
Fundraising Fundamentals ♦ *Duration: 1 Day*

Overview	Do you feel like everyone around you is speaking a different language, full of letters but no words? Did you know that fundraising would mean so many formulas? The world of fundraising has many acronyms and varying calculations, all of them key to the success of your organization. This course is designed to unravel the mystery of Fundraising acronyms and teach you the most important calculations so that you can confidently discuss your program with even the most seasoned fundraiser and that you can use all of the calculations to ensure you are raising the most revenue for your cause.
Topics	Acronyms – In real words and explanations Key measurements and Calculations Which measurements really matter Data – what raw data do you need to get the information you want
Target Audience	New Fundraisers (less than 3 years in the role)

Course Content

Introduction

Fundraising Acronyms from A-Z

Common Acronyms
Direct Mail
Tele Marketing
Direct Response Television
E-Fundraising
Face-to-Face Fundraising

Key Measurements and Calculations

Common Measurements
Direct Mail
Tele Marketing
Direct Response Television
E-Fundraising
Face-to-Face Fundraising

Use of Measurements

What measurements matter
Daily use
Periodic and Program Level
measurements
Investment Choices
Comparing Programs

Program Analysis

Submit your program results and this course will show you how to take your analysis to the next level

Conclusion and Course Summary