



Veritus Group Academy is your one-stop source for training for anyone involved in mid-level, major gift, or planned giving for non-profits, whether working on the front line with donors or as a manager. We partner with you to support you during your training with personalized check-ins, group discussions, an engaging online community, and high-quality materials that have been tested and proven effective in implementation.

2025 COURSE OFFERINGS

Certification Course for Major Gift Fundraisers

Whether you're a new fundraiser or experienced and looking for new tools and skills, this course is for you. This online course offers comprehensive training in The Veritus Way of major gift fundraising. You will be guided through a progressive learning track which builds upon each topic with engaging media and readings, real-world exercises, and actionable skills. You'll receive practical applications and tools, as well as a flexible training path that works with your schedule. Participants take 36-42 hours to complete this 8-module self-guided course over a 13-week period. Plus, you'll get life-time access to the material so you can go back to it any time you need.

Register here: [Feb Cohort](#) | [June Cohort](#) | [Aug Cohort](#) | Oct Cohort

Choose your cohort: Feb 10 to May 9 June 9 to Sept 5 Aug 25 to Nov 21 Oct 27 to Jan 23	Cost: \$1,997 Group and early registration discounts available	Certification 36 CFRE Hours upon completion Completion makes you a Veritus Scholar
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Certification Course for Fundraising Managers and Executives

Management of a major gift program requires knowledge, skills and tools rarely taught in school. And if you're coming from other areas of fundraising or non-profit management, there are differences you need to be aware of. This course will provide a grounding in major gift fundraising philosophy along with concrete tools and guidance to help you manage your staff, budgets, inter-departmental relations and overall program. This course is ideal for both new and experienced managers and executives. Participants take 36-42 hours to complete this 8-module self-guided course over a 13-week period. Plus, you'll get life-time access to the material so you can go back to it anytime you need.

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Certification Course in Mid-Level Fundraising

Mid-level fundraising is a growing priority for nonprofits. This course offers comprehensive training for Mid-Level Officers to learn the structure and systems to manage your mid-level program exceptionally. You will be guided through the key components needed to ensure your program is set up right, common challenges we see organizations experience, and strategies necessary to have a successful and thriving program. Participants take 36-42 hours to complete this 8-module self-guided course over a 13-week period.

If you need to add mid-level fundraising to your program, or your current program is struggling, this is the course for both your managers and front-line staff. Plus, you'll get life-time access to the material so you can go back to it anytime you need.

Register here: [Feb Cohort](#) | [June Cohort](#) | [Aug Cohort](#) | Oct Cohort

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Discovering Your Donor's Passions & Interests

Do you know your donor's passions and interests? We mean, really know them? If not, that's not uncommon. Many organizations and fundraisers struggle to learn their donor's true passions and interests because other things get in the way.

If you are ready to learn how to truly discover your donor's passions and interests and how to use that information to better serve your donor, then this course is for you!

Register here: [March Cohort](#) | July Cohort | Oct Cohort

Choose your cohort: March 10-April 18 July 14-Aug 22 Oct 6-Nov 14	Cost: Pay-What-You-Can Minimum payment of \$45	Certification 6 CFRE Hours upon completion
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Making Effective Donor Asks

How do you move from hesitation to enthusiastic asking? This six-week-long course moves you past your fears and into active engagement with your donors' giving. It teaches the important structure and planning needed to ask for the gift, and it will help you to have meaningful conversations with donors at every stage of the relationship.

This course uses a new and innovative model called Permission-Based Asking™ as a path to successful asking. As a participant, you will also receive one-hour of one-on-one consulting with a Veritus coach who specializes in working with major gift fundraisers. Your coach will help you identify and overcome your barriers to making the ask.

[Register here](#)

The Economics of the Major Gifts Pipeline

This course will provide leaders with the training they need to strengthen their fundraising program, understand the economics of major gifts and how to diversify your revenue, and, ultimately, create a thriving donor ecosystem.

Sometimes your MGOs are doing a good job, but because your “pipeline” of donors (acquisition, cultivation, mid-level program) isn't healthy, you're not getting new major donors into your system. By learning the key tools and strategies to evaluate a fundraising program, leaders will see greater net revenue, a healthy donor pipeline, and be able to better support their team.

[Register here](#)

Planned Giving Principles for Every Fundraiser's Success

When you hear “planned giving,” do you tune out? Planned giving has a reputation for being scary, hard, and something that no one other than the Planned Giving Officer needs to know about. The reality is that in order to truly build authentic partnerships with your donor, you need to have an understanding of planned giving and have a culture of collaboration between departments.

If you are a Planned Giving Officer, this course will share how we are shifting the narrative around planned giving and how you serve an important role in fulfilling your donors' passions and interests outside of any legacy gifts.

And, if you're a Major Gift Officer or Fundraising Leader, this course will give you valuable information on how to talk to your major donors about legacy gifts. You'll also gain insight on how to collaborate with planned giving to better serve your donors.

[Register here](#)



Creating Meaningful Connections with Your Donors

Are you building meaningful relationships with your donors? Creating connections can be challenging if you don't have the right structure to help you communicate in a purposeful way with your donors.

This course provides a thorough system and structure for creating individualized communication plans for your major donors. You'll also learn all the types of touch points you can use, both digital and traditional, to meaningfully engage with your donors by sharing things that speak to their interests and passions.

[Register here](#)

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If you are ready to learn how to truly discover your donor's passions and interests and how to use that information to better serve your donor, then this course is for you!

[Register here](#)

How to Start a Mid-Level Program

Do you know how many donors are moving into major gifts a year? It's likely not as many as you could have. If you're like most organizations, you have a clog in your pipeline that is causing donors to be stuck in mid-level.

Creating a mid-level program is one of the best, most productive, strategies you can employ to strengthen your donor pipeline, move more donors into major gifts, and increase net revenue.

[Register here](#)

How to Start a Major Gifts Program

We firmly believe that the greatest source of revenue growth for non-profits is going to come through improved management and the execution of major gift strategies. Creating a successful major gifts program is so much more than just hiring a Major Gift Officer.

In this course, you'll learn how to start your program including all the necessary steps to get your data right, develop a system and structure that will keep your fundraiser focused on caseload work, and guidance on how to find and hire the right Major Gift Officer.

[Register here](#)



Introduction to the Donor Engagement Plan

Gain a brief introduction to the fundamentals of using our popular caseload management tool, the Donor Engagement Plan, with your donors in this mini course.

[Register here](#)

Introduction to Qualifying Your Donors

Gain a brief introduction to the fundamentals of how to qualify donors for your caseload in this mini course.

[Register here](#)

Introduction to Using Permission-Based Asking

Gain a brief introduction to the fundamentals of using permission-based asking with your donors in this mini course.

[Register here](#)

CUSTOMIZED GROUP TRAININGS AVAILABLE

Groups of fundraisers and managers are encouraged to participate in all VGA courses, and group discounts are available. Groups of 20 or more should contact VGA staff to discuss whether a customized, closed-group experience is right for them. Contact Amy Chapman at achapman@veritusgroup.com to start the conversation.