

Launch: Essential Skills for Success in Fundraising

Launch: Essential Skills for Success in Fundraising (Launch) is a research-based, multi-track online learning program that equips new hires and early career frontline fundraisers to accelerate their impact on their organization and its important mission. In *Launch: Fundraiser Track*, learners explore the tactics and mindsets that characterize the most successful development professionals, gaining key skills, insights, and perspectives to help them launch effective careers. Additionally, *Launch: Advancement Team Track* is designed specifically for non-frontline Advancement roles, to provide alignment and continuity throughout the fundraising institution.

Launch: Fundraiser Track:

- Why Donors Give
- The Advancement Office
- The Power of Major Gift Fundraising
- Fundraising Campaigns
- Developing Grit
- Cultivating Curiosity
- Time Management
- Your Professional Style
- An Attitude of Gratitude
- Requesting Meetings
- Managing a Donor Meeting
- Donor Engagement
- Making the Ask
- Difficult Conversations
- Strong Internal Partnerships
- Volunteer Partnerships
- Fundraising Events
- Fundraising with Integrity

Launch: Advancement Team Track:

- Why Constituents Engage
- The Advancement Office
- The Power of Major Gift Fundraising
- Fundraising Campaigns
- Mindsets for Success
- Priority Management
- An Attitude of Gratitude
- Difficult Conversations
- Working With Volunteers
- Fundraising Events
- Meaningful Engagement
- Donor-Centric Communication
- Donor Relations and Stewardship
- Leveraging Data for Fundraising Success

Learning outcomes include:

- A thorough understanding of the advancement operation, its components, and how they interact
- Familiarity with an array of engagement strategies used by the advancement office, including campaigns, partnerships, and events
- An opportunity to grow key professional qualities, including resilience, gratitude, and priority management
- Targeted practice and advice to hone skills essential to their work in advancement
- Strategies for overcoming challenges and adhering to professional ethical standards that promote safety, inclusion, and respect

Program specs:

- 18 interactive, on-demand e-Learning courses for fundraisers
- 14 interactive, on-demand e-Learning courses for advancement team members
- Each course takes approximately 30–60 minutes to complete
- Available on myAR (Advancement Resources' LMS) or licensed to house on client LMS
- myAR features reporting and managing for learning directors, including the ability to:
 - View courses completed
 - Assign courses based on roles
 - Automate regular reporting schedule
 - Integrate gamification and social learning features
- Customization and multimedia packages are available
- Program is optimized when coupled with individual coaching following each part

Launch: Fundraiser Track Class Synopses

Part 1 – Advancement Basics

1. Why Donors Give

In this class, participants learn about why individuals give to organizations, boost confidence in interacting with high net-worth individuals (HNWI) by understanding their mindset and financial perspectives, and discover the most appropriate vocabulary to use with them.

2. The Advancement Office

In this class, participants discover the various roles and duties comprised in the advancement office, and all the ways these different roles work together to engage donors.

3. The Power of Major Gift Fundraising

In this class, participants learn the place of major gifts within the advancement enterprise, as well as research-based principles for establishing and maintaining major gifts program success.

4. Fundraising Campaigns

In this class, participants explore terminology and definitions related to campaigns, the roles of stakeholders, and keys to campaign fundraising success.

Part 2 – Philanthropic Mindsets

5. Developing Grit

In this class, participants identify, define, and examine the five characteristics of grit and how they apply in fundraising. They also prepare for challenging situations in which grit can benefit them and explore strategies for maintaining momentum and rejuvenating their efforts.

6. Cultivating Curiosity

In this class, participants learn about the importance of curiosity. Listening differently, asking the right questions, and building a curious mindset make all the difference when it comes to major gift fundraising work.

7. Time Management

In this class, participants focus on how to optimally manage their time for greater success in fundraising by maximizing metrics, employing tips and techniques for peak performance, and managing their portfolio intelligently.

8. Your Professional Style

In this class, participants learn the strategies for creating and maintaining a strong professional image with donors and colleagues by representing this institution optimally.

9. An Attitude of Gratitude

In this class, participants develop their grateful mindset—towards their colleagues, donors, and others—in all situations, and especially when a contribution has been made.

Part 3 – Foundational Tactics

10. Requesting Meetings

In this class, participants learn how to make the most of each phone call, and how to write emails or letters that put your best foot forward, and some tools to help them keep up when things get hectic.

11. Managing a Donor Meeting

In this class, participants focus on skills and tactics for running an outcome-focused donor meeting that drives donor engagement toward meaningful, impactful giving.

