About the Certificate in Fundraising Management

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.

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.

Cost and Location
Each two-day class is $279 and meets 8:30 A.M. to 5 P.M. Free parking is available for all classes.

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

For more information, please visit the program’s website at cfm.unomaha.edu.

The Certificate in Fundraising Management from the University of Nebraska at Omaha gave me the skills I need to help my organization’s marketing and admissions departments go to the next level.

Kathleen Lighthart, CFM | St. Margaret Mary School

The CFM program provides practical, useful information that strengthens the skills of any development or nonprofit professional. Knowledgeable instructors bring real world experience to the classroom, helping participants tackle their myriad fundraising challenges. And the networking amongst fellow development types is wonderful!

Mary Talen | Director of Development | Youth Emergency Services

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

Approved for Certified Fundraising Executive (CFRE) continuing education.

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Meet our Instructors

**Haley Armstrong, MLS**, is the patient and community engagement liaison for Nebraska Medicine where she coordinates charitable giving and the community health improvement plans. She holds a master’s degree in marketing from Bellevue University and is a recent recipient of the American Marketing Association’s Pinnacle Award. Active in the community, Haley serves on the Nebraska Healthcare Marketers Board, Women’s Fund of Omaha Circle Steering Committee, and the UNL Alumni Association’s Nebraska University Alumni Network Advisory Board.

**Jerry Deichert**, director of the Center for Public Affairs Research at the University of Nebraska at Omaha, where he is also manager of the Nebraska State Data Center. An expert on small-area statistics, Jerry has published numerous articles and annually makes dozens of presentations across the state. He also serves as chair of the Nebraska Census Forecasting Advisory Board.

**Scott Larson, M.Div., CRFE**, is a senior associate with Paul J. Strawhecker, Inc. He has worked with nonprofit organizations for more than 30 years. His 15 years of development experience include work in healthcare, religious, and social service philanthropy. He has served as director of development for the Madonna Foundation and as a national church consultant. Prior to his work in development, Scott was a parish pastor in Minnesota and Nebraska, and is currently serving a church in Ceresco, Nebraska, as a part-time pastor. He will soon complete his doctoral studies in educational administration at 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 at 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.

**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 is a university system.