

Fundamentals of Fundraising

CERTIFICATE PROGRAM



Techniques for Nonprofit Fundraisers

Fall 2011 Session

August 29–November 21, 2011

Penn State Behrend

Offered by Continuing Education at Penn State Behrend
and the
Northwestern Pennsylvania Chapter of the Association
of Fundraising Professionals



PENNSTATE



Erie

The Behrend
College



Course Schedule

Monday Evening Sessions
6:00–8:30 p.m., Penn State Behrend

- August 29 **Starting a Development Program: An Overview of Fundraising**
Kristina Huber, CFRE
Director of Development
Sisters of St. Joseph of Northwestern Pennsylvania, Inc.
- September 12 **Marketing, Public Relations and Special Events**
Lisa Zompa Nietupski
Communications Specialist
Erie City Mission
- September 19 **Effective Annual Appeals**
Susan Black
Retired Vice President of Advancement
Gannon University
- September 26 **Prospect Research and Management**
Anita Miller, CFRE
Director, Research/Foundation Relations
Gannon University
- October 3 **Creating Success: Fearless Major Gifts Fundraising**
Susan Black
Retired Vice President of Advancement
Gannon University
- October 10 **Volunteer Management 101: Developing and Implementing an Effective Program**
Jennifer Dobbs Woods
Development Manager
Girl Scouts of Western Pennsylvania
- Erica Jackson
Director
Center for Credit and Consumer Research
- October 17 **Pulling It All Together: The Development Plan**
Emma Lee McCloskey, CFRE
President and Chief Executive Officer
The Catholic Foundation
- October 24 **Solicitation, Stewardship and the Donors' Perspective**
Gary Bukowski, CFRE
Vice President for Advancement
Dr. Gertrude A. Barber National Institute
- October 31 **Writing Winning Proposals**
Marlia Coates
Independent Consultant
- November 7 **Capital Campaigns**
Kimberly McCaslin, CFRE
Director of Development
St. Mary's Home of Erie
- November 14 **Accountability, Ethics and the Law**
Thomas Tupitza, Esq.
President
Knox McLaughlin Gornall & Sennett, P.C.
- November 21 **The Basics of Planned Giving**
Mary Temple, CFRE
Director of Development
Visiting Nurse Association (VNA) of Erie County

Who should take this course?

- Fundraising professionals who want to broaden their skills
- Executive directors of nonprofit organizations
- Volunteers engaged in fundraising activities
- Fundraisers who are new to development

What will I learn?

- How to identify, cultivate, and solicit prospective donors from among individuals, foundations, and corporations
- How to apply the latest technology to a fundraising program
- How to plan, implement, and manage an annual giving program
- How to build productive, meaningful relationships with board members and volunteers
- How to use planned gifts to raise endowment funds
- How ethical and legal issues affect the fundraising profession

Course Overview

Effective fundraising requires sophisticated methods of identifying, cultivating, and soliciting potential donors. This course provides an overview of the techniques needed to succeed.

Course topics are presented by some of the area's most experienced development professionals. The knowledge and insights they have to share will help you develop an inventory of skills to meet the challenges of the fundraising profession.

Course Certificate

This program is presented by Continuing Education at Penn State Behrend and co-sponsored by the Northwestern Pennsylvania Chapter of the Association of Fundraising Professionals (AFP). Penn State will award three Continuing Education Units (CEUs) and a certificate for successful completion of the course.

CEUs apply toward the eligibility requirements of the Certified Fundraising Executive (CFRE) designation. CFRE certification is awarded to individuals who have met the standards of professional practice and ethics set by the CFRE Professional Certification Board (a partnership program of AFP), the Association for Healthcare Philanthropy, the Association of Lutheran Development Executives, the National Catholic Development Conference, and the National Council for Resource Development.

This course has been approved by CFRE International to award contact hours for CFRE Continuing Education points as follows: "Full participation in the Fundamentals of Fundraising: Techniques for Nonprofit Fundraisers program is applicable for 30 contact hours/CFRE Continuing Education points in Category 1.B—Education of the CFRE International application for initial certification and/or recertification." For additional information about CFRE, visit www.cfre.org.

Registration Form

Fundamentals of Fundraising Non-Credit Program

LAST NAME FIRST NAME MIDDLE INITIAL

PSU ID OR SOCIAL SECURITY NUMBER* DATE OF BIRTH SEX

HOME ADDRESS (HOUSE/BOX # AND STREET/ROUTE)

CITY STATE ZIP CODE

HOME TELEPHONE BUSINESS TELEPHONE

E-MAIL

BUSINESS NAME POSITION TITLE

BUSINESS ADDRESS (BUILDING/BOX # AND STREET/ROUTE)

CITY STATE ZIP CODE

Please indicate method of payment:

Enclosed is a check or money order payable to "The Pennsylvania State University" for:

\$550 (AFP member) \$650 (Non AFP member**)

Bill my company or organization. A letter of authorization must accompany registration.

