



# Spark Generosity with Proven Fundraising Techniques

Online Professional Fundraising Program

**BOSTON**  
UNIVERSITY

Boston University Metropolitan College  
Center for Professional Education

[ONLINEPROFUNDRAISING.BU.EDU](https://onlineprofundraising.bu.edu)



## Become the Expert Your Organization Needs

**Advance your cause and your career with Boston University's online Professional Fundraising Program.** Whether you're a newcomer to fundraising or a professional looking to refresh your expertise, our online program prepares you to navigate this increasingly specialized and complex field.

As you explore the history, ethical dimensions, and current best practices of philanthropy, you'll develop a deep understanding of how fundraising has changed over time and where it's headed next.

Equipped with practical strategies and current knowledge of the field, you'll strengthen your ability to communicate with donors, transform ideas into well-executed campaigns, and collaborate across all branches of your organization to create lasting impact.



Boston University's Professional Fundraising Program is CFRE-approved and serves as excellent preparation for the CFRE exam. Offering 84 points in Category 1.B, this program fulfills the education requirements for both initial certification and recertification.

## About the Program

The online Professional Fundraising Program offers an insider perspective on development. Learn from senior philanthropy officers, connect with peers working in the field, and benefit from one-on-one mentorship from a volunteer mentor—a unique feature of our program.

Through a blend of asynchronous video content, live sessions with **fundraising experts**, and class discussions, you'll develop expertise in all aspects of fundraising, from support services to capital campaigns. **You'll also build your network of fellow development professionals as you create lasting connections you can count on throughout your career.**

By the end of the program, you'll have a professional portfolio that highlights your skills and positions you for advancement.

Some of the many benefits of our Professional Fundraising Program include:

- **Fully online** program
- High-value education with **affordable, all-inclusive tuition**
- Intensive course that conclude in **twelve weeks**
- **Meets CFRE International's continuing education requirements** for certification or recertification

# Professional Fundraising Curriculum

## Fundraising Overview

Explore the history, philosophy, and ethics of development. Understand how fundraising intersects with other branches of an organization and gain big-picture insights into inspiring major philanthropy.

## Prospect Research

Master key research tools and techniques for identifying potential donors, then apply your skills by profiling a specific prospect.

## Annual Giving

Examine the many types of annual giving campaigns and create a plan to maximize annual giving results for an organization.

## Development Communications

Enhance your ability to write persuasive fundraising messages, from text message solicitations to multimillion-dollar proposals.

## Major Gifts

Understand the continuum of major giving, from initial prospect identification to long-term stewardship of funds.

## Planned Giving

Use real-world scenarios to explore how planned giving programs are structured, from prospect identification to the details of gift vehicles.

## Foundations and Corporations

Explore topics related to institutional support, including grant writing, corporate sponsorships, networking, and gifts-in-kind. Learn how to start the grant application process by developing a letter of inquiry.

## Capital Campaigns

Master key aspects of managing a capital campaign, from setting goals to developing gift pyramids.

## Support Services

Examine essential support services for fundraising and learn effective strategies for leadership, volunteer management, and event planning. You will then develop a case for a special event at a particular organization.

## Volunteer Leadership

Learn strategies for recruiting, engaging, and managing volunteers, including board members for nonprofit organizations. You will also explore the details of nonprofit board responsibilities and how these boards tend to evolve.

## Management and Accountability

Delve into various management processes in development, from gift reporting to donor relations, with an emphasis on ethics and responsibilities. You will then build a plan for how you would approach a new leadership role in an organization.

## Fundraising Summary

In this final module, you will explore a variety of professional resources and apply your cumulative knowledge to real-world fundraising scenarios.

*“Networking is a big part of the program experience. Students engage a lot in the live sessions and discussion boards, and they also connect outside of class to talk about job searching, share ideas, and discuss challenges in their work. As instructors, we’re also very open to chat with students and provide guidance, whether it’s about a course or their overall professional growth.”*

— Jonathan Schaffrath, Program Director





## Tuition

At the Boston University Center for Professional Education, we are dedicated to providing accessible and affordable pathways to career advancement. The online Professional Fundraising Program delivers high-quality education at a reasonable price, allowing you to invest in your future with confidence.

To accommodate differing financial needs, we also offer flexible payment options, including an interest-free installment plan.

You do **not** need to purchase books or other materials for this course.

Program	Tuition
Online Professional Fundraising Program	\$2,495

*Members of Peace Corps, AmeriCorps, Teach for America, Association of Fundraising Professionals (AFP), and City Year receive a 10% discount on tuition.*

## Payment Options

We offer several affordable ways to finance your education.

### Pay in Full

Make a simple, one-time payment with a credit or debit card.\*

### Payment Plan

Pay in two interest-free installments.

### Education Loans

[Seek private, credit-based financing.](#)

### Military Benefits

Get approved for VA tuition funding.

**For any questions about payments or financing your education, contact an enrollment advisor at (857) 971-4728.**

*\*Visa, Mastercard, American Express, and Discover accepted*

# Registration

## Who Should Enroll in This Program?

This program is open to learners from all professional and academic backgrounds. There are no admission requirements.

## How to Get Started

There are three start dates per year: January, May, and September.

To get started, add the course to your cart, create a MyCPE account and choose your payment method. As part of this process, you'll be asked about any prior affiliation with Boston University to ensure accurate records and avoid duplicates.

Once you've registered, you'll receive a welcome email from Boston University in advance of your first course. Additional emails about program logistics will follow.



## About Boston University

Founded in 1839, Boston University is an internationally recognized institution of higher education and research. With more than 33,000 students, it is the fourth-largest independent university in the United States. The distance learning experience at Boston University is designed to reflect the institution's ongoing commitment to academic achievement while still providing the unparalleled flexibility and convenience of online education.



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