

# About the Certificate in Fundraising Management

## 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. Those wishing to earn a Certificate in Fundraising Management must complete a total of six courses within five years. Three of the courses must be from the core curriculum. Students may also enroll in any combination of courses, and may choose to upgrade skills in specific areas without completing all of the Certificate requirements.

Each two-day class is \$249 and meets 8:30 A.M. to 5 P.M. Free parking is available for all classes. For more information, please visit the program's website at [cfm.unomaha.edu](http://cfm.unomaha.edu). The registration fee will be \$279 per class beginning in 2017.

## Class Location

Classes are held in 132B CPACS, University of Nebraska at Omaha Dodge Campus, 6001 Dodge Street. A parking permit and instructions will be emailed to participants one week before each class.

## 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.



*Whether you are a seasoned fundraising professional, or preparing for a new career in the development field, the CFM program provides you with the knowledge to advance your career, skills, and practice. The classes introduce students to the key components to successful fundraising, through the incorporation of case studies, lessons, speakers, and best practices. I would recommend the CFM program to anyone in the development field looking to expand their network, knowledge, and career. You will not be disappointed!"*

**Jeff Skalberg, MPA** | United Way of the Midlands | Director, Corporate Relations

## Curriculum

### Core Courses:

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

### Elective Courses:

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

**REGISTER SOON  
CLASSES ARE FILLING UP  
Prices are going up in 2017**



COLLEGE OF PUBLIC AFFAIRS AND COMMUNITY SERVICE

# CERTIFICATE IN FUNDRAISING MANAGEMENT

A comprehensive noncredit program in the essentials of fundraising.

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

Endorsed by Nonprofit Association of the Midlands, Omaha Community Foundation, and United Way of the Midlands.



Approved for Certified Fundraising Executive (CFRE) continuing education.

Register online at [cfm.unomaha.edu](http://cfm.unomaha.edu)



*The CFM courses were very beneficial to my professional development. Whether you're new or experienced in the field of fundraising, the information taught in the classes help to tie all aspects of what it means to be a fundraiser together. I have had several donors recognize the credentials on my business cards and understand that I have education to go along with my experience and trust that I am being a good steward with their donor dollars."*

**Travis Payne, CFM** | Omaha Home for Boys | Development Officer

# CERTIFICATE IN FUNDRAISING MANAGEMENT



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

Register online at [cfm.unomaha.edu](http://cfm.unomaha.edu)

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The University of Nebraska at Omaha shall not discriminate based upon age, race, ethnicity, color, national origin, gender, identity, sex, pregnancy, disability, sexual orientation, genetic information, veteran's status, marital status, religion, or political affiliation.

## Fundraising Concepts & Practices

**Sept. 22–23 | Paul Strawhecker | CORE**

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

- Institutional issues relating to fundraising.
- Organizing your fundraising program.
- Why case statements are important.
- Identifying and involving prospects and donors.
- Planning and executing an annual fund campaign.
- Using capital campaigns and planned giving effectively.
- Major gift fundraising for the small shop.

## Planned Giving & Major Gifts

**Oct. 6–7 | Jodie Nolan | CORE**

Learn how to ask for the big gift! This course will discuss the identification, cultivation and proposal development for major and planned gifts.

- Planned giving vehicles.
- Legal aspects of planned giving.
- How to select your endowment manager.
- How to set up the appointment and make the call/role playing.
- What you need to know to establish and manage these programs.

## Meet our Instructors

**Paul 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.

**Jodie Nolan** 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 the Child Saving Institute.

**Scott Larson**, CFRE, is the director of philanthropy at the Foundation for Lincoln Public Schools. He has worked with nonprofit organizations for more than 30 years. He has served as director of development for the Madonna Foundation in Lincoln, Nebraska; as a national church consultant; and as a campaign consultant for Paul J. Strawhecker, Inc.

