



# Fundraising: Connecting with Donors

## Description

Far too often organizations see donors through the distorted lens of retention rates and giving capacity. When it comes to fundraising, organizations must remember that relationships are a two-way street. The best fundraisers engage their donors in a multitude of ways: they build relationships, identify common interests, listen, and show gratitude.

Through this course, students will learn the ins and outs of connecting with donors from a seasoned fundraiser. The course will show successes and reveal failures that will expose the nuances of effective fundraising practices. Learners will then apply the knowledge and stories learned from the class to the practices of their own organizations' development teams.

## You'll Learn How To:

- Identify and practice communications skills that help you connect with potential donors
- Incorporate your donor's interests into your ask and your approach to asking
- Learn about common anxiety moments in the asking process and tips to overcome them
- Understand ways to expand your donor network by including family members of donors
- Deal constructively with fundraising disappointments and/or request rejections

## Curriculum

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### Module 1: Getting to Know Your Donors

**Recommended Schedule:** Start by July 2nd | Finish by July 8th

**Description:** In this module, you'll practice one of the most important skills a fundraiser can have: being a good listener. You'll learn how to ask questions that can help you get to know donors and connect their interests with those of your organization. You'll also have the chance to get feedback on your listening skills from a peer!

**Assignment:** Active Listening

**Suggested Due Date:**  
July 8th

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### Module 2: Making the Ask; Thanking the Donor; Reducing Anxiety

**Recommended Schedule:** Start by July 9th | Finish by July 15th

**Description:** If asking for money makes you feel awkward and uncomfortable, you're not



alone! In this module, you'll learn about the five most common anxiety moments in the asking process and how to deal with them. You'll also learn how to write an effective request to meet with a potential donor and learn why following up with donors is critical.

**Assignment:** Requesting a Meeting with a Potential Donor

**Suggested Due Date:**  
July 15th

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### Module 3: Incorporating Donor Families; Dealing with Disappointments

**Recommended Schedule:** Start by July 16th | Finish by July 22nd

**Description:** While identifying donors can be challenging, it's important to remember that the families of your donors can also be important resources to include in your donor network! In this module, you'll learn how to incorporate them into your fundraising strategy. You'll also learn what to do if a donor rejects your request for funding and how to interpret their rejection.

**Assignment:** Dealing with No's

**Suggested Due Date:**  
July 22nd

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### Course Instructor

**Tom Wolf, Principal at WolfBrown, Former Founding Director, New England Foundation for the Arts**

Dr. Thomas Wolf's career in philanthropy spans over four decades. He has been both a fundraiser, a donor and a grantmaker, giving him unique perspectives on multiple elements of philanthropic relationships. He is currently a principal of WolfBrown, an international consulting firm that he helped establish in 1983. His clients have included treasured nonprofit and charitable organizations around the world as well as many of the largest US foundations, various government agencies, and corporations.

Dr. Wolf has written extensively on philanthropy and nonprofit management and his books are standard texts in many colleges and universities. His workshops and convocations on fundraising for trustees, administrators and volunteers have earned him national recognition.

Wolf holds a doctorate from Harvard University where he taught for many years, including a popular course on fundraising. He is the author of *How to Connect with Donors and Double the Money You Raise*, *Managing a Nonprofit Organization in the 21st Century*, *Effective Leadership for Nonprofit Organizations*, and other books.

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## Certification

Philanthropy University is a non-degree, diploma or credit granting initiative. Philanthropy U, Inc. is the concept developer and sponsor of the initiative. Learners are not entitled to earn college or other academic credit.

Learners are eligible to receive a Certificate of Achievement for this course through the Haas School of Business at the University of California, Berkeley (Berkeley Haas). Berkeley Haas is known for its role in defining a new generation of business leaders with a focus on social impact. Ranked #2 among all business school nonprofit programs in the United States (US News & World Report, 2017), Berkeley Haas inspires and empowers innovative solutions to pressing social and environmental challenges through the work of the Institute for Business and Social Impact (IBSI) and the Center for Social Sector Leadership (CSSL).

To earn a Certificate of Achievement for this course, you need to earn more than 50% of possible points on quizzes and assignments to obtain a passing grade. Quizzes are worth 15% of your total score, while assignments are worth 85%.