

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. If you wish to earn a CFM, you need to complete a total of six courses, three of which must be completed from the core curriculum. The six courses must be completed within five years from the date you begin your first course.

You may also enroll in any combination of courses you choose if you would like to upgrade your skills in a specific area but not complete all the Certificate requirements. Visit our website at <http://cfm.unomaha.edu> for more information and descriptions for all classes.

You may receive 1.5 Continuing Education Units from the UNO College of Business Administration for each CFM course you complete. To receive CEUs there is an additional \$10 fee for each course. CEUs are not required to receive the Certificate.

Classes meet at the Omaha Home for Boys, 4343 North 52nd Street (52nd & Ames) in Omaha, **except for the Fundraising Concepts & Practices class**, which is being held at the Lincoln Community Foundation, 215 Centennial Mall South, in Lincoln. Free parking is available for all classes. For more information, visit our website at <http://cfm.unomaha.edu>.



Instructor Paul J. Strawhecker assists class participants with a fundraising plan.

A must for anyone involved with or thinking about a career in fundraising

Certificate in Fundraising Management

Most classes held at Omaha Home for Boys

Spring 2008

A comprehensive
noncredit program in
the essentials of
FUNDRAISING

Sponsored by the
UNO College of Public Affairs
and Community Service,
Nonprofit Association of the Midlands,
Omaha Community Foundation, and the
United Way of the Midlands.

UNIVERSITY OF
Nebraska
Omaha

Register online at
<http://cfm.unomaha.edu/register.php>

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

"CFM has opened many doors for me professionally. When I first became interested in the development field, I had no idea where to start or how complex fundraising could be. The CFM program had sessions that fit my schedule, were taught by qualified professional instructors, and helped me network with representatives from diverse organizations."

- Kristen Ostenso, Major Gift Officer
Alegent Health Foundation, Omaha, NE

Curriculum

Core Courses

Annual Giving
Board Development
Capital Campaigns
Fundraising Concepts & Practices
Planned Giving & Major Gifts
Strategic Planning

Elective Courses

Direct Mail & Donor Data Management
Grant Writing
Prospect Research & Donor Relationships
Public Relations & Marketing

Certificate in Fundraising Management

UNIVERSITY OF
Nebraska
Omaha

College of Public Affairs and Community Service
6001 Dodge Street
Omaha, Nebraska 68182

Register online at
<http://cfm.unomaha.edu/register.php>

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Meet Our Instructors

Bernie Devlin has 22 years of experience in nonprofit management and fundraising. As director of public appeals for Girls and Boys Town, he directed all aspects of the direct response fundraising. Bernie was on the Board of Directors of the Direct Marketing Association Nonprofit Federation, and is a frequent presenter at Direct Marketing Association conferences and meetings.

John Fettig, CFRE, is vice president for capital resource development for Paul J. Strawhecker, Inc. He has worked with nonprofit organizations for more than 20 years. His development experience includes work in higher education, economic development and developmental disabilities. He served as director of development for Special Olympics Nebraska, as director of development at Blackburn College (Illinois) and as executive director of the Carlinville Economic Development Corporation (Illinois). John has experience in all areas of fundraising, including annual giving, direct mail, special events, planned giving and capital campaigns.

Jodie Nolan, CFRE, 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 for the College of St. Mary, and as director of development for Child Saving Institute and the St. Joseph Health Care Foundation.

Paul J. Strawhecker, MPA, ACFRE, is president of Paul J. Strawhecker, Inc. Paul's career spans over 30 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 a university system.

Pete Tulipana, MPA, CFRE, is executive director of Heartland Family Services. He has 25 years professional management experience, with expertise in strategic planning, program development and evaluation, organizational behavior, and policy development. Pete has done an extensive amount of training and development with boards of directors.

Eileen Wirth, Ph.D., is chair of the Department of Journalism and Mass Communications at Creighton University. She is a former reporter for the Omaha World-Herald and a former public relations official for Union Pacific Railroad. She is a former president of the Omaha Public Library Board and is vice president of the Omaha Public Library Foundation. She also is a board member of Omaha Press Club Journalism Education, Inc., and the Cathedral Arts Project. She has also been heavily involved in volunteer PR and development work for Marian and Creighton Prep high schools, St. Cecilia's Grade School and the Omaha Public Library.

Sara Woods, MPA, is an assistant dean in the College of Public Affairs and Community Service at UNO. A grant writing specialist and consultant for over 15 years, she has written or co-written more than 100 successful proposals to federal, state, local and private funding agencies totaling more than \$50 million.

Fundraising Concepts & Practices

February 28 & 29

8:30 a.m.-5:00 p.m.

\$249 **CORE**

This class will include an overview of all fundraising programs. Learn how to integrate various fundraising activities with a major gift emphasis.

- ◆ Organizing your fundraising program
- ◆ Identifying and involving prospects and donors
- ◆ Planning and executing an annual fund campaign
- ◆ Using the capital campaign effectively
- ◆ Major gift fundraising for the small shop

This course will be held at the Lincoln Community Foundation, 215 Centennial Mall South, in Lincoln. Directions and details will be available upon registration.

