



AFP Fundamentals of Fundraising Course Agenda

DAY 1

8:00-9:30	Module I: Overview of Fundraising
9:30-10:00	Module II: Developing an Integrated Fundraising Program
10:00-10:15	<i>Break</i>
10:15-11:45	Module II: Continued
11:45-12:45	<i>Lunch Break</i> (Course & AFP leadership will join us for lunch and group photo to be taken)
12:45-3:00	Module III: Marketing for Ongoing Success
3:00-3:15	<i>Break</i>
3:15-5:30	Module IV: Building & Sustaining Relationships

DAY 2

8:00-10:00	Module V: Securing the Gift
10:00-10:15	<i>Break</i>
10:15-11:45	Module VI: Volunteers – Partners in Fundraising
11:45-12:45	<i>Lunch Break</i>
12:45-2:45	Module VII: Management & Accountability
2:45-3:00	<i>Break</i>
3:00-4:45	Module VII: Continued
4:45-5:30	Course Completion: Closing chapter comments, celebration, presentation of certificates, etc.