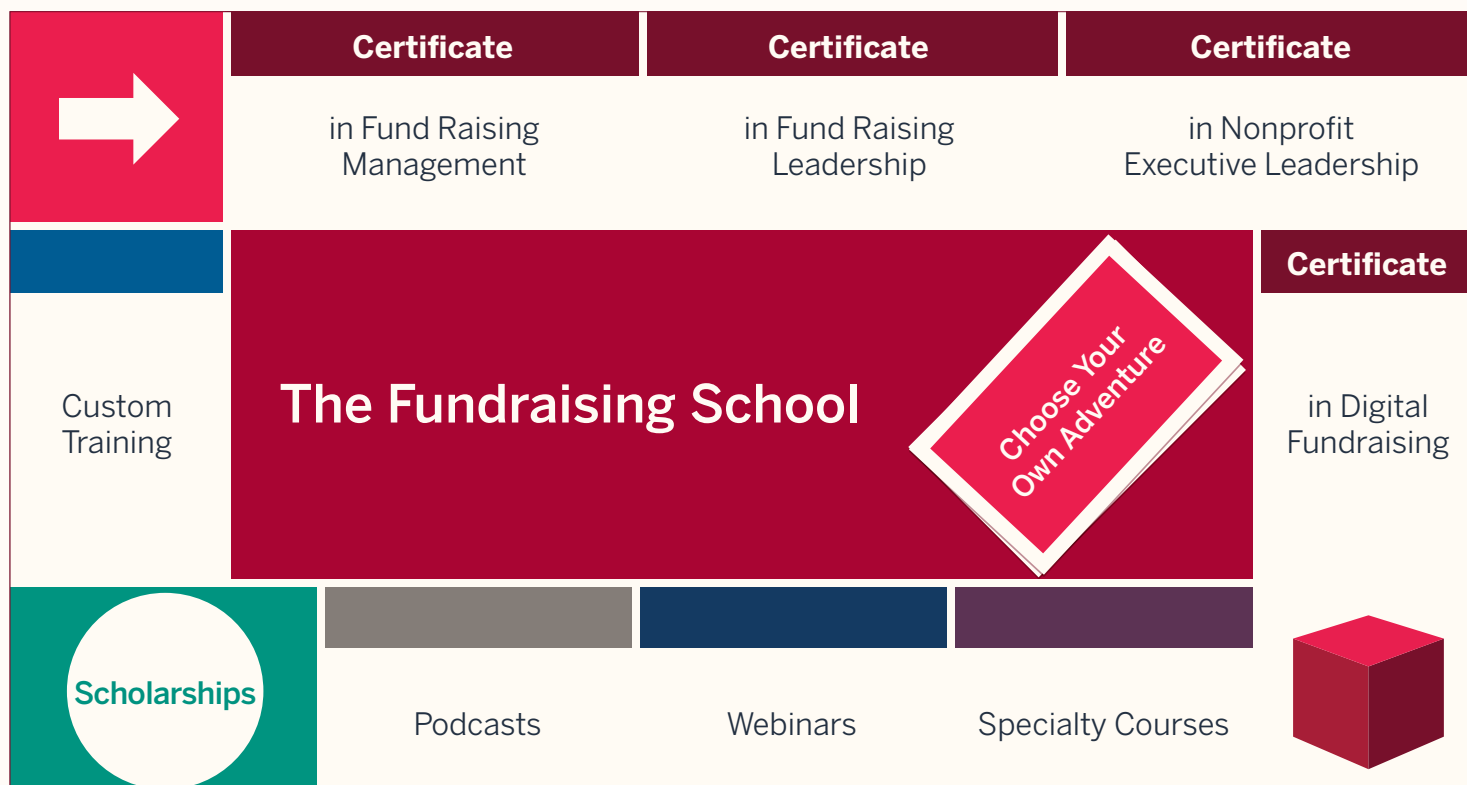
Virtual Classroom Courses

The virtual classroom simulates the in-person class experience and are delivered in a synchronous format via Zoom. Participants will be able to communicate via audio and chat during the course. Virtual classroom courses are offered in multiple sessions from 2pm - 5pm ET.



The Fund Raising School can serve you in many ways:

- In-person
- Virtually via Zoom
- Online over several weeks or
- In-person at your organization and in your community ([see page 23](#)).



Principles & Techniques of Fundraising

Our signature foundation course instills a systematic approach to ethical fundraising, teaching you the essential strategies and skills that you need to fundraise successfully.

Learn how to make your case, identify which methods work for which donors, and develop the techniques that produce the best results for individuals, foundations, and corporations. Gain the skills, tools and confidence you need to succeed, all in an ethical framework that includes your board, staff colleagues, volunteers, and donors.

You will return to your organization with a detailed action plan that you can implement right away to start raising more money!

Now included with Principles & Techniques of Fundraising is a digital copy of the recently released fifth edition of *Achieving Excellence in Fundraising*. An essential text to the art and science of fundraising, this trusted resource makes transformational advances to previous editions, responding to the rapidly changing environment. It retains proven best practices—the ones that have made this the field's go-to textbook—while addressing an enduring shift toward innovation, cutting-edge research, and a call for more inclusive fundraising.

In-person



Denver, CO	July 15-18, 2024
Washington, DC	August 12-15, 2024
Indianapolis, IN	September 9-12, 2024
Seattle, WA	September 16-19, 2024
Chicago, IL	October 7-10, 2024
New York City, NY	October 15-18, 2024
Indianapolis, IN	November 11-14, 2024
Indianapolis, IN	December 9-12, 2024
Indianapolis, IN	January 13-16, 2025
San Diego, CA	January 21-24, 2025
Fort Lauderdale, FL	February 10-13, 2025
Atlanta, GA	March 10-13, 2025
Indianapolis, IN	May 12-15, 2025
Indianapolis, IN	June 9-12, 2025



Virtual

July 30-September 17, 2024
April 1-May 20, 2025

Online

September 23-Nov 17, 2024
January 27-March 23, 2025

Daily Schedule

In-person

Four days, 8:30 a.m. to 5 p.m.

Virtual (Live)

Eight sessions, 2 p.m. to 5 p.m. ET

Online (Asynchronous)

Eight weeks

Tuition

\$1,695

Online Course Tuition

\$1,745

27.0 CFRE education points

While we recommend starting with “Principles & Techniques of Fundraising,” you can start with the course that best fits your needs.

The online version of this course is designed for highly self-motivated, independent learners who are comfortable with technology and can meet weekly assignment deadlines. Using your own organization as case examples, you will learn and apply fundamental principles and techniques through weekly structured modules. Course activities include reading, narrated presentations, forum discussions, written assignments, and design of a sample fundraising plan. You will interact with faculty members regularly through email, and forums for feedback on progress.