12. Donor Engagement

In this class, participants explore the donor point-of-view and all of the ways engagement opportunities can enhance and deepen commitment. They also have the opportunity to brainstorm their own engagement ideas.

13. Making the Ask

In this class, participants learn when the time is right to ask for a gift, the steps to take when asking for and confirming a financial commitment, and how to respond if the answer is no.

Part 4 – Advanced Concepts

14. Difficult Conversations

In this class, participants focus on strategies and tactics for navigating difficult conversations in a way that best represents your organization, protects your own safety and wellbeing, and honors the donor's concerns.

15. Strong Internal Partnerships

In this class, participants learn how best to work with internal partners—leaders, subject matter experts, colleagues, and mentors—to elevate the level of philanthropy at their organization.

16. Volunteer Partnerships

In this class, participants become familiar with the various roles key volunteers can play in fundraising, and how best to leverage their skills and provide them with a meaningful return on their investment.

17. Fundraising Events

In this class, participants learn what to expect at fundraising events, as well as best practices for maximizing the engagement opportunity with their potential donors.

18. Fundraising With Integrity

In this class, participants learn to maintain a professional code of ethics that will help them when tricky situations arise in their careers.

Launch: Advancement Team Track Class Synopses

Part 1 – Advancement Basics

1. The Power of Major Gift Fundraising

In this class, participants learn the place of major gifts within the advancement enterprise, the research-based principles for establishing and maintaining the success of a major gifts program—and the significance of support and collaboration across advancement teams for achieving that success.

2. Why Constituents Engage

In this class, we will learn about why individuals engage with nonprofit organizations by understanding their mindset, as well as the perspectives that influence high net-worth individuals (HNWIs) as they decide whether they would like to engage with an organization.

3. The Advancement Office

In this class, you'll learn about the various roles that you may encounter in the Advancement Office, how each work together to advance the organization's important mission, and some keys to being a good team player.

4. Fundraising Campaigns

In this class, we will explore terminology and definitions related to campaigns, the roles of those involved, and the keys to campaign fundraising success.

Part 2 – Philanthropic Mindsets

5. Mindsets for Success

In this class, we'll learn about how the right mindset can make all the difference in working successfully as a team. By cultivating curiosity about your co-workers, their work, and your collaboration, you will generate opportunities to improve performance. These opportunities include developing grit to thrive in a demanding advancement environment, minding your professional image, and adhering to relevant ethics to ensure you appropriately model the excellence of your organization.

6. Priority Management

In this class, we'll focus on how advancement teams can optimally manage their priorities by applying tips and techniques for achieving peak performance, improving adaptability, and knowing when and how to pivot as priorities change.

7. An Attitude of Gratitude

This class highlights the many benefits of gratitude—for our health and well-being, our relationships, and our careers. Integrate gratitude into your daily habits by following the tips in this class.

Part 3 – Foundational Tactics

8. **Meaningful Engagement**

In this class, we will explore the constituent’s perspective and all of the ways engagement opportunities can enhance and deepen commitment. You will also have the opportunity to brainstorm your own engagement ideas based on your role in the advancement office and personalize them for optimal impact.

9. **Donor-Centric Communication**

In today’s world, communication is continuous, expansive, and powerful. In this class, we’ll define donor-centric communication and cover some strategies for crafting communications that are compelling and drive deeper commitment. The skills and tactics in this class are applicable to communicating with colleagues and other internal stakeholders as well as external stakeholders.

Part 4 – Advanced Concepts

10. **Difficult Conversations**

Advancement conversations don’t always go smoothly. Misunderstandings and conflicts may arise when working with partners, both internal and external. How should these be handled in a way that best represents your organization, protects your own safety and wellbeing, and honors the concerns that have been raised? This class focuses on strategies and tactics for navigating those difficult conversations.

11. **Working With Volunteers**

In this class, you’ll learn about what commonly motivates individuals to volunteer, explore the value that volunteers bring to your organization, and discover some tips for ensuring volunteers feel appreciated for their efforts.

12. **Fundraising Events**

In this class, you’ll learn why organizations use events to help them fundraise, the nuts and bolts of planning fundraising events, and strategies to maximize them.

13. **Donor Relations and Stewardship**

Participants will learn the breadth of opportunities in Donor Relations to set and meet donor expectations by exploring what donors are looking for, how we can provide it, and who should be involved.

14. **Leveraging Data for Fundraising Success**

Meaningful data can tell a story—we just have to know how to listen. This course takes a look at how the advancement office uses data to make organizational decisions and create a greater impact in engaging donors through the day-to-day work of the advancement office as well as through campaigns.