Instructor: Paul J. Strawhecker

Direct Mail & Donor Management

March 6 & 7

8:30 a.m.-5:00 p.m.

\$249 **ELECTIVE**

Bring your fundraising materials for an analysis and some new ideas. Learn how to start or enhance your direct mail fundraising program. Plan and conduct tests that will gain results you can use. This course will cover:

- ◆ Donor record-keeping and communications
- ◆ Analysis of data and testing for success
- ◆ Writing the appeal and thank you letter
- ◆ Inserts and newsletters
- ◆ Processing the gift

Instructor: Bernie Devlin

Board Development

March 18 & 19

8:30 a.m.-5:00 p.m.

\$249 **CORE**

The partnership between the board of directors, the chief executive officer and the development professional is a critical one. Strong, effective boards are an intentional result of strategic activity. In this workshop, learn the basics of working effectively with boards. You will learn:

- ◆ The role and function of the board of directors
- ◆ How to set expectations and motivate your board
- ◆ Board recruitment and retention
- ◆ Dealing with ineffective board members

Instructor: Pete Tulipana

Prospect Research & Donor Relationships

March 27 & 28

8:30 a.m.-5:00 p.m.

\$249 **ELECTIVE**

Prospect research is an important component of the development program, and organizations wishing to obtain major gifts from individuals, corporations or foundations must do their homework. This course will cover:

- ◆ Sources of information for and benefits of prospect research
- ◆ Electronic screening
- ◆ Pitfalls of research
- ◆ How to build relationships with donors and prospects
- ◆ How to organize and maintain a stewardship program

Instructor: Jodie Nolan

Grant Writing

April 3 & 4

8:30 a.m.-5:00 p.m.

\$249 **ELECTIVE**

This course will focus on the development of successful grant proposals. It is designed to assist both first-time and seasoned proposal writers. Topics will include:

- ◆ The lifecycle of a grant-funded program
- ◆ Trends in grant making
- ◆ Locating various sources of funding that match your programming interests
- ◆ Writing successful proposals that address funder priorities and meet the needs of your organization
- ◆ Developing and utilizing effective mechanisms for grant evaluation

Instructor: Sara Woods

Capital Campaigns

April 17 & 18

8:30 a.m.-5:00 p.m.

\$249 **CORE**

Learn the essential concepts and components of a capital campaign and how to lay the necessary groundwork for a successful capital campaign. Tuition for this course also includes a copy of Paul J. Strawhecker's book, *Capital Campaign Implementation: Are You Ready?*

- ◆ Organizational readiness
- ◆ How a capital campaign relates to an annual fund drive
- ◆ The three essential components of a capital campaign
- ◆ Philanthropic planning (feasibility) study
- ◆ Prospective donor identification, education, cultivation and solicitation

Instructor: John Fettig

Public Relations & Marketing

May 7 & 8

8:30 a.m.-5:00 p.m.

\$249 **ELECTIVE**

Learn how public relations concepts and techniques can enhance development programs. Topics will include:

- ◆ The role of mission in public relations success
- ◆ Creating position statements and other strategic messages
- ◆ Targeting key audiences
- ◆ Strengthening identity as the basis for a sound public image
- ◆ Strategic event planning and media relations

Instructor: Eileen Wirth

It's Easy to Register!

Online: <http://cfm.unomaha.edu/register.php>

Mail: Certificate in Fundraising Management
Annex 11, 6001 Dodge Street
Omaha, Nebraska 68182

Phone: 402-561-7585 weekdays
8:00 a.m. - 5:00 p.m.

Email: mkiper@unomaha.edu

Fax: 402-561-7599

Each class is \$249 and includes all class materials, lunch and parking. The registration deadline is one week prior to the start of a course. There is a \$25 late registration fee. Walk-ins are required to pay a \$50 deposit.

To cancel your registration, call Melanie at 402-561-7585. You will receive a full refund if you contact us five or more working days before the beginning of the course.

Individuals requiring special physical or dietary needs should also contact Melanie at 402-561-7585.

Yes! I want to ENROLL in the following **Spring 2008** Certificate in Fundraising Management noncredit courses.

- Fundraising Concepts and Practices \$249
- Direct Mail & Donor Management \$249
- Board Development \$249
- Prospect Research & Donor Relationships \$249
- Grant Writing \$249
- Capital Campaigns \$249
- Public Relations & Marketing \$249

- CEUs \$10
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- CEUs \$10

PAYMENT TOTAL \$ _____
 Check (payable to University of Nebraska at Omaha)
 MasterCard Visa Exp. ___ / ___ / ___

If requesting CEUs, please provide the following information:

Social Security Number: _____

Home Address: _____

City/State/Zip: _____

Name/signature of cardholder

Billing address of cardholder

Name _____

Representing _____

Mailing Address _____

City/State/Zip _____

Daytime Phone _____ Email _____