Successful completion involves regular participation and submission of all course activities on time.



I obtained my CFRM in 2023, and it has been an incredible opportunity for professional growth in fundraising. The CFRM assisted me in becoming a wonderful ambassador for fundraising, and it gave a practical academic and research approach to the art and science of philanthropy. The courses in the CFRM developed a deeper understanding of fundraising, challenged conventional thinking on giving, and transformed my experience as not only a frontline fundraiser but a higher education administrator. I highly recommend the CFRM, and its impact on the world of philanthropy – it is the gold standard in my opinion for training in philanthropy.”



Allan R. Marshall, MEd CFRM

Executive Director of Advancement at Arkansas Colleges of Health Education



TAKE THE NEXT STEP: Earn Your Credential!

Our Certificate in Fund Raising Management (CFRM) is an internationally-recognized credential that tells the world that you have the expertise and commitment to fundraise effectively.

Start with **Principles and Techniques of Fundraising**, and then **complete three of our other four core courses**:

- Developing Major Gifts
- Managing the Capital Campaign
- Developing Annual Sustainability
- Planned Giving: Getting the Proper Start

You can earn the CFRM in-person or online. It's also available as a custom training for your organization or in your local region ([see page 23](#)).

Developing Major Gifts

All charitable organizations – small and large – are capable of securing the major gifts that are crucial to long-term success. Learn how to utilize your existing list of donors to plan for, solicit and steward transformative gifts. Our eight-step Major Gifts Cycle has been created just for you! You'll learn how to discern donor motivations, create meaningful relationships, craft individualized cultivation plans, and effectively negotiate the major gift.

In-person

Indianapolis, IN	July 29-31, 2024
San Diego, CA	August 19-21, 2024
Chicago, IL	September 23-25, 2024
Atlanta, GA	October 21-23, 2024
Indianapolis, IN	December 2-4, 2024
Fort Lauderdale, FL	January 21-23, 2025
Atlanta, GA	February 24-26, 2025
Denver, CO	April 7-9, 2025
Indianapolis, IN	May 5-7, 2025
Washington, DC	June 9-11, 2025

Virtual

September 24-October 29, 2024

Online

August 12-September 22, 2024
March 24-May 4, 2025

Daily Schedule

In-person

Three days, 8:30 a.m. to 5 p.m.

Virtual (Live)

Six sessions, 2 p.m. to 5 p.m. ET

Online (Asynchronous)

Six weeks

Tuition

\$1,595

Online Course Tuition

\$1,645

20.25 CFRE education points

Planned Giving: Getting the Proper Start

If the thought of planned giving gives you a headache, you aren't alone! There's no denying that planned gifts can be complicated, but they are a critical piece of a successful development program, and many planned gifts are relatively easy to implement. In fact, experts suggest that planned giving holds the greatest potential for expanding fundraising and philanthropy. Our expert practitioner faculty demystify planned giving and help you understand the different planned giving options to discuss with your donors – by showing how planned gifts can benefit them now, as well as serve your organization in the future.

In-person

Indianapolis, IN	July 22-24, 2024
Indianapolis, IN	October 28-30, 2024
Fort Lauderdale, FL	December 2-4, 2024
Indianapolis, IN	March 3-5, 2025
Chicago, IL	May 5-7, 2025

Virtual

November 12-December 17, 2024

Online

August 5-September 15, 2024
January 13-February 23, 2025
March 10-April 20, 2025

Daily Schedule

In-person

Three days, 8:30 a.m. to 5 p.m.

Virtual (Live)

Six sessions, 2 p.m. to 5 p.m. ET

Online (Asynchronous)

Six weeks

Tuition

\$1,295

Online Course Tuition

\$1,345

20.25 CFRE education points



“
The Fund Raising
School at The Indiana
University Lilly Family
School of Philanthropy
has been pivotal in
my development as

a fundraising professional. The time spent and relationships built with fundraising professionals from all over the country are invaluable. The faculty/staff are phenomenal and share real-life scenarios to engage in critical thinking exercises. This program has provided me with the building blocks to increase stewardship within my organization. I highly recommend this certification program to anyone seeking growth in their fundraising or philanthropic career. It has been very rewarding!”

Kara Howard

Vice President of Development & Community Engagement at Wendell Foster



Visit go.iu.edu/tfrs-courses for detailed course information and to register.

Payment is due **prior** to the day the course begins.

Fundraising Campaigns: From Capital to Comprehensive

Discover the keys to successfully planning a fundraising campaign. This course explores capital, endowment, comprehensive, and project-based campaigns. You will navigate the decision-making process, considering the "why" and "why not" factors, and uncover intangible benefits for your organization, beyond finances. Learn how to engage stakeholders effectively, utilizing proven strategies and tools to design, implement, and manage campaigns. You will gain practical skills that you can apply within your nonprofit context.

In-person

Chicago, IL	August 12-14, 2024
Indianapolis, IN	September 16-18, 2024
San Diego, CA	October 14-16, 2024
Fort Lauderdale, FL	December 9-11, 2024
Indianapolis, IN	January 22-24, 2025
Indianapolis, IN	March 31-April 2, 2025
Denver, CO	June 23-25, 2025

Virtual

January 7-February 11, 2025

Online

August 19-September 29, 2024
February 3-March 16, 2025

Daily Schedule

In-person

Three days, 8:30 a.m. to 5 p.m.

Virtual (Live)

Six sessions, 2 p.m. to 5 p.m. ET

Online (Asynchronous)

Six weeks

Tuition

\$1,295

Online Course Tuition

\$1,345

20.25 CFRE education points

Developing Annual Sustainability

If you already have too many donors, then this course is not for you! The annual fund is the lifeblood of a nonprofit's annual budget. In this course, you will learn how to build an annual fund from start to finish: crafting a case for support, forecasting based on data-driven goals, matching donor segments with solicitation strategies, and involving volunteers to maximize results – all while assuring your donors that their support is making a real difference for your organization.

In-person

Indianapolis, IN	August 5-6, 2024
Washington, DC	September 16-17, 2024
Indianapolis, IN	October 21-22, 2024
Fort Lauderdale, FL	November 18-19, 2024
San Diego, CA	March 3-4, 2025
Indianapolis, IN	April 3-4, 2025

Virtual

July 10-31, 2024
June 3-24, 2025

Online

October 7-November 3, 2024
February 10-March 9, 2025

Daily Schedule

In-person

Two days, 8:30 a.m. to 5 p.m.

