

About the Certificate in Fundraising Management

What is the Course of Study?

The Certificate in Fundraising Management (CFM) provides in-depth training in vital areas of fundraising. These areas include annual giving, planned giving, marketing and public relations, direct mail, grant writing, and strategic planning.

There are no prerequisites for these fundraising management courses. Those wishing to earn a Certificate in Fundraising Management must complete a total of six courses within five years. Three of the courses must be from the core curriculum. Students may also enroll in any combination of courses, and may choose to upgrade skills in specific areas without completing all of the Certificate requirements.

Each two-day class is \$279 and meets 8:30 A.M. to 5 P.M. Free parking is available for all classes. For more information, please visit the program's website at cfm.unomaha.edu.

Class Location

Classes are held in 132B CPACS, University of Nebraska at Omaha Dodge Campus, 6001 Dodge Street. Parking instructions will be emailed to participants one week before each class.

Why Participate in CFM?

To continue to succeed in fundraising, professionals must continuously strengthen and refine their skills. UNO's Certificate in Fundraising Management offers a noncredit, comprehensive program of skill upgrading.

Who Can Benefit?

- Fundraisers who want to grow in their careers.
- Individuals making the change to a more rewarding career field.
- Persons seeking to explore and prepare for fundraising as a new or different profession.
- Executives in nonprofit organizations who wish to understand the fundraising profession in detail.
- Experienced professionals who want a fundraising update and a guide to new developments in the field.



The Certificate of Fundraising Management from UNO is a beneficial augmentation to any educational background. The team of instructors UNO has assembled possess a wealth of philanthropic knowledge including strategy, planning, implementation, and stewardship surrounding a gift. I would highly recommend the Certificate in Fundraising Management to anyone in the nonprofit sector."

Benjamin Luczak, MS, CFM | Associate Director of Development, Donor Relations | Omaha Performing Arts

Curriculum

Core Courses:

- Annual Giving
- Board Development & Strategic Planning
- Capital Campaigns
- Fundraising Concepts & Practices
- Planned Giving & Major Gifts

Elective Courses:

- Direct Marketing & Donor Data Management
- Grant Writing
- Prospect Research & Donor Relationships
- Public Relations & Marketing

CERTIFICATE IN FUNDRAISING MANAGEMENT



College of Public Affairs and Community Service
6001 Dodge Street
Omaha, Nebraska 68182

Register online at
cfm.unomaha.edu

NON-PROFIT ORG.
U.S. Postage
PAID
Permit No. 301
Omaha, Ne

The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its programs, activities, or employment.



COLLEGE OF PUBLIC AFFAIRS
AND COMMUNITY SERVICE

CERTIFICATE IN FUNDRAISING MANAGEMENT

A comprehensive noncredit program
in the essentials of fundraising.

*A must for anyone involved with
or thinking about a career in fundraising!*

Endorsed by Nonprofit
Association of the Midlands,
Omaha Community Foundation,
and United Way of the Midlands.



Approved for Certified
Fundraising Executive (CFRE)
continuing education.

Register online at
cfm.unomaha.edu



I come from a small facility and was very apprehensive about spending the money on the CFM program and it not being applicable to me, my job or my facility. I was happy to discover the classes and program itself apply to any facility big or small, and to any area of the state. I am grateful for the contacts with other fundraising professionals throughout the state I have met through the CFM program and continue to stay in touch with them."

Courtney Ostrander | Executive Assistant/Marketing Coordinator/Foundation Liaison | Gordon Memorial Health Services

Fundraising Concepts & Practices

Sept. 19-20 | Paul Strawhecker | CORE

This is an overview of all fundraising programs. Learn how to integrate various fundraising activities with a major gift emphasis.

- Institutional issues relating to fundraising.
- Organizing your fundraising program.
- Why case statements are important.
- Identifying and involving prospects and donors.
- Planning and executing an annual fund campaign.
- Using capital campaigns and planned giving effectively.
- Major gift fundraising for the small shop.

Grant Writing

Oct. 5-6 | Frank Shimerdla and Julie McClure | ELECTIVE

This course will focus on the development of successful grant proposals. It is designed to assist both first-time and seasoned proposal writers.

- How to understand the life-cycle of a grant-funding project.
- How to locate federal, state, local, and foundation funding.
- How to write a successful proposal that contains convincing key elements.
- How to develop and present clear budgets for grant proposals.
- How to develop and utilize effective mechanisms for grant evaluation.
- How to develop a successful grant development strategy for your organization.

Meet our Instructors

Scott Larson, CFRE, is the director of philanthropy at the Foundation for Lincoln Public Schools. He has worked with nonprofit organizations for more than 30 years. He has served as director of development for the Madonna Foundation in Lincoln, Nebraska; as a national church consultant; and as a campaign consultant for Paul J. Strawhecker, Inc.

