

# Certificate in Professional Fundraising

The Certificate in Professional Fundraising is an excellent opportunity to advance your fundraising career. This comprehensive program covers key aspects of fundraising and is designed for new and early-career fundraisers seeking to build a strong foundation in the field.

# Learning Outcomes

- Understand and contextualise the charitable sector, the state of fundraising in Australia and the motives for giving
- Apply legislative and ethical frameworks and practices to your fundraising activities
- Understand the theoretical principles of identifying and qualifying donors and applying them to your fundraising practice
- Understand different areas of fundraising in Australia and the activities involved in fundraising strategies and programs
- Develop strategies to create robust fundraising activities and programs
- Analyse fundraising activities and practices and determine areas for development, improvement and best practice

# Course Delivery

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

**3 core modules** and **3 elective modules**

All modules—core and elective—can be purchased individually or as part of the full Certificate program

Choose either the **eLearning** or **Blended** delivery format

Electives are available in **eLearning** format only

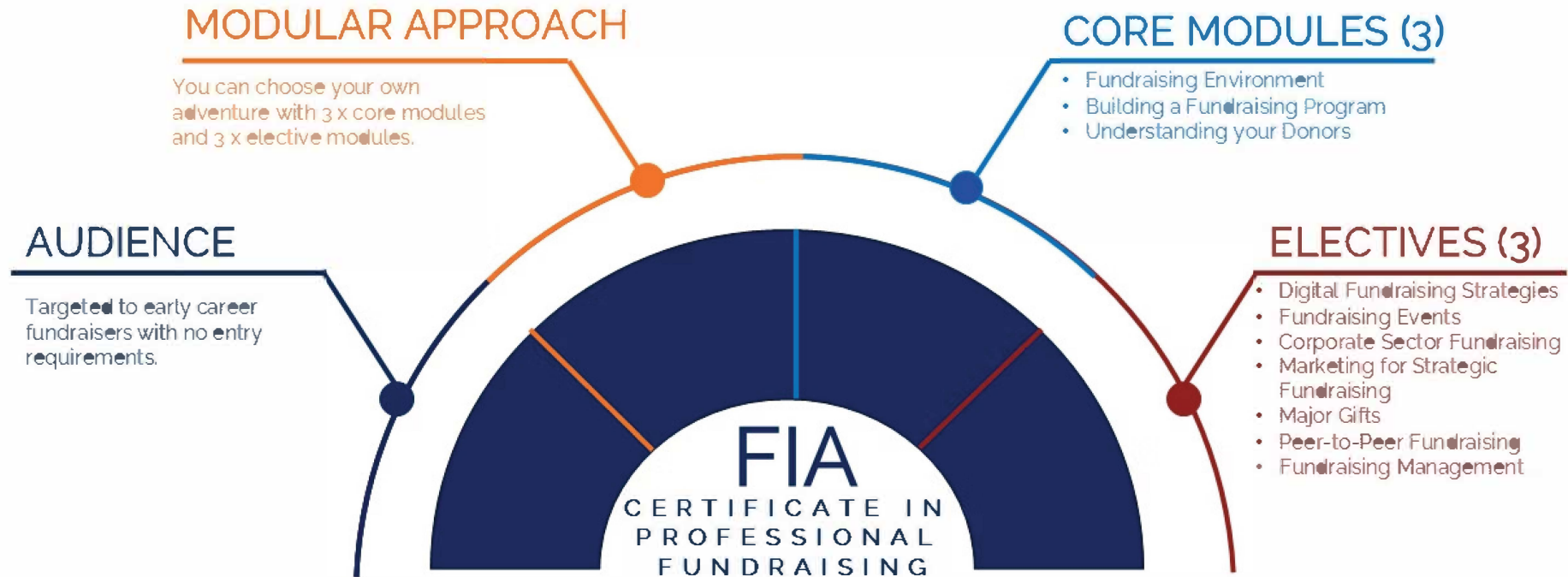
## Self-Paced eLearning

Complete all six eLearning modules at your own pace through the FIA Learning Hub

## Blended (Zoom + eLearning)

Attend live, interactive **Zoom** sessions with a tutor over three Fridays (one session per month) for the three core modules

Complete the three elective modules through self-paced **eLearning**



#### 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)

# Time Commitment

Each module consists of approximately 10 hours of study:

- 4 hours of eLearning or facilitated content
- 3 hours of reading/self-study
- 3 hours of assessment task

# Core Modules

Choose to complete the three core modules via eLearning or via Zoom

**1** **The Fundraising Environment**

Learn about the charitable sector context and fundraising in Australia

**2** **Building a Fundraising Program**

Develop strategies for creating effective fundraising activities

**3** **Understanding Your Donors**

Master the principles of identifying and qualifying donors

# Elective Modules

Electives are available in **eLearning** format only

Select three eLearning electives from a diverse range of topics, including:

## Fundraising Management

Learn essential skills for managing fundraising operations and teams

[Learn more](#)

## Peer-to-Peer Fundraising

Master strategies for effective peer-to-peer fundraising campaigns

[Learn more](#)

## Major Gifts

Develop skills for securing significant donations from major donors

[Learn more](#)

## Corporate Sector Fundraising

Learn strategies for engaging corporate partners and sponsors

[Learn more](#)

## Fundraising Events

Master the planning and execution of successful fundraising events

[Learn more](#)

## Digital Fundraising Strategies

Learn effective online and digital fundraising techniques

[Learn more](#)

# Course Resources

## Textbook

The required textbook for this course is *Achieving Excellence in Fundraising (5th Edition)*.

You can purchase the book from any bookshop; however, FIA members can enjoy a 25% discount through Wiley.

## To access the discount

- Visit Wiley's [website](#).
- Enter the code **FIA25** at checkout when purchasing your eBook or print copy.