Virtual (Live)

Four sessions, 2 p.m. to 5 p.m. ET

Online (Asynchronous)

Four weeks

Tuition

\$1,295

Online Course Tuition

\$1,345

13.5 CFRE education points



I recently completed the Certificate in Fundraising Management, and it was truly an incredible experience. From start to finish, it was a journey that included people dedicated to helping me excel in my field.

Each course was not only comprehensive but presented in a way that made complex concepts easy to understand. I walked away with techniques and action plans for my non-profit. The instructors were not only experts in their field, but they became mentors for me. Every instructor took time to answer any questions and provide guidance in class and at the one-on-one sessions.

Also, being surrounded by other non-profit professionals was invaluable. We shared experiences, tips and tricks and laughed and smiled. I entered alone and left with MANY new colleagues and friends.

Completing this certification has boosted my confidence and given me the fundraising knowledge that I was looking for. I would without a doubt recommend this certification."

Anna Vandelac

Major Gift Officer at Goodwill-Easter Seals Minnesota



Visit go.iu.edu/tfrs-courses for detailed course information and to register.

Payment is due **prior** to the day the course begins.

AI & Fundraising: Revolutionizing Your Fundraising Efforts



In today's rapidly evolving digital landscape, organizations are constantly seeking innovative ways to maximize their fundraising efforts. Artificial Intelligence (AI) has emerged as a game-changer, revolutionizing the world of fundraising and empowering nonprofits to achieve remarkable results. Join us for a groundbreaking 3-hour course, "AI & Fundraising: Revolutionizing Your Fundraising Efforts," where you'll unlock the potential of AI and learn how to leverage its power to supercharge your fundraising campaigns. This course is designed for individuals and nonprofits who are committed to ethical fundraising practices and eager to explore the possibilities that AI brings.

Virtual

July 11, 2024
August 8, 2024
September 12, 2024
September 26, 2024
November 4, 2024
December 9, 2024

Fundraising for Small Nonprofits

You might be by yourself, but you need not be alone. Based on the best practices of fundraisers who have enjoyed success at small nonprofits, this course provides you with time-saving methods designed for smaller nonprofits with one (or fewer!) full-time fundraisers. You will learn a simple six-step framework, and explore how to recruit and utilize board members, volunteers, and even donors to help you meet your fundraising goals.

In-person

Indianapolis, IN

March 6-7, 2025

Online

September 30-October 20, 2024

Daily Schedule

Virtual *(Live)*

One session, 2 p.m. to 5 p.m. ET

Tuition

\$249

3.0 CFRE education points

Daily Schedule

In-person

Two days, 8:30 a.m. to 5 p.m.

Online *(Asynchronous)*

Three weeks

Tuition

\$199

Online Course Tuition

\$199

13.5 CFRE education points

Fundraising from Foundations and Grant Management

Knowing how to write a compelling grant proposal can actually do more harm than good if you do not also know how to manage grant dollars. While this course teaches the critical skill of writing effective grant proposals, you will also take the next step and learn how to properly steward and report on the grants you receive. This course will help you tackle the grant process, from researching and building relationships with funders that fit your organization, to writing a compelling grant proposal, and managing the grant responsibly.

In-person

Indianapolis, IN	October 7-8, 2024
Indianapolis, IN	February 10-11, 2025

Online

May 12-June 8, 2025

Daily Schedule

In-person

Two days, 8:30 a.m. to 5 p.m.

Online (Asynchronous)

Four weeks

Tuition

\$990

Online Course Tuition

\$1,040

13.5 CFRE education points

Effective Marketing, Successful Fundraising

Through effective fundraising marketing, donors receive consistent, compelling messages that build trust, deepen understanding, and strengthen involvement and support for the mission, especially during times of crisis. You will learn to apply key marketing strategies specifically to fundraising, including developing print, digital, and event-based media to meet specific development goals. You will also learn to communicate these messages to constituencies and media outlets effectively in good times and in crisis, and further develop metrics and strategies for measuring effectiveness. This course is specifically designed for one fundraiser and one marketing team member from an organization to attend together.

Virtual

October 9-30, 2024

Daily Schedule

Virtual (Live)

Four sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

12.0 CFRE education points

Certificate in Digital Fundraising

NEW
CONTENT

Recent and rapid changes in Digital Fundraising are here to stay! Develop and strengthen your skills and stay on top of the latest trends by earning The Fund Raising School's Certificate in Digital Fundraising. The CDFR consists of three online courses offered in a live, synchronous format. Each course includes three sessions, and the duration of each session is just three hours. The curriculum ranges from the basics of optimizing social media for effective fundraising to next-level digital techniques and strategies to expand your organization's fundraising abilities.

Introduction to Effective Digital Fundraising

NEW
CONTENT

Nonprofit organizations have the opportunity to leverage a wide range of digital strategies to enhance their fundraising abilities and achieve greater impact. This course is designed to introduce you to the knowledge and skills needed to navigate and utilize these digital strategies effectively. You will explore innovative digital fundraising techniques that can expand your organization's reach, engage supporters, and generate increased support. By the end of this course, you will have the knowledge and skills to begin leveraging a range of digital strategies to expand your organization's fundraising abilities.

Virtual

August 15-September 5, 2024
March 6-27, 2025

Fundraising professionals and other nonprofit leaders can earn the CDFR by taking **Introduction to Effective Digital Fundraising**, and then completing two of our other three courses:

- Social Media Strategies for Effective Fundraising
- Email and Website Strategies for Effective Fundraising
- Digital Fundraising Excellence: Optimizing Strategies for Results

Daily Schedule

Virtual (Live)

Four sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

12.0 CFRE education points

Social Media Strategies for Effective Fundraising



Throughout this course, you will explore the fundamental principles and strategies of optimizing social media for fundraising purposes. You will learn how to create compelling content that captures the attention of your target audience and aligns with your organization's mission. Discover the techniques for crafting impactful social media posts, including engaging storytelling, persuasive messaging, and utilizing visuals to evoke emotion and inspire action.

In addition, you will gain insights into social media analytics and measurement tools to track the performance of campaigns. Explore key performance indicators (KPIs) and learn how to interpret data to make informed decisions and optimize social media strategies for maximum impact.

Virtual

November 7-21, 2024
May 8-22, 2025

Email and Website Strategies for Effective Fundraising



In today's rapidly evolving digital landscape, email marketing and website optimization play a crucial role in the success of fundraising initiatives. This comprehensive course is designed to equip you with the knowledge and skills to harness the full potential of these digital channels, empowering you to engage donors, drive conversions, and elevate your fundraising outcomes. This course is comprised of three modules: Email Marketing Strategies, Website Optimization for Fundraising, and Donor Relationship Management. By the end of this course, you will have a comprehensive understanding of email and website strategies for effective fundraising. You will have developed practical skills to create impactful email campaigns, optimize their fundraising websites, and cultivate meaningful relationships with donors in the digital realm.

