National UNIVERSITY | fundraising academy
CAUSE SELLING EDUCATION

Fall 2022 Online Cause Selling Accelerate Cohort

Program Format

Online

Cost

$460 + purchase of textbook

Application Link

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)

Participant Benefits:

Participants leave each session with tangible tools they can immediately apply to their roles. This program is designed for fundraisers with zero to five years of **individual giving experience.**

Hear from our alums!

- **2019 graduate:** Prior to beginning our program, one participant (Development Coordinator) was uncomfortable making a donor ask for her organization. Further, her organization had experienced significant leadership turnover and she had just become the sole fundraiser, with very little support and minimal resources from the organization. One month after graduating from our program, she reported her first successful major gift ask (her first ever ask of this donor!). She now oversees and drives her organization's fundraising and stewardship efforts.
- **2020 graduate:** A participant (Development Coordinator) graduated from our program one week before our country went into pandemic lockdown, and his organization was forced to quickly pivot their largest annual fundraising campaign into a virtual campaign. He led a fundraising team and was responsible for supervising 80+ individual staff in their campaign fundraising efforts. His personal fundraising success placed him first within his organization (including Directors and Executives) and in the top 5 of nearly 800 individual community fundraisers. Lastly, his team placed #1 out of 73 teams. He wrote to us: *"Given the state of the world, this [campaign] required more effort and I can 100% say that the skills I learned at Fundraising Academy really came through tenfold! Y'all are the best at what you do, and I am an example of your expertise & efforts. Thank you!"*
- **2020 graduate:** Following completion of the cohort, a recent graduate (Board Member) experienced unprecedented growth at their organization, doubling their resources. She wrote: *"Thanks to your wonderful guidance during the Online Cause Selling Accelerate, [our organization] has now doubled our funding, services & staff!"*

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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	Session Time	Subject
Session 1: September 13, 2022	8:30am-12:00pm PT | 11:30am-3:00pm ET	Fundraising Fundamentals
Session 2: September 20, 2022	8:30am-12:00pm PT | 11:30am-3:00pm ET	Fundraising Fundamentals
Session 3: September 27, 2022	8:30am-12:00pm PT | 11:30am-3:00pm ET	Fundraising Fundamentals
Session 4: October 11, 2022	8:30am-12:00pm PT | 11:30am-3:00pm ET	Cause Selling Phase 1
Session 5: October 18, 2022	8:30am-12:00pm PT | 11:30am-3:00pm ET	Cause Selling Phase 2
Session 6: October 25, 2022	8:30am-12:00pm PT | 11:30am-3:00pm ET	Cause Selling Phase 2
Session 7: November 1, 2022	8:30am-12:00pm PT | 11:30am-3:00pm ET	Cause Selling Phase 3
Session 8: November 8, 2022	8:30am-12:00pm PT | 11:30am-3:00pm ET	Major Gifts & Planned Giving
Session 9: November 15, 2022	9:00am-11:00am PT | 12:00pm-2:00pm ET	Interview with a Philanthropist
Session 10: November 17, 2022	9:00am-11:30am PT | 12:00pm-2:30pm ET	Pitch Fest

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