

# FUNDRAISING AND DEVELOPMENT

*Advance your career  
as a fundraiser*

*Convenient online  
program*

*Taught by senior  
UC Davis development  
professionals*

**UC DAVIS**  
**EXTENSION**  
**BUSINESS AND**  
**MANAGEMENT**



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.

UC Davis Extension's new 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](mailto:fundraising@ucdavis.edu). Visit us on the Web at [extension.ucdavis.edu/fundraising](http://extension.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 BIRDSONG-MADDEX**, assistant vice chancellor of foundation and corporate giving

**JASON WOHLMAN**, associate vice chancellor for university development



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ONLINE TRAINING IN LESS THAN NINE MONTHS

Launch or advance your career as a professional fundraiser

[EXTENSION.UCDAVIS.EDU/FUNDRAISING](https://extension.ucdavis.edu/fundraising)

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