

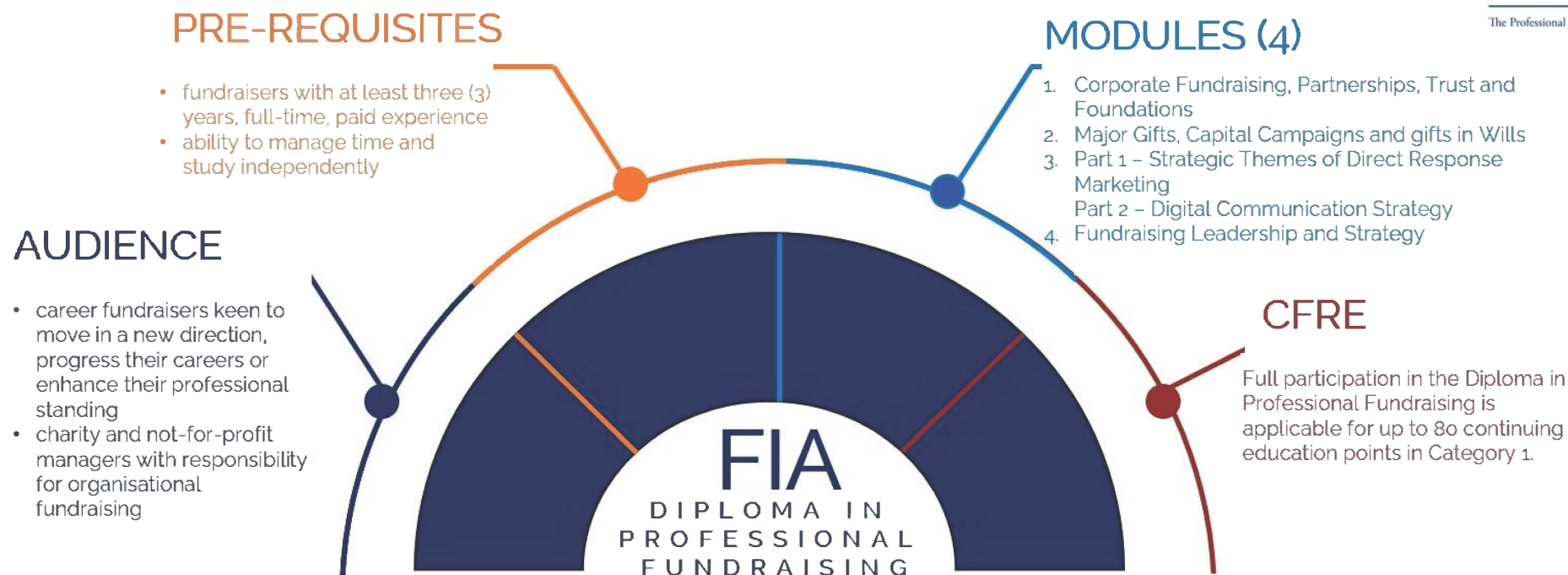
# Diploma in Professional Fundraising

Undertaking the FIA Diploma in Professional Fundraising shows a genuine commitment to your fundraising career.

This course helps develop fundraising management strategies through strategic thinking, creative approaches to fundraising, and nurturing donor relationships. Students will also develop advanced problem-solving and communication skills through practical, hands-on case study activities and assessments with an organisational focus.

# Learning Outcomes

- strategies for corporate fundraising, trusts and foundations and gifts in Wills
- analysis of trusts and foundations and tools for grant proposals
- the profiles of major donors and requirements for a major gifts program
- gifts in Wills program strategies
- frameworks for ethical fundraising and fundraising regulation
- selecting appropriate fundraising channels and content matched to the donor journey
- understanding the significance of digital as a part of an integrated fundraising strategy
- leadership and management in a fundraising context



### ENROL TODAY

Take control of your professional development and visit the FIA Learning Hub.

### LEARNING HUB ACCESS

Step 1: If you don't have a login, contact your organisation's nominated contact to be added to our database.

### LEARNING HUB ACCESS

Step 2: Your information will be transferred within 2 hours.

### LEARNING HUB ACCESS

Step 3: When you first login, Click 'forgot password'.

### QUESTIONS?

For any training support, please email [training@fia.org.au](mailto:training@fia.org.au)

# Course Delivery

To earn the **Diploma in Professional Fundraising**, you'll need to complete:

4 modules and 8 assessments

Modules are available in eLearning format only

# Time Commitment

Each of the 4 modules consists of approximately:

- 3 hours of eLearning
- 3 hours of reading/self-study
- 3 hours of assessment task

# Modules

Course Structure and Objectives

Module 1 - Corporate Fundraising, Partnerships, Trusts and Foundations	Module 2 - Major Gifts, Capital Campaigns and Gifts in Wills	Module 3 Part 1 - Strategic Themes of Direct Response Strategy	Module 3 Part 2 - Digital Communication Strategy	Module 4 - Fundraising Leadership & Strategy
<ul style="list-style-type: none"> <li>• Recognise status trends of corporate giving, including which organisations to approach, whom to talk to and how to approach them.</li> <li>• Explore Corporate Social Responsibility (CSR), corporate giving behaviour and workplace giving.</li> <li>• Develop a strategy to build mutually beneficial partnerships with corporates.</li> <li>• Analyse Australian trusts and foundations to understand how they are influenced by economic conditions.</li> <li>• Demonstrate how to write a strong proposal and maintain a continuing relationship with a trust or</li> </ul>	<ul style="list-style-type: none"> <li>• Examine the typical profile of a major donor, including the development cycle.</li> <li>• Understand and demonstrate prospect research, assess your organisational readiness, and the systems and processes required for a major gifts program.</li> <li>• Analyse capital campaigns through Australian case studies.</li> <li>• Explore Gifts in Wills strategies, including donors' motivations to leave a bequest, categories of gifts in wills, in-memoriam giving and communication tips.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate understanding of the strategic themes related to a direct response strategy.</li> <li>• Analyse different techniques and structures of direct response strategies for fundraising programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the significance of digital as part of an integrated fundraising strategy.</li> <li>• Analyse and develop digital communication strategies in relation to mass fundraising and online media.</li> <li>• Examine the application of fundraising regulations and best practice in Australia.</li> </ul>	<ul style="list-style-type: none"> <li>• Examine performance management through motivation theories that explain why employees remain at or leave an organization.</li> <li>• Recognise basic principles of leadership and how it differs from management in a fundraising context.</li> <li>• Explore team dynamics in a fundraising context, including conflict resolution and volunteer recruitment and retention.</li> </ul>



PDF file

Course Overview.pdf

138.3 KB



# Textbook

The course textbook, ***Fundraising Management: Analysis, Planning, and Practice (4th Edition)*** by **Adrian Sargeant** and **Jayne George**, will be provided to you by mail.