



THE NOBLE CALL
OF FUNDRAISING

SYLLABUS — THE NOBLE CALL OF FUNDRAISING

Course Title:

The Noble Call of Fundraising

Course Author:

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Course Description:

You should feel empowered as a fundraiser, and the Noble Call of Fundraising is a re-framing of the relationship between the fundraiser and the donor. This is fundraising as a spiritual act. In this course you will learn about establishing a culture of gratitude at your organization and then, out of a commitment to your cause, determine to hone your skills to advance relationships so that you can accomplish your important mission. If the primary role at your organization is that of a fundraiser, this course will help you understand how you can be a coach to your donors so you can help them accomplish their own life goals. Non-fundraising staff who are involved in the process of donor cultivation will come to understand the process, and how they can play a role in helping create dynamic relationships between the donor and the institution.

Modules:

MODULE 1: Introduction

Objectives and Outcomes:

- How to get out of your own head and accomplish great things with your donors
- How to reframe fundraising and accomplish your mission

MODULE 2: Fundraising as a Spiritual Act

Objectives and Outcomes:

- Seeing yourself as conduit of joy instead of someone handling a financial transaction
- How fundraisers transform dollars into fulfilment, purpose, legacy, meaning and JOY

MODULE 3: Asking Strategic Questions & Listening the Gift

Objectives and Outcomes:

- How to speak in your donor's listening language
- Rule 75-25
- How to talk less and raise more money- Rule 85-15

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Modules (Continued):

MODULE 4: Creating an Organizational Experience

Objectives and Outcomes:

- Understand the difference between a tour and a visit
- Analyze your stewardship basics
- Shift your mindset from minimum acceptable to surprise and delight

MODULE 5: Listening Preferences

Objectives and Outcomes:

- Learn the 4 types of listeners
- Figure out your listening preference
- Understand how to communicate with different types of listeners.

MODULE 6: Being Selfish Toward Your Goals and Trusting the Process

Objectives and Outcomes:

- Understand the entire cycle of giving from Discovery to Stewardship and back again
- Learn the points system of scoring lead measures
- Know how to have a healthy donor pipeline

MODULE 7: Conclusion

Go forward with more confidence, more fire and raise more money to make this world a better place!