

FUNDRAISING AND DEVELOPMENT

The background of the entire page is a deep blue. It features a large, stylized tree graphic. The canopy of the tree is composed of many overlapping, light blue leaf shapes. The trunk and roots of the tree are formed by several hands of different shades of blue, reaching upwards and outwards to support the canopy.

*Advance your career
as a fundraiser*

*Convenient online
program*

*Taught by senior
UC Davis development
professionals*

UCDAVIS

Continuing and
Professional Education

FUNDRAISING AND DEVELOPMENT

A CAREER THAT MAKES A DIFFERENCE

Charitable giving is rebounding as the economy improves. Yet there is a shortage of qualified fundraising professionals to help organizations connect their needs with potential donors.

Our online program in Fundraising and Development – created in collaboration with the successful senior development team at UC Davis – is designed to meet the rising demand for trained fundraising professionals. Gain the knowledge and skills to join this dynamic field or advance your career in development.

Demand is growing across sectors

Nonprofit organizations that will create new positions



2015 Nonprofit Employment Trends Survey



Association of Fundraising Professionals, 2015 Compensation and Benefits Report

Projected growth rate for fundraising jobs is

28%
HIGHER THAN THE
NATIONAL AVERAGE

Bureau of Labor Statistics, Occupational Outlook Handbook, 2016-2017 ed.

Connecting donors to their passions

Fundraisers are the vital link to connect donors and their passions. In 2014, charitable giving topped \$358 billion in the United States, with more than 80% of giving coming from individual donors. These

funds provide the fuel to help nonprofits—from small charities to large universities and health systems—fulfill their mission of making a difference in our communities.

“The purpose of fundraising is to have a positive impact on the world. The great thing about working in this field is that you get to go to work every day knowing you’re making a difference and knowing you’re having an impact.”

- Shaun B. Keister, vice chancellor for Development and Alumni Relations, UC Davis

EARN A PROFESSIONAL CONCENTRATION ONLINE IN LESS THAN NINE MONTHS

Convenient and practical


Gain the knowledge and skills to begin or advance your career in the high demand field of fundraising and development. This fully online program provides a comprehensive foundation in the development lifecycle, prospect identification and assessment, and best practices in the instruments of giving—from annual giving to major and principal gifts. Apply your learning through hands-on assignments covering an array of real-world deliverables. You'll finish the program with a portfolio that demonstrates your ability to bring value to any organization's fundraising mission.

Online program

Whether you're well on your way or just getting started in your career as a fundraising professional, this program is designed to help you develop and hone your skills as a communicator, strategist and relationship builder. Gain a rigorous academic foundation along with practical skills under the guidance of senior development professionals with a strong track record of success in the field. Move through the lessons as a cohort, engaging in rich interactive experiences coupled with produced video lessons you view on your own schedule.

PROFESSIONAL CONCENTRATION REQUIRED COURSES	UNITS	CFRE CE POINTS*
Fundamentals of Fundraising & Development	2	20
Annual Campaigns: Building a Base of Support	2	20
Major and Principal Gifts	2	20
Planned Giving	2	20

Single-course enrollments are also welcome. *Complete the professional concentration and earn the 80 points required to sit for the Certified Fundraising Executive® exam.

 **FOR MORE INFORMATION or to enroll, please contact Elizabeth Price at (530) 757-8895 or fundraising@ucdavis.edu. Visit us on the Web at cpe.ucdavis.edu/fundraising**

LEARN FROM SENIOR UC DAVIS DEVELOPMENT STAFF

The program was developed and is taught by senior and executive members of the award-winning development team at UC Davis, who have over 120 years of combined experience as fundraising professionals. Under their leadership, the university's first comprehensive fundraising initiative raised over \$1.1 billion from nearly 110,000 supporters. Our faculty offer quality learning experiences and the professional insights to prepare you for success in the field.

Senior program advisor

SHAUN B. KEISTER, vice chancellor for Development and Alumni Relations

Program development team

PAUL PROKOP, associate vice chancellor of school and unit programs

ANGELA JOENS, assistant vice chancellor of development outreach

BRIAN CASEY, assistant vice chancellor for planned giving

MICHELLE POESY, senior director of annual and special gifts

SHELLEY BIRDSOONG-MADDEX, assistant vice chancellor of foundation and corporate giving

JASON WOHLMAN, associate vice chancellor for university development