

**Course Syllabus**  
**FUND: Creating and Managing Fundraising Plans: Produce Ownership and Results**

**Week 1. Fundraising Fundamentals**

In Week 1 we will identify the internal infrastructure needed for successful fundraising management in a nonprofit organization and the landscape of current challenges that are both internal and external forces affecting the success of any fundraising effort.

**Week 2. Sources and Strategies for Generating Revenue and Support: An Overview**

In Week 2 we will explore the expansive range of funding sources and strategies available to nonprofits today, with strong emphasis on the importance of fund diversification.

**Week 3. Preparing a Fund Development Plan**

In Week 3 we will focus on how to create a fundraising plan with strategies and measurable outcomes.

**Week 4. From Planning to Implementation: Managing the Unexpected**

In Week 4 we will go from the point of having a plan in place to managing the implementation process, especially as unexpected developments arise. Our discussion will address the significance of a risk management plan for a nonprofit's overall sustainability as well as the importance of building strong donor relationships in the prevention and mitigation of unexpected fundraising developments.

**Week 5. Ethics, Accountability, and Transparency: Your Fundraising Plan in the Public Eye**

In Week 5 we will take a look at several monitoring Web sites that rate charities for the public's scrutiny. Make sure you know what your organization looks like in the public eye.