**R. Todd Simpson**, CFRE, is executive director of the Peru State College Foundation & Alumni Association. He previously served as director of development for Omaha Home for Boys where he was responsible for the Home's entire development effort, including five million direct response solicitations each year and managing a million-plus name database. He has presented more than 50 seminars on fundraising.

**Frank Shimerdla**, MFA, is a grant writing consultant. He previously served as director of resource development for the AIM Institute where he led grant development efforts. With more than 14 years of experience in grant writing, he has written successful proposals garnering more than \$40 million from federal, state, local, and private funding sources.

## Capital Campaigns (TWO SESSIONS)

**Oct. 11–12 or Oct. 20–21 | Paul Strawhecker, Scott Larson | CORE**

Learn the essential concepts and components of a capital campaign and how to lay the necessary groundwork for a successful capital campaign.

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

## Board Development & Strategic Planning (TWO SESSIONS)

**Nov. 3–4 or Dec. 14–15 | Jodie Nolan, Scott Larson | 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 and how to apply strategic thinking to your organization's goals.

- The role and function of the board of directors.
- How to set expectations and motivate your board.
- Board recruitment and retention.
- What makes planning "strategic."
- Elements of a strategic planning process.
- A model for strategic planning.

## Direct Marketing & Donor Data Management

**Nov. 10–11 | Todd Simpson | ELECTIVE**

This high-energy, interactive session will cover direct mail fundraising for the large and small shop, touching on everything from appeal conception to package delivery. Bring your own packages and results for expert analysis and critique.

- Mail Plan Creation.
- Package Design.
- Premiums.
- Copy Writing.
- Gift Acknowledgement.
- Direct Mail Tests.
- Donor Information Management.
- Analysis and Segmentation.
- Prospecting and Lists.
- New Trends in Direct Marketing.

## Grant Writing

**Dec. 1–2 | Frank Shimerdla | ELECTIVE**

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

- How to understand the life-cycle of a grant-funded program.
- How to locate federal, state, local and foundation funding.
- How to write a successful proposal that contains convincing key elements.
- How to develop and present clear budgets.
- How to develop an evaluation plan.
- How to develop a successful grant strategy for your organization.

## It's Easy to Register!

**Online:** [cfm.unomaha.edu](http://cfm.unomaha.edu)

**Phone:** 402.554.2133

**Mail:** Certificate in Fundraising Management  
University of Nebraska at Omaha  
6001 Dodge Street | 108 CPACS  
Omaha, Nebraska 68182

**Email:** [unocfm@unomaha.edu](mailto:unocfm@unomaha.edu)

Each class is \$249 and includes all class materials, lunches and parking. The registration/cancellation deadline is one week prior to the start of a class.

Participants wishing to cancel a registration, arrange for special physical or dietary needs, or who need additional information should contact Melanie Kiper at 402.554.2133 or [unocfm@unomaha.edu](mailto:unocfm@unomaha.edu).

UNO is an AA/EEO institution. For questions, accommodations or assistance please call/contact Charlotte Russell, ADA/504 coordinator (phone: 402.554.3490 or TTY 402.554.2978) or Anne Hiemann, director, Accessibility Services Center (phone: 402.554.2872).

# YES!

I want to ENROLL in the following **FALL 2016** Certificate in Fundraising Management class(es):

- Fundraising Concepts & Practices, Sept. 22–23**
- Planned Giving & Major Gifts, Oct. 6–7**
- Capital Campaigns, Oct. 11–12**
- Capital Campaigns, Oct. 20–21**
- Board Development & Strategic Planning, Nov. 3–4**
- Direct Marketing & Donor Data Management, Nov. 10–11**
- Grant Writing, Dec. 1–2**
- Board Development & Strategic Planning, Dec. 14–15**

Number of Classes  at \$249 = \$ \_\_\_\_\_

Check (payable to University of Nebraska at Omaha)

Credit Card: To pay by credit card, please register online at [cfm.unomaha.edu](http://cfm.unomaha.edu) or phone Melanie Kiper at 402.554.2133

Name \_\_\_\_\_

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