



IN THE BUSINESS OF NONPROFITS

Certificate in Fundraising

This Certificate Program is designed for those who may not be formally trained in fundraising, but seek instruction in the basic skills and methods of resource development. With its strong grounding in the concepts, trends and practices that guide successful and ethical fundraising, you will become versed in the full processes of this desired skill. The program is also useful for those who assist with fundraising and for executive directors and board members who seek increased confidence and knowledge to support their roles as fundraisers for their causes.

From introductory level courses that emphasize program strategy, management practices and mission, to a progression toward advanced level courses that focus on each of the major fundraising strategies, you will gain knowledge that will enable you to design and execute each activity. The Certificate culminates with the steps toward developing a fundraising plan.

This Certificate is worth 5.4 Continuing Education Units from the La Salle University School of Business, 54 CFRE Points, and requires nine courses. The table below provides the date, instructor, and rates for each course. The time for all courses is 9am – 4pm.

Course Name	Course Date(s)		Time	Instructor	Member Rate	Non-Member Rate
	Please only choose one date for each session					
<i>Fundamentals of Fundraising</i>	10/2/2014	1/28/2015	9 am to 4 pm	Trimarco	\$129	\$159
<i>Guide to Finding & Getting Grants</i>	10/23/2014	7/2015*	9 am to 4 pm	Trimarco	\$129	\$159
<i>Creating Successful Individual & Major Donor Campaigns</i>	11/12/2014		9 am to 4 pm	Przywara	\$129	\$159
<i>Managing the Contribution</i>	12/11/2014		9 am to 4 pm	Przywara	\$129	\$159
<i>Organizing Successful Special Events</i>	2/27/2015		9 am to 4 pm	Rothfuss	\$129	\$159
<i>Building a Strong Corporate Fundraising Program</i>	3/20/2015		9 am to 4 pm	Feeley	\$129	\$159
<i>Designing & Implementing an Effective Direct Mail Program</i>	3/27/2015		9 am to 4 pm	Rothfuss	\$129	\$159
<i>Planned Giving</i>	4/21/2015		9 am to 4 pm	Przywara	\$129	\$159
<i>The Fundraiser's Roadmap</i>	5/14/2015		9 am to 4 pm	Swenson & Shropshire	\$129	\$159

*Check website in March for date of July workshop

For more information about locations, instructors' bios, course descriptions, and other information, please visit our website at <http://www.lasallenonprofitcenter.org/educational/workshops> or contact us at 215-951-1701.