Diploma in Professional Fundraising

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The Diploma in Professional Fundraising is FIA's premier fundraising education program, signifying excellence, and your commitment to best-practice fundraising. This course is designed to solidify and expand your knowledge and skills as a fundraiser and a non-profit leader. If you wish to maximise your impact, raise your profile, and enhance your competencies in a growing sector, this is the course for you.

The Diploma:

- is relevant to the work of professional fundraisers
- includes a variety of learning experiences
- provides appropriate guidance, including readings and assignment tasks
- is set within the context of FIA's Code and mission to promote ethical and professional fundraising practice
- builds on knowledge and skills gained working in the field of fundraising
- provides highly regarded professional tutors who have a wealth of fundraising experience

The course provides:

- online self-paced study over 12 months
- the tools you need to help you achieve fundraising excellence
- challenging contemporary subject matter and the principles of fundraising best practice
- opportunities to build on your existing knowledge and skills in a structured learning environment
- appropriate guidance, readings, and assessment tasks catering to a broad range of learning styles
- applied learning in people management especially adapted to the needs of professional fundraisers

Certified Fund Raising Executive (CFRE) Credential

Full participation in the Diploma in Professional Fundraising is applicable for up to **80** continuing education points.

Course Delivery

The Diploma in Professional Fundraising is available in online format. Online access starts as soon as you log in for the first time. The learning management platform 'FIA Learning Hub' allows you the freedom for self-paced, flexible study over 12 months. Access to all online materials will expire after 12 months unless prior arrangements have been made through FIA.

A tutor will be allocated to each student upon enrolment. The tutor's role is to guide you through the course content and assess your assignments. In addition, all students should log into the learning management platform at least once a week for current and updated information, feedback, and messages from tutors and FIA staff. Discussion may also take place via a tutor's contact email.

Course Structure and Requirements

The Diploma in Professional Fundraising will take 12 months to complete.

The course covers a wide range of areas, with each module applicable to fundraising professionals' work. The content includes a variety of rich learning experiences.

Attainment requires completing and assessing 12 modules, comprising 10 core modules and two elective modules, chosen from the list below.

Each module lasts approximately 10 hours of reading, study, reflection, and assignment tasks based on about six hours of research and four hours to complete the assignments.

Participants require internet access to the learning management platform 'FIA Learning Hub,' which provides essential online course materials and resources.

Course Content

Core Modules

(*You are required to complete all 10 of these modules*)

- Fundraising Strategy
- Fundraising Legislation
- Ethical Frameworks
- Direct Response Strategy
- Using Offline Fundraising Channels

- Using Online Media
- Major Gifts
- Bequests (Gifts in Wills)
- Corporate Fundraising
- Trusts and Foundations

Elective Modules

(*You are required to complete two of the modules below*)

- Leadership and Influence
- Team Dynamics
- Measuring People's Performance

Time Frames

The following table guides how long the course, and each module will take you. Please remember that your online access period of 12 months will require you to complete one module per month. This includes the ten core modules and two elective modules.

Study time	Months to finish the Diploma
10 hours per month (approx. 1 module per month)	12 months to complete the entire course

While there are no set due dates for assignments to be completed and submitted to your tutor for assessment, you should submit them within the month you complete the module.

Core Module Content

Module 1: Welcome and Introduction module of the Diploma of Professional Fundraising
- Trends and analysis of the sector
- Best practice guidelines with examples
- Legal and ethical parameters
- Strategies and tactics
- FIA's Code of Ethics and Practice Notes

Module 2: Fundraising Strategy
- Charitable purpose and fundraising activities
- The state of fundraising in Australia
- How and why people and organisations give
- A framework for planning a fundraising strategy
- How to carry out a fundraising audit
- Setting fundraising objectives and key strategies
- Product positioning and developing a case for support

Module 3: Fundraising Legislation
- Understand the framework underpinning Australia's fundraising legislation and control
- Be aware of specific state laws and regulations
- Understand Australian Privacy legislation as it applies to the fundraising sector
- Understand the tax laws which are relevant to Not-for-profits