Virtual

April 10-24, 2025

Daily Schedule

Virtual (Live)

Three sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

9.0 CFRE education points

Daily Schedule

Virtual (Live)

Three sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

9.0 CFRE education points

Digital Fundraising Excellence: Optimizing Strategies for Results



In today's fast-paced digital landscape, successful fundraising requires staying ahead of the curve and utilizing cutting-edge strategies. This course is designed to equip you with advanced techniques and strategies that will elevate your organization's digital fundraising capabilities to new heights. You will gain insights into utilizing data analytics to inform and optimize your fundraising efforts. Explore techniques for analyzing donor data, identifying trends, and making informed decisions to maximize fundraising outcomes. Discover how to leverage technology tools such as AI, donor management systems, CRM software, and fundraising automation platforms to streamline your operations and enhance efficiency. You will be equipped with strategies to leverage data, utilize technology tools, innovative strategies, and personalized approaches to maximize fundraising outcomes, engage donors, and achieve greater impact for your organizations.

Virtual

October 3-17, 2024

January 16-30, 2025

Daily Schedule

Virtual (*Live*)

Three sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

9.0 CFRE education points

Visit go.iu.edu/tfrs-courses for detailed course information and to register.

Payment is due **prior** to the day the course begins.

Engaging Women as Donors

Gifts from individual females accounted for more than \$18 billion in publicly announced contributions from 2000-2013. Research has demonstrated that men's and women's motivations for and patterns of giving differ. Thus, what works for men in philanthropy may not work for women. This unique course pairs the Women's Philanthropy Institute with TFRS to help you challenge assumptions, understand and change attitudes and behaviors, and overcome organizational barriers to create an action plan for success engaging women as donors.

Virtual

July 18-August 1, 2024

Fundraising from the Business Sector

Understanding donor motivation is an essential skill in fundraising, and knowing the unique reasons why for-profit companies donate to nonprofits is crucial for fundraising from the business sector. Learn how to develop win-win opportunities for businesses to support your philanthropic organization as you practice speaking the language that business leaders understand. Gain skills and confidence that can increase the funding that you receive from local and national corporations.

Virtual

February 6-27, 2025

Online

October 14-November 10, 2024

Daily Schedule

Virtual (*Live*)

Three sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

9.0 CFRE education points

Daily Schedule

Virtual (*Live*)

Four sessions, 2 p.m. to 5 p.m. ET

Online (*Asynchronous*)

Four weeks

Tuition

\$990

Online Tuition

\$1,040

12.0 CFRE education points

Certificate in Fund Raising Leadership

While fundraising is a management function – central to the health and impact of nonprofits – fundraisers also are leaders within their organizations. The Fund Raising School is building upon the highly regarded Certificate in Fund Raising Management (CFRM) by providing the Certificate in Fund Raising Leadership (CFRL).

Effective Leadership, Successful Fundraising

Many of the skills and traits associated with successful fundraising can be utilized for effective leadership. Explore how to develop a compelling vision, and then discover how to translate that vision into action and results. Learn how to hire the best staff and employ proven methods for staff management while you lead up to your supervisor and board of directors. Whether you currently are in a leadership position or aspire to be, this course will teach you how to lead with confidence!

In-person

Indianapolis, IN	August 26-28, 2024
San Diego, CA	December 2-4, 2024
Fort Lauderdale, FL	February 26-28, 2025

Online

May 19-June 29, 2025

Fundraising professionals and other nonprofit leaders can earn the CFRL by completing **Effective Leadership, Successful Fundraising**, and then choosing three of our other four courses:

- Empowering Generosity: Understanding Philanthropy & Fundraising
- The Art of Fundraising
- Fundraising Ethics
- Purposeful Boards, Powerful Fundraising

Daily Schedule

In-person

Three days, 8:30 a.m. to 5 p.m. ET

Online (Asynchronous)

Six weeks

Tuition

\$990

Online Course Tuition

\$1,040

20.25 CFRE education points

For more information and online registration, please go to go.iu.edu/tfrs-courses



I love everything about my experience...the chance to interact with my colleagues, the research-based lessons, the instructors who've had experience in fundraising, the tools provided in the study guides...I'm excited to continue working toward my Certificate in Fund Raising Leadership."

Alta King

Empowering Generosity: Understanding Philanthropy & Fundraising

Empowering Generosity: Understanding Philanthropy & Fundraising will introduce a fresh perspective on the significance and purpose of philanthropy, inspired by the conceptual framework created by Robert Payton. Philanthropy and generosity are inherent qualities that unite us, motivating us to join nonprofit organizations and make a difference. Fundraising plays a crucial role in transforming these values into impact by providing the necessary financial support. Strengthen your leadership skills by learning how effective fundraising channels generosity into philanthropic impact.

In-person

Indianapolis, IN

August 8-9, 2024

Fort Lauderdale

April 23-25, 2025

Online

March 10-April 6, 2025

Daily Schedule

In-person

Two days, 8:30 a.m. to 5 p.m. ET

Online (Asynchronous)

Four weeks

Tuition

\$990

Online Course Tuition

\$1,040

13.5 CFRE education points

The Art of Fundraising

Our founder, Dr. Henry Rosso, defined fundraising as “the gentle art of teaching the joy of giving.” This course goes beyond the specific tools and techniques of fundraising to teach the “amazing skills” of fundraising such as active listening, empathy, emotional intelligence, and additional others-focused skills that are central to connecting with donors and understanding their motivations.

In-person

Indianapolis, IN

April 16-17, 2025

Online

September 16-October 13, 2024

Daily Schedule

In-person

Two days, 8:30 a.m. to 5 p.m. ET

Online (Asynchronous)

Four weeks

Tuition

\$990

Online Course Tuition

\$1,040

13.5 CFRE education points



I gained an unbelievable amount of knowledge from this experience. Being a member of a cohort consisting of other outstanding fundraising professionals from throughout the country afforded me the opportunity to be challenged, to think strategically, and to grow in ways that I never could have anticipated. This is indicative of the quality of program participants and the caliber of our lecturers. Because our cohort was such a tight-knit group, we were able to glean a great deal of information and expertise from one another. I have no doubt that we are more proficient and effective fundraisers now than we were when we started the program."



Ti Barnes, MPA, CFRL

Associate Vice President of Development at Allen University

Visit go.iu.edu/tfrs-courses for detailed course information and to register.

Payment is due **prior** to the day the course begins.

Fundraising Ethics

Fundraising occurs at the speed of trust. This course teaches and applies ethical principles that form the foundation of trusting relationships with donors.

