



MODULE 1: The Philosophy of Fundraising in the Digital Age

MODULE TOPIC	MAJOR TOPIC	CORE POINTS
The Philosophy of Fundraising in the Digital Age	The Philosophy of Fundraising in a Digital Age	The Veritus Way of fundraising. Donor-centered fundraising. Treating donors like people. Recognizing the importance of creating authentic and meaningful connections with donors.
	Building Meaningful Connections in the Digital Space	How to create meaningful connections while social distancing. Pivoting away from old ways of connecting with donors.
	What is a Meaningful Connection?	How we define meaningful connections. Measuring and reporting on meaningful connections. How to use your database to measure meaningful connections.



MODULE 2: Tools and Resources to Be Successful Virtually

MODULE TOPIC	MAJOR TOPIC	CORE POINTS
Tools and Resources to Be Successful Virtually	Creating Boundaries with Technology	Establishing healthy boundaries with donors on digital channels. Setting the right expectations.
	Using Social Media in Your Donor Communication	Using social media in your donor communication. How to use social media as a creative touch point. Ways to connect with donors who prefer social media as a means of communication.
	Creating Successful Online Experiences for Donors	The best online webinar/meeting experiences. Best practices for online experiences. Strategies for using virtual systems to connect with donors.



MODULE 3: How to Adapt Your Caseload Management for the Digital Age

MODULE TOPIC	MAJOR TOPIC	CORE POINTS
How to Adapt Your Caseload Management for the Digital Age	Building Trust with Your Donors	How to establish trust with your donors. The important role of trust in your donor relationships. Considering how to improve trust.
	Making Effective Donor Asks	How to use the Permission-Based Asking™ Model in your donor communication. Using this model to ask for a gift virtually. Creating open-ended questions to meaningfully connect with your donors.