Module 4: Ethical Frameworks
- Understand the ethical and policy environment within which fundraising is practiced in Australia
- Familiarise yourself with the FIA's Code and other policy constraints and how to apply them
- Be aware of some of the types of organisation-imposed policies that you may encounter

Module 5: Direct Response Strategy
- The significance of the donor pyramid in modern fundraising
- Cost/income ratio and lifetime value
- Relevance of the donor journey for fundraising planning and measurement
- Matching channels and content to the donor journey
- Managing and using data to drive fundraising activities
- Testing – what to test and how

Module 6: Using Offline Fundraising Channels
- Provide an overview of the communication channels used in the fundraising sector
- Review some guidelines on composition, targeting, and benchmarks for a response for direct mail
- Understand why and how to use the phone for fundraising
- Deal with negative perceptions and motivate staff in face-to-face fundraising
- Review personalized, offline channels - press, TV, radio, and outdoor

Module 7: Using Online Media
- How online channels fit together
- Online donors and developing personas
- Creating a good website user experience
- Tips on paid search and SEO
- Tips on online display advertising
- How to optimise each stage of email fundraising
- Using social media effectively
- An overview of crowdfunding
- Adapting to the opportunities for mobile

Module 8: Major Gifts
- The typical profile of a significant donor
- Development cycle for major donors with details on specific stages
- Focus on the engagement itself:
- Types of activities
- Preparing for a meeting
- Anatomy of a meeting and closing the gift
- Managing the relationship after the gift

Module 9: Bequests (Gifts in Wills)
- The status and importance of bequests in Australian fundraising
- What type of people give, and their motives
- Types of gifts in wills and advice given to the public
- Communication tips
- In Memoriam Giving

Module 10: Corporate Fundraising Partnerships
- The status and trends in corporate giving
- The different types of giving
- Which organisations to approach, whom to talk to, and how to approach them

Module 11: Trusts and Foundations
- The status and trends in corporate giving
- The different types of giving
- Which organisations to approach, whom to talk to, and how to approach them

Elective Module Content
Choose two of the three electives below to be completed and submitted for assessment.

Module 12: Leadership in Fundraising
- Understand the basic principles of leadership and what defines a good leader
- Be aware of the differences between leadership and management
- Familiarise yourself with various theories of leadership
- Understand the unique challenges of leadership in a fundraising context

Module 13: Team Dynamics

- Familiarise yourself with the nature of teams in society and a fundraising context
- Understand how teams develop in fundraising organisations
- Look into the dynamics of teams, and identify the factors affecting team performance
- View the whole organisation as a team and understand how this delivers fundraising success
- Understand how conflict might arise in a fundraising organisation and develop various methods for conflict resolution

Module 14: Measuring People Performance

- Understand the main reasons that people stay or leave an organisation
- Learn about theories of motivation that apply to organisations
- Identify different types of appraisals and their pros and cons
- Become aware of the key considerations involved in the performance management approach for both appraiser and staff member

Course Materials

After enrolling, you will receive the following:

- A welcome email inviting you to set up a login to the FIA Learning Hub
- Details of your assigned tutor
- A print copy of the Diploma in Professional Fundraising textbook: Fundraising Management: Analysis, Planning and Practice, 3rd edition

Course Assessment

The Diploma in Professional Fundraising course is competency-based, meaning that you must demonstrate proficiency and understanding of all questions in an assignment to succeed rather than achieve an academic grade. Although there are no exams, assessment is performed against a set of standard criteria.

Because the Diploma is competency-based, you can resubmit a reworked assignment if competency is not met on the initial submission. Your tutor will guide you through this process.

The following section outlines the Assessment Requirements and Process.

Assessment Requirements

Each assessment (assignment) is designed to test a student's comprehension of the material covered in the module and your ability to apply learnings in the real world. You should draw on the content covered in the tutorial, the required readings, wider readings, and the course textbook. You should not restrict yourself to these resources. If you have access to other relevant sources which will add depth or clarity to your answers, you are encouraged to use them.