In-person

Indianapolis, IN
Indianapolis, IN

October 17-18, 2024
April 14-15, 2025

Online

July 8-August 4, 2024

Purposeful Boards, Powerful Fundraising

Fundraising success depends on organization-wide efforts from the leadership of the board to the dedication of front-line staff. This course is specifically designed to address the role the board plays in fundraising and how to best structure the organization to support this role. Board members and staff will work collaboratively to develop an action plan to improve the culture of philanthropy in your organization, improve board recruitment and training and ensure the organization has a solid case for support.

We recommend that a staff person and a board member attend together but it is not a requirement for the course. With each staff person registration, a complimentary board member registration is included.

Virtual

September 11-October 2, 2024

Certificate in Nonprofit Executive Leadership

Leading a 21st-century nonprofit means making decisions based on research, data, experience, and vision at a level available only through The Fund Raising School and its partner, the IU Executive Education program at the O'Neill School of Public and Environmental Affairs (SPEA).

Through discussions of real-world issues, you'll build your skills in governance, accountability, collaboration, compliance, and leadership as you earn the Certificate in Nonprofit Executive Leadership.

The Certificate in Nonprofit Executive Leadership is offered by The Fund Raising School, an international leader in fundraising training and professional development, and the IU Executive Education at the O'Neill School of Public and Environmental Affairs, a nationally ranked leader in nonprofit management education. This innovative collaboration allows for an affordable certificate designed for mid- and upper-level nonprofit leaders and those aspiring to leadership positions.

Daily Schedule

In-person

Two days, 8:30 a.m. to 5:00 p.m. ET

Online (Asynchronous)

Four weeks

Tuition

\$990

Online Course Tuition

\$1,040

13.5 CFRE education points

Daily Schedule

Virtual (Live)

Four sessions, 2 p.m. to 5 p.m. ET

Tuition

\$990

12.0 CFRE education points

You must complete all four courses to earn the certificate.

They are:

- Financial Analysis for Nonprofit Leaders
- Program Evaluation for Mission Impact
- Nonprofit Management for the 21st Century
- Strategic Planning and Nonprofit Leadership

Financial Analysis for Nonprofit Leaders

Our research* shows that unlike a few years ago, your nonprofit is striving beyond merely surviving to being financially sustainable. What's your role in this vision? You'll leave this course with a confident understanding of budget and financial strategies, risk and cash flow management, debt-to-income ratio, and funding dynamics. No prior financial experience needed!

*The Moody's Foundation, co-sponsored by the Indiana University Lilly Family School of Philanthropy, 2011

In-person

Indianapolis, IN	November 7-8, 2024
Indianapolis, IN	March 13-14, 2025
Indianapolis, IN	September 9-10, 2025

Online

August 5-September 1, 2024
June 2-29, 2025

Nonprofit Management for the 21st Century

As a member of the management team, you must establish the strategic direction of your organization, and inspire your staff and volunteers to follow. You'll find yourself rejuvenated and empowered through this forward-thinking leadership course.

In-person

Indianapolis, IN	September 10-11, 2024
Indianapolis, IN	April 10-11, 2025
Indianapolis, IN	November 6-7, 2025

Online

March 3-30, 2025

Daily Schedule

In-person

Two days, 8:30 a.m. to 4:30 p.m.

Online (Asynchronous)

Four weeks

Tuition

\$1,225-\$1,295

Online Course Tuition

\$1,345-\$1,395

13.0 CFRE education points

Daily Schedule

In-person

Two days, 8:30 a.m. to 4:30 p.m.

Online (Asynchronous)

Four weeks

Tuition

\$1,225-\$1,295

Online Course Tuition

\$1,345-\$1,395

13.0 CFRE education points

Program Evaluation for Mission Impact

Transparency and measurement are today's nonprofit watchwords. With this course, you'll be able to measure the effectiveness and relevance of your programs through best practices and standards, clearly showing donors how their gifts are making your mission possible.

In-person

Indianapolis, IN	October 10–11, 2024
Indianapolis, IN	February 6-7, 2025
Indianapolis, IN	September 11-12, 2025

Online

October 13-November 9, 2025

Daily Schedule

In-person

Two days, 8:30 a.m. to 4:30 p.m.

Online (Asynchronous)

Four weeks

Tuition

\$1,225-\$1,295

Online Course Tuition

\$1,345-\$1,395

13.0 CFRE education points

Strategic and Operational Planning for Nonprofits

Does your strategic plan sit on a shelf untouched? Is it more tactical than visionary? This course will equip you to lead an effective—and truly strategic—planning process.

In-person

Indianapolis, IN	September 12-13, 2024
Indianapolis, IN	May 8-9, 2025
Indianapolis, IN	October 9-10, 2025

Online

October 1-27, 2024
August 4-31, 2025

Daily Schedule

In-person

Two days, 8:30 a.m. to 4:30 p.m.

Online (Asynchronous)

Four weeks

Tuition

\$1,225-\$1,295

Online Course Tuition

\$1,345-\$1,395

13.0 CFRE education points

For more information and online registration, please go to: go.iu.edu/tfrs-courses

The Certificate in Nonprofit Executive Leadership is offered by IU Executive Education at the O'Neill School of Public and Environmental Affairs and The Fund Raising School at the IU Lilly Family School of Philanthropy.



“

It has been a really wonderful, educational, and professional experience working with the faculty at The Fund Raising School. They've created an incredibly rich, customized curriculum that is helping to empower our staff in their efforts to create lasting partnerships with philanthropists that advance children's rights and well-being globally. From deep dives into the role of empathy in philanthropy, to exploring the complexities of ethics in fundraising, to understanding the varieties of donor motivations, the trainings have been varied, advanced, and practical all at once. A big thank you to all the faculty and staff at The Fund Raising School for making this possible!”

Cara Haberman

Specialist, Global Philanthropy at UNICEF

Visit go.iu.edu/tfrs-courses for detailed course information and to register.

Payment is due **prior** to the day the course begins.

BRING THE FUND RAISING SCHOOL TO YOU!

We can bring our training programs to you either in-person or virtually



Instead of sending your entire staff, board, or community to The Fund Raising School's courses, invite The Fund Raising School to come to you! This training option can be tailored to your specific needs and is much more cost effective than sending a large number of people to our public courses.

We have four options for you to consider:

Host Our Full Courses

Select any of the courses listed in this directory, and our instructors will come to the location of your choice to teach your staff, board, and volunteers, as well as nonprofits in your community or members of your association – with significant cost savings.