Julie McClure, B.A., is a grant writer. Since 2008, she has worked with a variety of clients whose programming meets a wide range of educational and human service needs. Her career prior to grant writing included seven years as an elementary school teacher and 13 years as an elected member of the Columbus Public Schools Board of Education. Julie is a member of the nonprofit Sammy's Superheroes board (advocating for childhood cancer awareness and research) and is active in other community and church activities. She is a graduate of the University of Nebraska-Lincoln.

Jodie Nolan is vice president of gift planning services for Paul J. Strawhecker, Inc. She has over 20 years of development experience. Jodie has served as national director of major gifts and planned giving for Boys Town, as vice president of institutional advancement for the College of St. Mary, and as director of development for the Child Saving Institute.

Frank Shimerdla, MFA, is a grant writing consultant. He previously served as director of resource development for the AIM Institute where he led grant development efforts. With more than 14 years of experience in grant writing, he has written successful proposals garnering more than \$40 million from federal, state, local, and private funding sources.

R. Todd Simpson, CFRE, is executive director of the Peru State College Foundation & Alumni Association. He previously served as director of development for Omaha Home for Boys where he was responsible for the Home's entire development effort, including five million direct response solicitations each year and managing a million-plus name database. He has presented more than 50 seminars on fundraising.

Paul Strawhecker, MPA, ACFRE, is president of Paul J. Strawhecker, Inc. Paul's career spans over 40 years in managing fundraising programs throughout the country, generating more than \$200 million in annual giving, planned giving, and capital campaigns. Paul started Boys Town's planned giving program, was responsible for the City of Omaha's social service programs, and served as vice president for a 75-hospital management group and a university system.

Capital Campaigns

Oct. 24-25 | Paul J. Strawhecker and Scott Larson | CORE

Learn the essential concepts and components of a capital campaign and how to lay the necessary groundwork for a successful capital campaign.

- Organizational readiness.
- How a capital campaign relates to an annual fund drive.
- Philanthropic planning (feasibility) study.
- The three essential components of a capital campaign.
- Prospective donor identification, education, cultivation, and solicitation.

Direct Marketing & Donor Data Management

Nov. 9-10 | R. Todd Simpson | ELECTIVE

This high-energy, interactive session will cover direct mail fundraising for the large and small shop, touching on everything from appeal conception to package delivery. Bring your own packages and results for expert analysis and critique.

- Mail package creation.
- Package design.
- Premiums.
- Copy writing.
- Gift acknowledgement.
- Direct mail tests.
- Donor information management.
- Analysis and segmentation.
- Prospects and lists.
- New trends in direct marketing.

Board Development & Strategic Planning

Nov. 15-16 | Jodie Nolan and Scott Larson | CORE

The partnership between the board of directors, the chief executive officers and the development professional is a critical one. Strong, effective boards are an intentional result of strategic activity. In this workshop, learn the basics of working effectively with boards and how to apply strategic thinking to your organization's goals.

- The role and function of the board of directors.
- How to set expectations and motivate your board.
- Board recruitment and retention.
- What makes planning "strategic."
- Elements of a strategic planning process.
- A model for strategic planning.

Planned Giving & Major Gifts

Dec. 6-7 | Jodie Nolan | CORE

Learn how to ask for the big gift! This class will discuss the identification, cultivation, and proposal development for both major and planned gifts.

- Planned giving vehicles.
- Legal aspects of planned giving.
- How to select your endowment manager.
- How to set up the appointment and make the call/role playing.
- What you need to know to establish and manage these programs.

It's Easy to Register!

Online: cfm.unomaha.edu

Phone: 402.554.2133

Mail: Certificate in Fundraising Management
University of Nebraska at Omaha
6001 Dodge Street | 108 CPACS
Omaha, Nebraska 68182

Email: unocfm@unomaha.edu

Each class is \$279 and includes all class materials, lunches and parking. The registration/cancellation deadline is one week prior to the start of a class.

Participants wishing to cancel a registration, arrange for special physical or dietary needs, or who need additional information should contact Melanie Kiper at 402.554.2133 or unocfm@unomaha.edu.

UNO is an AA/EEO institution. For questions, accommodations or assistance please call/contact Charlotte Russell, ADA/504 coordinator (phone: 402.554.3490 or TTY 402.554.2978) or Anne Hiemann, director, Accessibility Services Center (phone: 402.554.2872).

YES!

I want to ENROLL in the following **FALL 2017** Certificate in Fundraising Management class(es):

- Fundraising Concepts & Practices (\$279)**
- Grant Writing (\$279)**
- Capital Campaigns (\$279)**
- Direct Marketing & Donor Data Management (\$279)**
- Board Development & Strategic Planning (\$279)**
- Planned Giving & Major Gifts (\$279)**

PAYMENT TOTAL: \$ _____

- Check (payable to University of Nebraska at Omaha)
- Credit Card: To pay by credit card, please register online at cfm.unomaha.edu or phone Melanie Kiper at 402.554.2133

Name _____

Representing _____

Mailing Address _____

City/State/Zip _____

Daytime Phone _____

Email _____