

Online Cause Selling Accelerate Syllabus

Program Format

Online

Program Cost

\$460 + cost of textbook

Course Overview

Fundraising Academy Cause Selling Education provides education and training to fundraisers throughout the U.S. and beyond. Through online and in-person workshops, the Fundraising Academy (FA) trains emerging fundraisers to deepen relationships with donors through a Cause Selling approach and ultimately increase revenue for their causes.

The Online Cause Selling Accelerate is a live, cohort-based virtual fundraising certificate program offered by the Fundraising Academy. Through the cohort-based training model, participants connect and collaborate with their peers to: discover effective lead qualification strategies; redefine donor objections; practice their Ask; explore different social styles; understand their ethical responsibilities; and more.

Pursue your CFRE certification! Full participation in the Online Cause Selling Accelerate is applicable for **49+ points** in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Required Textbook (offered in eBook & Print Formats)

Cause Selling: A Guide to Relationship-Driven Fundraising
(Dr. David Lill & Jennifer Lill-Brown) **Available for purchase on Amazon.**

Course Schedule At a Glance

*The **average** time commitment is **56 hours**, including live session attendance and out-of-session coursework completion (this estimate may vary depending on each participant's out-of-session work completion pace).*

Session Dates	Subject	Session Length
Session 1 – February 8	Fundraising Fundamentals Part 1	3.5 hours
Session 2 – February 15	Fundraising Fundamentals Part 2	3.5 hours
Session 3 – March 1	Fundraising Fundamentals Part 3	3.5 hours
Session 4 – March 8	Cause Selling Phase 1	3.5 hours
Session 5 – March 15	Cause Selling Phase 2	3.5 hours
Session 6 – March 22	Cause Selling Phase 2	3.5 hours
Session 7 – March 29	Cause Selling Phase 3	3.5 hours
Session 8 – April 5	Major Gifts & Planned Giving	3.5 hours
Session 9 – April 12	Interview with a Philanthropist	2 hours
Session 10 – April 14	Pitch Fest	2.5 hours

Course Outline & Overview of Modules
Session 1: Fundraising Fundamentals
Start with Why
Trends in Philanthropy: Giving USA Report Discussion
Ethics in Fundraising (<i>Chapter 2</i>)
Session 2: Fundraising Fundamentals
Cause Selling Overview (<i>Chapter 1</i>)
Time Management (<i>Chapter 3</i>)
The Four Donor Styles (<i>Chapter 6</i>)
Session 3: Fundraising Fundamentals
Understanding Why People Give (<i>Chapter 4</i>)
Digital Fundraising (<i>Chapter 5</i>)
Session 4: Cause Selling Phase 1 [<i>How to Find Qualified Donors and What to Do Before Your Meet</i>]
Cause Selling Step 1: Prospecting (<i>Chapter 7</i>)
Cause Selling Step 2: Pre-Approach (<i>Chapter 8</i>)
Session 5: Cause Selling Phase 2 [<i>First Impressions and Effective Listening</i>]
Cause Selling Step 3: Approach (<i>Chapter 9</i>)
Cause Selling Step 4: Need Discovery (<i>Chapter 10</i>)
Session 6: Cause Selling Phase 2 [<i>Telling Your Story and Turning a “No” into a “Yes”</i>]
Cause Selling Step 5: Presentation (<i>Chapter 11</i>)
Cause Selling Step 6: Handling Objections (<i>Chapter 12</i>)
Session 7: Cause Selling Phase 3 [<i>Confirming the Gift and Fostering Loyalty</i>]
Cause Selling Step 7: The Ask (<i>Chapter 13</i>)
Cause Selling Step 8: Stewardship (<i>Chapter 14</i>)
Session 8: Major Gifts & Planned Giving
Major Gifts and Solicitations
Planned Giving
Session 9: Interview with a Philanthropist
Interview with a Philanthropist
Session 10: Pitch Fest & Graduation
Pitch Fest with Live Panel
Graduation

Session schedule and content are subject to change at the discretion of Fundraising Academy.