Customized Training

We also offer fully-customizable training to address the specific challenges and opportunities facing your organization. Tell us what you need, and we will design and deliver responsive fundraising training just for you. While The Fund Raising School is ready and able to serve organizations of all sizes and levels of ability, this custom training option also is beneficial to advanced fundraising operations that are ready for the next level of deeper fundraising training.

Sponsor the Certificate in Fund Raising Management (CFRM)

If you are interested in strengthening fundraising throughout your community, The Fund Raising School can package four courses leading to our highly-regarded Certificate in Fund Raising Management and offer those courses at a significant group discount for the nonprofits in your city, county, or region. The total cost to you, as the host organization, can be minimal (and even zero!) depending on the registration fee that you decide to charge.

Higher Education Fundraising

The landscape of higher education fundraising is changing rapidly, and at The Fund Raising School—housed within the Lilly Family School of Philanthropy—we speak your language. We not only have been there, we are there, with first-hand knowledge of the distinct aspects of higher education fundraising.

College and university fundraising no longer is a responsibility reserved only for the president and the development staff. More than ever before deans, chancellors, and other top administrators need to be fully engaged for a fundraising campaign to enjoy success.

In our customized course for deans and other top administrators, your school's top leaders will learn how to think strategically about fundraising, their unique roles and responsibilities in the fundraising process, and how they effectively can manage and serve alongside their development staff in a comprehensive fundraising operation.

The higher education professionals at The Fund Raising School are available to deliver this customized course on your campus or retreat site. Our custom training is tailored to help presidents, chancellors, deans, board members, and other senior leaders become more engaged in fundraising for your school.

If you're interested in any of these customizable options, please contact us at **833-919-1290** or tfrs@iu.edu.

“

This was an exceptional experience that has only increased my hunger for seeing the sector transform lives. I can't think of a

better experience for those who are students, professionals, or volunteers in need of a comprehensive breakdown on fundraising. The instructors were remarkable and I was always impressed how when asked one question, they can divulge a wealth of knowledge spanning decades of expertise. It was also amazing to learn from fellow and aspiring professionals and raise awareness to the diversity of philanthropic missions that are out there. I can't wait to take my next course in a few weeks.”

Milan Ball

Director of Marketing & Development at Be Nimble Foundation



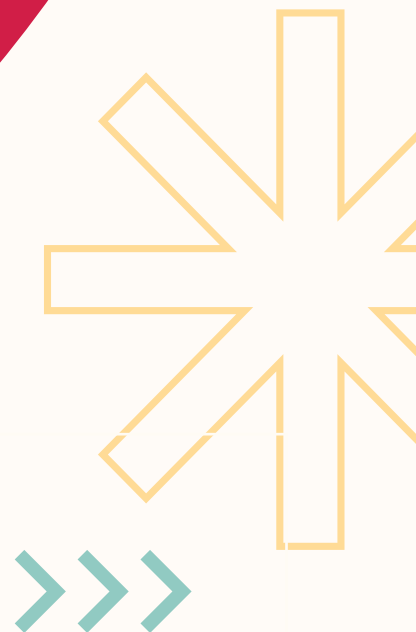
Visit go.iu.edu/tfrs-courses for detailed course information and to register.

Payment is due **prior** to the day the course begins.

TFRS @ Your Desk

WEBINARS | PODCASTS | COURSES

The Fund Raising School has created a series of webinars for fundraising professionals. Highlighting the latest research from the Lilly Family School of Philanthropy and addressing the most pressing issues in the field, the webinars offer an affordable and unique learning experience for fundraisers of all experience levels.



SEPTEMBER 12, 2024

PLANNED GIFT FUNDRAISING IS FOR EVERYONE!

Featuring Christy Boysen

Do not let the complexity of federal laws and tax codes prevent your nonprofit from including planned gifts in your fundraising strategy. Christy Boysen, CFRM, who serves as CEO of Apex Legacy Consultants, will describe user-friendly techniques for planned gift fundraising, regardless of your nonprofit's size or capacity.



DECEMBER 12, 2024

FUNDRAISING FROM THE BUSINESS SECTOR

Featuring Tiffany Benjamin

Communicating with the for-profit sector can feel like communicating in a foreign language. Tiffany Benjamin, who led the Eli Lilly & Company Foundation before her current leadership role as CEO of the Humana Foundation, will present practical methods for translating your nonprofit's mission and funding opportunity to business sector funders.

All webinars are on Thursdays from 12:00 PM to 1:00 PM Eastern and cost \$19.74, in honor of the year The Fund Raising School was founded

To register for an upcoming webinar, visit go.iu.edu/tfrs-webinar

Missed a webinar? You can still purchase a recording online on our website!

First Day Podcast from The Fund Raising School

The latest information from the resource you trust!

Looking for the latest research and trends in philanthropy? Seeking context or new ideas for addressing perennial challenges nonprofits face? Need insights into how and why people give?

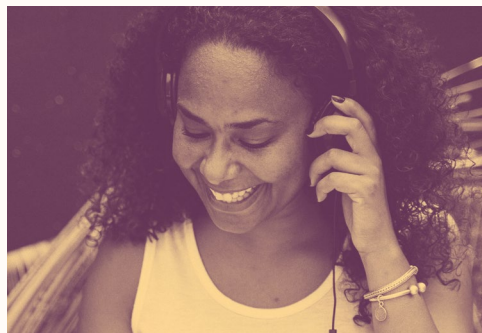
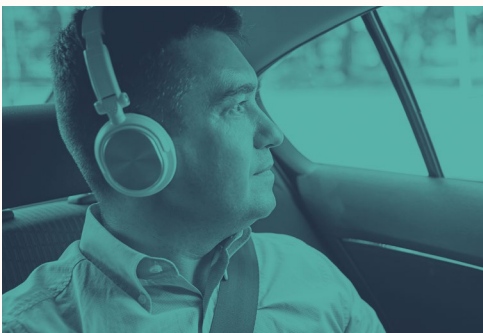
Be more informed and stay up to date with the First Day Podcast from The Fund Raising School. Highlighting current news and research, this weekly 10-minute podcast provides fundraisers with the latest information in fundraising and philanthropy.

“Your First Day podcast literally helped me get through the pandemic professionally. I’d listen intently each Monday morning and your insights and guests were beyond valuable to me.”



Brent Bridwell

Director of Donor Engagement at Gleaners Food Bank of Indiana



“I love the podcast. In fact, I take you running with me each week!”

Rachel Jones

Development Director at Fort Wayne Dance Collective

Catch new episodes of the First Day Podcast Monday mornings on:



Start Listening Today! →

Take Your Education Further with the IU Lilly Family School of Philanthropy

Degrees offered

The Professional Doctorate in Philanthropic Leadership - PhilD

Philanthropic leadership connects the notion of philanthropy as a tool for social advancement and community connection with the practice of transformational and adaptive leadership. PhilD graduates will serve as exceptional philanthropic thought leaders, practitioners, and innovators.

