



**MODULE 1: Understanding the Economics of the Major Gifts Pipeline**

<b>MODULE TOPIC</b>	<b>MAJOR TOPIC</b>	<b>CORE POINTS</b>
<b>Understanding the Economics of the Major Gifts Pipeline</b>	The Veritus Philosophy of Major Gifts	Two Principles: Donor-related and organization-related. Get in touch with your own thinking on money and why you value it over relationship
	Understanding the Problem & the Opportunity	Dealing with donor attrition and value lost. The opportunity to retain donors and recapture revenue.
	How Major Gifts Fits in a Non-Profit Strategy	Learn the role of a major gifts program within a non-profit and how your role as a leader is critical to creating the culture and environment for mid, major gifts, and planned giving success.
	The Major Gifts Donor Pipeline	Why the donor pipeline is so important and the role/purpose of each component of the pipeline. Learn to assess the health of your donor pipeline and address some common misunderstandings organizations have regarding their pipelines.



**MODULE 2: The Economic Reality of Major Gifts**

MODULE TOPIC	MAJOR TOPIC	CORE POINTS
The Economic Reality of Major Gifts	Understanding the Economics of Major Gifts	Overview of why you should invest in major gifts, when to add MGOs, setting revenue expectations, ROI, and back office investment.
	The Financial Fundamentals of Fundraising	Learn the step-by-step process to calculate how many MGOs should be on your team, create your Major Gift Budget, create revenue expectations for your MGOs, create a Major Gift expense budget, set expectations for ROI, and get your expectations right.
	Key Metrics and Reporting	What is a meaningful connection and how do you measure it? What are the metrics Veritus recommends all non-profits to use. How to shift your thinking away from the old-approach of F2F as a key metric.



**MODULE 3: Keys to a Diversified Fundraising Strategy**

MODULE TOPIC	MAJOR TOPIC	CORE POINTS
Keys to a Diversified Fundraising Strategy	How to Leverage Events, Not Lean on Them	What is the correct role of events in a non-profit strategy. How to use events to support major gifts. Learn what you need to consider regarding the role of events.
	Diversifying Your Revenue	Learn how to identify if you are too dependent on one (or more) revenue sources. How to begin adjusting your plan to be more diversified. Why diversifying your revenue is critical.
	Dealing with Budget Shortfalls	How to approach a budget shortfall. Tools to begin working with revenue center owners to cover the gap. Why you must connect the shortfall to mission consequence. The importance of reporting back.