



# Certification Course for Major Gift Fundraisers

## COURSE OVERVIEW

The Certification Course in Major Gift Fundraising is our most popular certification course. It is designed to provide a comprehensive training for Major Gift Officers on how to excel in creating meaningful relationships with donors, properly move donors in and out of qualifying caseloads, and drive increased net revenue for the organization.

### Key Course Details:

- 8 modules
- 36 CFRE Credits
- Ideal for Major Gift Officers and other non-profit fundraisers

This course is not just a series of boring lectures! You'll receive a multimedia experience complete with our best tools and strategies for setting up, executing, and managing your major gifts caseload. You'll be trained by our expert Veritus coaches who train on our approach to major gift fundraising on a weekly basis.

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### Topics Include:

- How to take your fundraising program to the next level
- Tools you can use for years to come
- Skills for your own professional development
- Proven ways to increase major gift revenue
- The key to experiencing joy in your work
- The importance of the donor pipeline and the role major gifts play in a healthy pipeline
- What donor attrition and value attrition, why we believe donors leave, and how a major gift program can impact this trend
- The right structure and performance metrics for a major gift program
- Setting the right boundaries for MGOs



- Creating a culture of philanthropy that is focused on creating a system where donors can give to their capacity
- The qualities and skill sets that are most successful in MGOs and how to develop your areas of growth
- How to identify donor passions and interests using open-ended questions
- How to build or re-establish trust with a donor
- Creating meaningful connections with donors and how to measure them
- How to use and adjust the Business Rules
- Important data clean-up steps that need to happen before you get started
- Developing the right caseload of donors
- Tiering your caseload for effective outreach and engagement
- The introduction cycle
- How to use and create annual communication plans
- Creating personalized communication pieces
- How to confidently ask for gifts using permission-based asking
- Addressing fears around asking
- Creating offers in major gifts and understanding what you need to ask for internally

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***"Fostering relational connectivity with major donors is more than having a phone call; the Veritus Way is engaging the heart, passion and interest of the donor. It's a strategic process that produces results."***

— Obadiah Smith Jr Board Member of Hope

## Why Should You Take This Course?

Developing your major gift program is a critical way for you to strengthen your overall donor pipeline, better grow your donor attrition, and increase net revenue to support your mission. This training provides a comprehensive overview and plan that will provide all of the resources needed to create or develop your major gifts program and successfully execute your organization's vision.



## Connect with us:

If you are ready to learn how to create, manage, and execute your major gifts program, you can learn more about this training, and others, at <https://veritusgroup.com/training/>.

### **Questions? Contact our Community Experience Team**

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