The modules are:

**Module 1:** Overview of Fundraising  
**Module 2:** Developing an Integrated Fundraising Program  
**Module 3:** Marketing for Ongoing Success  
**Module 4:** Building & Sustaining Relationships  
**Module 5:** Securing the Gift  
**Module 6:** Volunteers – Partners in Fundraising  
**Module 7:** Management & Accountability

Special thanks to the investing AFP Chapters

AFP-IHQ congratulates and especially thanks the AFP Greater Philadelphia Chapter. Philadelphia volunteers developed and drafted *The AFP Essentials of Fundraising Program*. Thanks to their creative efforts, AFP was able to synthesize the best of both *Essentials of Fundraising* and the *AFP First Course in Fundraising* to create the new *AFP Fundamentals of Fundraising Course* for all of AFP’s communities.

The *AFP Fundamentals of Fundraising Course* was developed with a foundation from the Essentials of Fundraising Program and the First Course and is composed of seven modules that have been designed by experienced fundraising professionals to meet the real-world needs and challenges nonprofit organizations face every day. This 16 hour program includes case studies and projects for groups and individuals, making the learning experience both substantive and enjoyable. The *AFP Fundamentals of Fundraising Course* offers a complete overview of the development function, featuring the most current information and techniques.

This intensive program will provide an overview of skills, techniques and program components for individuals with 0 to 4 years of fundraising experience. Full participation in the *AFP Fundamentals of Fundraising Course* is applicable for 16.0 points of CFRE Credit in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

For more information on the course, visit [www.afpnet.org](http://www.afpnet.org) or contact AFP at proadv@afpnet.org or 703-519-8494.