Learn more:

philanthropy.indianapolis.iu.edu/academics/degrees/phild

Bachelor of Arts in Philanthropic Studies

Offering the first degree of this kind in the world, the Lilly Family School of Philanthropy prepares graduates to compete for jobs in prestigious organizations or for graduate school.

Learn more:

philanthropy.indianapolis.iu.edu/academics/degrees/ba

Master of Arts in Philanthropic Studies

Beyond the “how” of nonprofit management, this program teaches the “why”—the social, cultural, political, and economic roles of philanthropy and nonprofits. The M.A. can be completed on campus or online.

Learn more:

philanthropy.indianapolis.iu.edu/academics/degrees/ma

Ph.D. in Philanthropic Studies

This program prepares students as researchers and scholars as well as for leadership roles within philanthropy, higher education, and nonprofits. The flexibility within this degree allows students to integrate individual interests and to convert knowledge into social action.

Learn more:

philanthropy.indianapolis.iu.edu/academics/degrees/phd



Certificates offered

Executive Certificate in Religious Fundraising

Offered through the Lake Institute of Faith and Giving, this four-day course offers clergy expertise in fundraising principles and the knowledge to train others.

Learn more:

philanthropy.indianapolis.iu.edu/institutes/lake-institute

Graduate Certificate in Philanthropic Studies

Designed as a complement to professional or graduate work in a related field, this certificate introduces students to the critical issues of philanthropic practices.

Learn more:

philanthropy.indianapolis.iu.edu/academics/degrees/certificates-minors/graduate-certificate

Stay engaged with The Fund Raising School

Looking for the latest research and trends in philanthropy? Seeking context or new ideas for addressing perennial challenges nonprofits face? Need insights into how and why people give? Wondering about people, projects and professional options at our school?

Our blog offers fresh perspectives into all of these and more, sharing interesting and relevant information in an easy-to-read format. It's your invitation to discover, explore, discuss, learn about, analyze, and understand more about philanthropy and how it is changing and growing.

Please join us regularly as together we engage in thought-provoking conversations and explore all things philanthropy.

HOW TO FIND THE BLOG

go.iu.edu/tfrs-blog

Professional Development Scholarship Opportunities

The Fund Raising School offers scholarships for nonprofit professionals. Learn about available professional training scholarships with the link: go.iu.edu/tfrs-scholarships

THE FUND RAISING SCHOOL® Partnerships

Our partners help us offer you more opportunities

Collaboration and partnerships are essential to the IU Lilly Family School of Philanthropy. We work with partners around the globe to improve the understanding and practice of philanthropy.

Philanthropy Industry Exchange

The Philanthropy Industry Exchange is a consortium of partners who share the Indiana University Lilly Family School of Philanthropy's vision, believe in the mission, and philanthropically support the school. Exchange members are valuable allies in translating the practical application of philanthropic research and helping to inform our educational practices to develop and prepare talent for 21st century practitioner needs.



Interested in learning more about how to get involved?

Contact Frances Brooks, Executive Director, Development at fgbrooks@iu.edu.

A CLASSIC TEXT TRANSFORMED FOR A NEW ERA

"Timely and timeless! The authors present fundamentals and frameworks that will hone and refine the skills of experienced practitioners and inspire those new to the profession to do this work with confidence and compassion."

—James H. Moore, Jr.,
President & CEO, University of Illinois Foundation

"In this fifth edition, *Achieving Excellence in Fundraising* provides a comprehensive framework for all nonprofit organizations to design and implement a fundraising strategy that engages today's donors and transforms institutions and the communities they serve."

—Helene D. Gayle,
President & CEO, The Chicago Community Trust

In the fifth edition of *Achieving Excellence in Fundraising*, the editors present an essential text to the art and science of fundraising. This trusted resource makes transformational advances to previous editions, responding to the rapidly changing environment. It retains proven best practices—the ones that have made this the field's go-to textbook—while addressing an enduring shift toward innovation, cutting-edge research, and a call for more inclusive fundraising.

With over 30 new authors and 20 continuing contributors, the fifth edition effectively balances tested principles with exploration of new insights, approaches, and tools. It prepares nonprofit professionals, fundraisers, boards, volunteers, and students for mission-based fundraising through uncertainty and with resilience. It is the guidebook for future fundraising.



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ABOUT THE AUTHORS

GENEVIEVE G. SHAKER is Associate Professor of Philanthropic Studies at the Indiana University Lilly Family School of Philanthropy, a frequent contributor to The Fund Raising School, and a former fundraiser with twenty years of experience.

EUGENE R. TEMPEL is Professor and Founding Dean Emeritus of the Indiana University Lilly Family School of Philanthropy, and is one of the nation's foremost thought leaders on fundraising and philanthropy. He is also President Emeritus of the Indiana University Foundation.

SARAH K. NATHAN served five years as the Associate Director of The Fund Raising School where she specialized in developing research-based and applied learning experiences for fundraisers. She currently leads the Middletown Community Foundation in Ohio.

BILL STANCZYKIEWICZ is Director of The Fund Raising School, Clinical Associate Professor, and Senior Assistant Dean of the Indiana University Lilly Family School of Philanthropy. His 25-year career includes serving as CEO of a statewide nonprofit.



"My career transition to nonprofit leadership felt like getting an IKEA box with no instructions. Then came *'Achieving Excellence in Fundraising'* – the long-awaited manual. Suddenly, everything clicked!

The book offered not only crucial building blocks, but also fresh perspectives for navigating the uncharted pandemic philanthropic landscape - and beyond. The book also became a catalyst to understanding my own philosophy as a fundraiser. As we learn and unlearn together, think and re-think, this resource remains indispensable for growth and profound transformation of our sector to better serve our communities."