Readings and Assessment

The module readings are an integral element of the learning experience, and tutors will seek evidence of your reading in your assignments. They will also look for evidence of your ability to reflect on the readings and test the concepts against the reality of the workplace.

Assessment Process

1. All assessments must be submitted via the FIA Learning Hub. If for any reason you are unable to submit your assessment, please contact training@fia.org.au

2. Marking turnaround time is approximately three weeks. Your result and feedback will also be accessible in the FIA Learning Hub. It is important to keep a copy of all the work you have submitted

3. The FIA Learning Hub requires you to confirm the originality of your own work as you submit each assessment

4. The passing grade is Completed-Passed

Assessment Appeals

If you feel that your assessment has not been fair, or you wish to dispute any area of your assessment, your first approach should be to your tutor. It is more than likely that the issue can be easily resolved on a one-to-one basis.

Any student can register a query about an assessment by following these steps:

Step 1:   Approach your tutor with your query and explain your reason for your dissatisfaction as clearly as possible

Step 2:   Your tutor will reassess your work within two weeks (or unless otherwise specified) of your appeal

Step 3:   If you are still not satisfied with the reassessment, then you should make a written request for reassessment to the Education Team via training@fia.org.au
In your written request, clearly outline your reasons for being dissatisfied

Step 4:   A second tutor will review your disputed assessment

Step 5:   The second tutor conducts an assessment within three weeks (unless otherwise specified) of advice from FIA

Step 6:   If you are still dissatisfied with the result of your assessment, you should write to the Education Team at training@fia.org.au. You will need to outline the reasons for your dissatisfaction as clearly as possible.

Step 7:   FIA will arrange for an independent review of your complaint. You will receive a written statement of the process and outcome

Enrolment Conditions

The enrolment duration for the Diploma in Professional Fundraising is 12-months. If you feel that you are unable to complete it within 12-months, please contact both your tutor in the first instance and FIA to discuss a study plan and an achievable completion date.

Your enrolment's start and end date are to be within a maximum of 24 months.

Extensions

If you are unable to complete the whole course within the 12-month access period, you **MUST** make an application for an 'extension' to training@fia.org.au. Late applications may be rejected. A free extension period can be offered up to, but not exceeding the one-month grace period. Further time extensions will result in access and administration fees being applied.

Extension Fees

3 months: $250

Course Withdrawal

A student who opts to withdraw permanently from the Diploma in Professional Fundraising having not completed the course must inform FIA's Education Team in writing by email. Where a student ceases without notice to submit work or participate in learning activities they will be deemed to have withdrawn from their course and will be automatically unenrolled from the learning management platform and course.

A refund will not be granted. Please refer to our Terms & Conditions.

Privacy

FIA retains information about students and their learning, this is kept confidentially with staff and tutors of FIA. At any time, a student can request information from FIA.

Record Keeping

FIA will keep assessment records, including extension applications and approvals for each student, on file indefinitely.

Course Evaluation

We would appreciate your feedback to ensure we continue to offer relevant and interesting professional development opportunities. All comments will remain confidential.

1. Please ensure you complete the Evaluation in the FIA Learning Hub. Once your evaluation is complete and your Assessments are completed, you can download the course online Certificate.

Completion

You will be presented with an FIA Diploma in Professional Fundraising printed Certificate at the successful conclusion of your studies.

Supporting Student Needs

If you have any accessibility issues, please contact FIA to discuss them.

Cancellation & Refund Policy

Only under exceptional circumstances and on a case-by-case basis will requests for withdrawal or cancellation be considered once payment has been made.

If a student needs to withdraw from the Diploma before gaining online access and starting the course, a full refund minus the administration charge of **$125** will be approved.

No refund is offered once online access has been established and the course started.

Should a student withdraw from the Diploma once starting, no substitute or replacement student can join in their place for any reason.

All requests must be made in writing and emailed to the FIA Education Team at training@fia.org.au.