

## Frequently Asked Questions About AFP's Diploma in Fundraising Course

(Last updated July 14, 2016)

Q: What is the Diploma in Fundraising course?

A: The Diploma in Fundraising course is an intensive, 9-month education course that provides a comprehensive overview of all aspects of fundraising, with an emphasis on the theory and practice needed as preparation for a senior role in the fundraising profession. The course is multi-disciplinary in its approach, drawing on the fields of economics, psychology, organizational behavior, social psychology, and marketing. It's an academic course that draws on the latest research, but it's also practically relevant and will equip students with knowledge and skills needed to achieve fundraising excellence at their organizations.

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Q: Who is this course intended for? What if I already have my CFRE?

A: The course is intended for early to mid-career fundraising professionals who wish to round out their education and preparation in all aspects of fundraising, with emphasis on preparing for a senior role in the fundraising profession. In that respect, the course is suitable whether or not a student already holds the CFRE credential, as preparation for it and going beyond it.

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Q: What are the prerequisites to take this course?

A: There are no formal prerequisites other than having at least 2-3 years of experience in the profession with a basic understanding of fundraising principles.

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Q: Is this course relevant for students outside the USA?

A: Yes, the course is universal in its approach. It offers a blending of academic theory and professional practice that draws on examples from around the world, as appropriate, with substantive discussion of topics (e.g., ethics, donor psychology, managing teams) that don't necessarily change based on jurisdiction. While course director/lead instructor Adrian Sargeant and other faculty are based in the UK, they all have broad experience, and Professor Sargeant was the first Hartsook Chair in fundraising at Indiana University.

Further, students will have ample opportunity to pose questions about approaches in various countries, and all student assignments may focus on the student's own examples. As such, the course is suitable for students from the United States, Canada, and indeed anywhere.

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Q: How is this course structured?

A: The course is taught in six modules. It leads off with a mandatory 3-day face-to-face segment that includes in-person instruction covering module 1, half of module 2 and half of module 3. The remainder of the course modules are taught online through tutor-led readings, exercises, and assignments.

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Q: How long does this course take?

A: The course comprises approximately 400 hours of learning over 9 months. After the initial 3-day face-to-face segment, students will spend 8 to 10 hours each week working on tutor-led readings, exercises, and assignments. There will be four weeks of activities for each of the remainder of the modules 2 and 3 and eight weeks of activities for modules 4, 5 and 6.

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Q: Must I attend the face-to-face segment in person?

A: Yes, the face-to-face segment is mandatory and comprises three (3) full days of in-person instruction and networking with fellow students and faculty. Please consult the course landing page at [www.afpnet.org/diploma](http://www.afpnet.org/diploma) for dates and location of the relevant face-to-face segment.

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Q: Are travel expenses for the face-to-face segment included in the course fees?

A: No, course fees do not include any travel expenses related to the mandatory face-to-face segment. Arrangements and expenses are the responsibility of students.

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Q: Can I register for only one module rather than take the entire course? Or can I skip a module because I already took a related course that covers some of the content?

A: No, the course is a comprehensive, integrated course. AFP does not offer an option to skip modules or take only one module.

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Q: Does this course offer CFRE credit?

A: Yes, the course is worth 24 CFRE education credits.

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Q: Does this “Diploma” replace the CFRE credential?

A: The Diploma in Fundraising course is first and foremost an education course that provides substantive instruction in all areas of fundraising. It does not serve as a professional certification and does not replace the CFRE.

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Q: What are the technical requirements for this course?

A: You will need a computer with an Internet connection and web browser. To view the lectures you will need current versions of Adobe Reader and Adobe Flash player software. Also, you will need to create a free account with [Moodle](https://moodlecloud.com/en/) ((https://moodlecloud.com/en/), the learning platform the course uses for online instruction and assignments.

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Q: Given the price of this course, may I spread out payments over time?

A: Yes, AFP offers a payment plan to spread out payments over several months. See details on the course landing page at [www.afpnet.org/diploma](http://www.afpnet.org/diploma).

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Q: Is there a group discount?

A: Yes, groups of 5 or more enrolling at the same time are eligible for a 10% discount.

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Q: Are there scholarships available?

A: Unfortunately no scholarships are available at this time.

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Q: Do I need to purchase any additional materials?

A: Yes, you will need to purchase the text book, *Fundraising Principles and Practice* by Adrian Sargeant and Jen Shang, available through [Amazon](#) and [Wiley](#). You are also responsible for arrangements and travel expenses related to the course's mandatory face-to-face segment.

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Q: What is the deadline to register?

A: The next registration deadline is July 21, 2016, for the cohort that begins in August 2016.

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Q: When will the next cohort be offered?

A: AFP has not yet scheduled a second cohort. When available, details will be posted on the course landing page at [www.afpnet.org/diploma](http://www.afpnet.org/diploma).