Why a Certificate Program in Fundraising?

There are 1.6 million nonprofit organizations in the United States. They employ 10 percent of the nation’s workforce and contribute nearly $800 billion to the gross domestic product.

Revenue from fundraising efforts account for an increasingly significant source of income for these organizations because federal and state support has declined steadily over the years.

Fundraisers working in education, arts, healthcare, religious and human service organizations have become some of the most strategically placed professionals in nonprofit management. Yet demand for highly qualified fundraisers often exceeds supply, and the rate of fundraiser turnover is alarmingly high. One reason for this is a lack of professional training opportunities designed specifically for fundraisers.

Who Can Benefit From the Program?

Experienced fundraisers will benefit from the opportunity to hone current skills, affirm knowledge and fortify confidence in their practice of fundraising.

Those new to fundraising and individuals seeking to enter the profession will find the certificate to be a comprehensive foundation and a time to learn early in their career common mistakes to avoid.

Nonprofit board members and those in staff leadership positions will benefit from gaining a better understanding of the fundraising process.

The Executive Certificate in Fundraising program teaches fundamental theories and emerging models of effective fundraising, incorporating evidenced-based research, case studies and situated learning delivered by expert practitioners and scholars in the area of fundraising and philanthropy.

The certificate program comprises four course offerings. Each course is carefully designed to capture essential fundraising concepts.

Topics include:
- Trends in fundraising research and theory
- Major methods of fundraising
- Donor motivation
- Grant writing and proposal strategies
- Campaign planning and execution

Learn more about the Executive Certificate in Fundraising and apply for upcoming courses at:

Program Director: Dr. Kyle Edgington
Kyle.edgington@utdallas.edu
972-883-7512
jindal.utdallas.edu/fundraising