



The Economics of the Major Gifts Pipeline

COURSE OVERVIEW

The Economics of the Major Gifts Pipeline is designed to support non-profit leaders in understanding the financial side of fundraising so they can support their organizations in strengthening the donor pipeline and raising greater net revenue.

Key Course Details:

- ✓ 3 modules
- ✓ 19 CFRE Credits
- ✓ Ideal for Directors of Development, VPs of Development, Executive Directors, and other manager roles.

This course is not just a series of boring lectures! You'll receive a multi-media experience complete with our best tools and strategies for managing the financial and economic aspects of your mid, major, and planned giving programs. You'll be trained by Veritus' Founding Partner Richard Perry and Senior Partner Jeff Schreifels.

Topics Include:

- The leader's role in major gifts and how leaders can impact the success of your fundraising program.
- How major gifts fits into your non-profit strategy.
- The elements of the donor pipeline and how to ensure you have a healthy donor pipeline that cost effectively feeds the mid, major, and planned giving programs.
- How to assess the health of your pipeline.
- The economics of major gifts fundraising.
- How to think about the cost of your mid, major, and planned giving programs.



- Setting expectations for ROI.
- The key metrics and reporting you need to evaluate to measure your programs.
- How to create a major gifts budget forecast.
- Why diversifying your revenue streams will help you stay on solid financial footing and grow your pipeline value.
- Key economic tools to use before you have a shortfall.
- Identifying your budget shortfalls.
- What to do if you have to cancel an event.
- How to leverage events, but not lean on them.

How Does This Differ from the Certification Course for Managers and Leaders?

The Economics of the Major Gifts Pipeline	Certification Course for Managers and Leaders
Focused on the financial management side of non-profit leadership	Focused on understanding how to appropriately manage your major gifts program
Audience: Leaders <i>No MGO companion course</i>	Audience: Leaders <i>MGOs are encouraged to take the Certification Course for Major Gift Fundraisers that runs parallel to this course</i>
Deep dive into the donor pipeline and economics of fundraising	Broader training on how to think about major gifts, hiring/retaining/managing MGOs, how to think about donors, supporting your MGOs in donor strategy, learning how to ask and how to support your MGOs in the ask, evaluation/reporting and accountability
Richard and Jeff's book <i>It's Not JUST About the Donor</i> is required reading and provided as part of the course	Richard and Jeff's book <i>It's Not JUST About the Money</i> is recommended reading and provided as part of the course
CFRE Credits: 19 Hours	CFRE Credits: 36 Hours



“The Economics course beckoned me - Major Gifts is a long process and I was intrigued by the concept of looking at the work we do with a more business-like and less emotional filter. It was simple math and very logical and I would recommend it as an effective tool to evaluate the appropriate Major Gift Program for any organization.

— Harriet Pecot, Director of Development

Why Should You Take This Course?

Most leaders are promoted into positions or being brought into a role that comes with a number of challenges to address without receiving any training to support them in their role. Knowing the financial side of managing a fundraising program is critical to being successful in your work. This course not only provides you with encouragement and guidance on this aspect of leadership, but also provides specific tools and resources to help you manage your non-profit's economy.

Connect with us:

If you are ready to learn to lead a successful major gifts program, and understand the critical financial pieces of that work, you can learn more about this, and other, trainings at <https://veritusgroup.com/training/>.

Questions? Contact our Community Experience Team

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