Charge to: VISA MasterCard Discover

CARDHOLDER'S SIGNATURE CARDHOLDER'S NAME (PLEASE PRINT)

CARD NUMBER EXPIRATION DATE (MO/YR)

* The Social Security Number (SSN) you provide for enrollment purposes, or when requesting specific services, will be used by the University to verify your identity for official record keeping and reporting. If you choose not to supply your SSN, certain services, such as transcripts, academic verification, tax reporting, financial aid, and other services may not be available to you, and Penn State cannot guarantee a complete academic record for you. Your SSN will be stored in a central system and used only for official reporting and record keeping. It will not be used as a primary source to identify you within the Penn State system; the PSU ID will be used as the primary identifier.

** To become a member of AFP, call 814-734-3039

Registrations must be received no later than two weeks prior to the start of program. Return completed form with payment or credit card information to:

Continuing Education
Penn State Behrend
Logan Carriage House
4213 Station Road
Erie, PA 16563
FAX: 814-898-6053

Questions?

Call 814-898-6103 or e-mail maw179@psu.edu or visit us at behrend.psu.edu/cde

Federal law requires that institutions of higher education gather information regarding the ethnicity and race of its students and employees. Your individual information will be kept strictly confidential. The law only requires institutions to report aggregate totals for each category.

Is your ethnicity Hispanic/Latino?
 Yes No No response

What is your race? (Select one or more)

- White
- Black or African American
- Asian
- American Indian or Alaska Native
- Native Hawaiian/Other Pacific Islander
- No Response



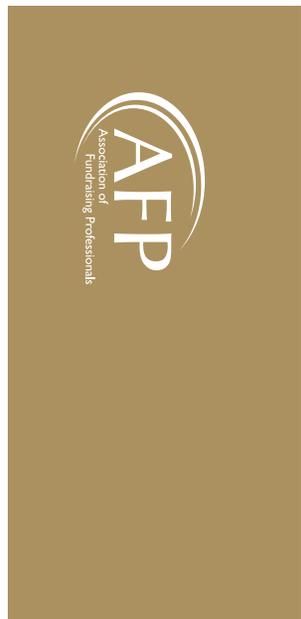
Fundamentals of Fundraising

Techniques for Nonprofit Fundraisers

Fall 2011 Session
August 29–November 21, 2011
Penn State Behrend

Offered by Penn State Behrend and the Northwestern Pennsylvania Chapter of the Association of Fundraising Professionals

We invite you to join us for an information session on July 12, 2011, from 4:30–5:30 p.m. Call 814-898-6103 for details.



PENN STATE
Erie The Behrend College
Continuing Education
Logan Carriage House
4213 Station Road
Erie, PA 16563

Non-Profit Org.
U.S. Postage
PAID
Erie, PA
Permit No. 879

Course Location. Fundamentals of Fundraising is held on the campus of Penn State Behrend. Prior to the start of the program, registrants will receive a confirmation letter with a complimentary parking pass and campus map.

Scholarships. A limited number of scholarships in the amount of \$200 each will be awarded to eligible attendees to offset the cost of the course. To be considered, submit responses to these questions: 1.) What is your role with regard to fundraising in your organization? 2.) How long have you been working in fundraising? 3.) Why are you requesting this scholarship? 4.) What do you most want to learn about fundraising and how will learning it help you and your organization?

Return your completed responses by August 1, 2011. Scholarship recipients will be notified by August 8, 2011, at which time they will be able to register. Send responses to:

Michelle Hartmann
Continuing Education
Penn State Behrend
4213 Station Road
Erie, PA 16563

Course Fee. The course fee may be paid by check, money order, VISA, MasterCard, or Discover, or you may request that we bill your employer. A request to bill your employer must be accompanied by a letter of authorization to process your registration.

Refunds and Cancellations. Refunds will be made only for cancellations received up to one week prior to the start of the class. After that, the individual or organization will be held responsible for the fee. Anyone who is registered but does not attend will be charged; however, a substitute may attend in the registrant's place. The University reserves the right to cancel or postpone any course or activity because of insufficient enrollment or other circumstances. If a program is canceled or postponed, the University will refund registration fees but cannot be held responsible for other costs, charges, or expenses, including cancellation/change charges assessed by airlines or travel agencies.

This publication is available in alternative media upon request. Penn State encourages qualified persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodations or have questions about the physical access provided, please call 814-898-6103 in advance of your participation. Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce. U.Ed. EBO 11-87.