



# Fundamentals of Fundraising Course



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. It 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.

\*The Fundamentals of Fundraising Course is also available as an eLearning course, and available in French, Portuguese and Spanish.\*

## 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:



For more information on the course, please visit [www.afpnet.org/professional](http://www.afpnet.org/professional) or contact Professional Advancement at **703.519.8494** or email [proadv@afpnet.org](mailto:proadv@afpnet.org).

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