—Mariia Kupriianova, MBA, CFRE
Chief Development Officer at Caledon Community Services

WILEY

Certificate in Fund Raising Management

	Principles & Techniques of Fundraising In-person: \$1,695 Online: \$1,745	Developing Major Gifts In-person: \$1,595 Online: \$1,645	Planned Giving: Getting the Proper Start In-person: \$1,295 Online: \$1,345	Fundraising Campaigns: From Capital to Comprehensive In-person: \$1,295 Online: \$1,345	Developing Annual Sustainability In-person: \$1,295 Online: \$1,345
In-person	Denver, CO July 15-18, 2024 Washington, DC Aug. 12-15, 2024 Indianapolis, IN Sept. 9-12, 2024 Seattle, WA Sept. 16-19, 2024 Chicago, IL Oct. 7-10, 2024 New York City, NY Oct. 15-18, 2024 Indianapolis, IN Nov. 11-14, 2024 Indianapolis, IN Dec. 9-12, 2024 Indianapolis, IN Jan. 13-16, 2025 San Diego, CA Jan. 21-24, 2025 Fort Lauderdale, FL Feb. 10-13, 2025 Atlanta, GA March 10-13, 2025 Indianapolis, IN May 12-15, 2025 Indianapolis, IN June 9-12, 2025	Indianapolis, IN July 29-31, 2024 San Diego, CA Aug. 19-21, 2024 Chicago, IL Sept. 23-25, 2024 Atlanta, GA Oct. 21-23, 2024 Indianapolis, IN Dec. 2-4, 2024 Fort Lauderdale, FL Jan. 21-23, 2025 Atlanta, GA Feb. 24-26, 2025 Denver, CO April 7-9, 2025 Indianapolis, IN May 5-7, 2025 Washington, DC June 9-11, 2025	Indianapolis, IN July 22-24, 2024 Indianapolis, IN Oct. 28-30, 2024 Fort Lauderdale, FL Dec. 2-4, 2024 Indianapolis, IN March 3-5, 2025 Chicago, IL May 5-7, 2025	Chicago, IL Aug. 12-14, 2024 Indianapolis, IN Sept. 16-18, 2024 San Diego, CA Oct. 14-16, 2024 Fort Lauderdale, FL Dec. 9-11, 2024 Indianapolis, IN Jan. 22-24, 2025 Indianapolis, IN March 31-April 2, 2025 Denver, CO June 23-25, 2025	Indianapolis, IN Aug. 5-6, 2024 Washington, DC Sept. 16-17, 2024 Indianapolis, IN Oct. 21-22, 2024 Fort Lauderdale, FL Nov. 18-19, 2024 San Diego, CA March 3-4, 2025 Indianapolis, IN April 3-4, 2025
Virtual	July 30-Sept. 17, 2024 April 1-May 20, 2025	Sept. 24-Oct. 29, 2024	Nov. 12-Dec. 17, 2024	Jan. 7-Feb. 11, 2025	July 10-31, 2024 June 3-24, 2025
Online	Sept. 23-Nov. 17, 2024 Jan. 27-March 23, 2025	Aug. 12-Sept. 22, 2024 March 24-May 4, 2025	Aug. 5-Sept. 15, 2024 Jan. 13-Feb. 23, 2025 March 10-April 20, 2025	Aug. 19-Sept. 29, 2024 Feb. 3-March 16, 2025	Oct. 7-Nov. 3, 2024 Feb. 10-March 9, 2025

Certificate in Digital Fundraising

	Introduction to Effective Digital Fundraising \$990	Social Media Strategies for Effective Fundraising \$990	Email and Website Strategies for Effective Fundraising \$990	Digital Fundraising Excellence: Optimizing Strategies for Results \$990
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In-person	Indianapolis, IN Aug. 26-28, 2024 San Diego, CA Dec. 2-4, 2024 Fort Lauderdale, FL Feb. 26-28, 2025	Indianapolis, IN Aug. 8-9, 2024 Fort Lauderdale April 23-25, 2025	Indianapolis, IN April 16-17, 2025	Indianapolis, IN Oct. 17-18, 2024 Indianapolis, IN April 14-15, 2025	
Virtual					Sept. 11-Oct. 2, 2024
Online	May 19-June 29, 2025	March 10-April 6, 2025	Sept. 16-Oct. 13, 2024	July 8-Aug. 4, 2024	

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Online	Aug. 5-Sept. 1, 2024 June 2-29, 2025	March 3-30, 2025	Oct. 13-Nov. 9, 2025	Oct. 1-27, 2024 Aug. 4-31, 2025

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Virtual	July 11, 2024 Aug. 8, 2024 Sept. 12, 2024 Sept. 26, 2024 Nov. 4, 2024 Dec. 9, 2024			Oct. 9-30, 2024	July 18-Aug. 1, 2024	Feb. 6-27, 2025
Online		Sept. 30-Oct. 20, 2024	May 12-June 8, 2025			Oct. 14-Nov. 10, 2024

Webinars	
Planned Gift Fundraising Is for Everyone!	Fundraising from the Business Sector
Sept. 12, 2024	Dec. 12, 2024

To register:

1. Go to philanthropy.indianapolis.iu.edu/.

2. Choose **The Fund Raising School** along the top menu bar.

3. Choose **Courses & Seminars** from the drop down menu.

4. Click on the **Course Title**.

5. Choose the **Register** button next to the location and date you prefer.
6. Sign in to your account or create a new one.

7. Complete the information on three screens, enter your form of payment (credit card, purchase order, or select "I will pay later" if your organization prefers to pay by check)

8. After reviewing and agreeing to the terms and conditions, choose **Submit**.

You will receive immediate email confirmation when you register, then a follow-up email with course logistics and hotel information within two business days.

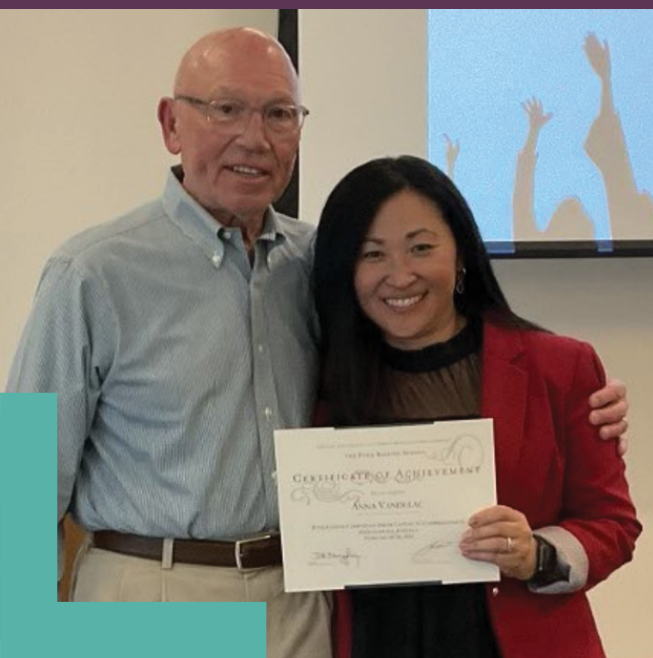
Payment must be received prior to the start of the course. All cancellations and transfers are subject to an administrative fee of \$275.

More Information →



97%

of alumni reported having increased confidence in their work after taking The Fund Raising School courses.



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