

PHILANTHROPY/ FUNDRAISING (PHIL2-CS)

PHIL2-CS 1049 Planned Giving (0 Credits)

Discover why planned giving is not the mysterious, difficult type of fundraising many people believe it to be. Armed with a little knowledge—and a lot of heart—learn to use planned giving to maximize your organization's goals and objectives. Participants learn simple, cost-effective marketing techniques that are immediately applicable to their workplace.

Grading: Non-Graded

Repeatable for additional credit: No

PHIL2-CS 1208 Webinar: The Art of the Ask (0 Credits)

Asking for a gift is both an art and a science. Without an understanding of the most effective methods of asking for financial support, no fundraiser responsible for soliciting gifts from individuals, corporations, or foundations can succeed. This webinar discusses proven approaches to securing a gift.

Grading: SPS Non-Credit Graded

Repeatable for additional credit: Yes

PHIL2-CS 1217 Social Media (0 Credits)

This session explores 5 of the latest ways social media are being used to nonprofits to make measurable gains for their causes. Students also will get a look at some of the newest social media tools on the horizon to see what's next for 2012. Two quick case studies will be reviewed to help you avoid common social media pitfalls and find new ways to get measurable results.

Grading: Non-Graded

Repeatable for additional credit: No