



Major Gift Academy is your one-stop source for training for anyone involved in major gift fundraising for charities, whether working on the front line with donors or as a manager. MGA courses offer comprehensive or single-topic trainings without the travel and lodging costs of other courses. You get personalized check-ins, group discussions, and high-quality materials that have tested and proved effective in implementation.

2018 Course Offerings

Certification Course for Major Gift Fundraisers

Whether you're a new fundraiser or experienced and looking for new tools and skills, this course is for you. This online course offers comprehensive training in The Veritus Way of major gift fundraising. You will be guided through a progressive learning track which builds upon each topic with engaging media and readings, real-world exercises, and actionable skills. You'll receive practical applications and tools, as well as a flexible training path that works with your schedule. Participants take 36-42 hours to complete this 8-module self-guided course over a 13-week period, ending with a final exam. *Registration open soon.*

Dates:

February 12 to May 15
June 18 to September 15
October 1 to January 15

Cost: \$1,997

Group and early registration
discounts available

Certification

36 CFRE Hours upon completion
Completion makes you a Veritus Scholar

For Managers: Certification Course for Fundraising Managers and Executives

Management of a major gift program requires knowledge, skills and tools rarely taught in school. And if you're coming from other areas of fundraising or non-profit management, there are differences you need to be aware of. This course will provide a grounding in major gift fundraising philosophy along with concrete tools and guidance to help you manage your staff, budgets, and inter-departmental relations. This course is ideal for both new and experienced-but-frustrated managers and executives. Participants take 36-42 hours to complete this 8-module self-guided course over a 13-week period, ending with a final exam. *Registration open soon.*

Dates:

May 14 to July 31

Cost: \$1,997

Group and early registration
discounts available

Certification

36 CFRE Hours upon completion
Completion makes you a Veritus Scholar

Making Effective Donor Asks

How do you move from hesitation to enthusiastic asking? This month-long course moves you past your fears and into active engagement with your donors' giving. It teaches about asking for The Big Gift, and it helps you through all the smaller asks you'll have in conversation with donors.

Dates: April 9 to May 12
August 6 to September 15

Cost: \$749 (Group discounts available)

CFRE: 14 CFRE Hours upon completion



(Making Effective Donor Asks, cont'd)

This course uses a new and innovative model that creates intentional conversations as a path to successful asking. As a participant, you will also receive one-hour of one-on-one consulting with a Veritus coach who specializes in working with major gift officers. Your coach will help you identify and overcome your barriers to making the ask. *Takes 14-18 self-guided hours to complete.*

Making Your Year-End Goals

For 15 years Veritus Group has been working with dozens of non-profits and hundreds of major gift officers to develop a step-by-step “End of Year Success Program” to ensure that you end the year making or exceeding your revenue goals. Join this course to learn tools to help you prioritize your work in this crucial 4th quarter, and create your own clear plan for how to be successful this fall.

Dates: September 10 thru 29
Cost: \$297
Credits: 6 CFRE Hours upon completion

For Managers: The Economics of Major Gift Fundraising

Based on decades of experience with major gift fundraising, Veritus leaders have developed this course to help you...

- Create bottom-up budgets that align with reality-based donor giving patterns and metrics.
- Align organizational expectations for Return on Investment with the maturity of your program and the experience of your staff
- Set and review annual goals with your major gift fundraising staff that are measurable and achievable.

Dates: March 19 to April 4
August 16 to September 8
Cost: \$297
Credits: 6 CFRE Hours upon completion

Touchpoints: Connecting with Donors between Asks

Donors stop giving because they were never told that their gift made a difference. This course will show you how to create a steady stream of personalized, one-on-one touches that inform donors how their gifts are making a difference, keeps them engaged, and shows gratitude. This course on Touchpoints will help you understand how to plan, create and schedule personalized communication that is driven by the donor’s passions and interests.

Dates: On Demand
Cost: \$297
Credits: TBD

Customized Group Trainings and Individual Coaching Available

Groups of fundraisers and managers are encouraged to participate in all MGA courses, and group discounts are available. Groups of 20 or more should contact MGA staff to discuss whether a customized, closed-group experience is right for them. *Contact Karen Kendrick at kkendrick@veritusgroup.com to start the conversation.*

Individual coaching is also available on a limited basis. *Email Karen at kkendrick@veritusgroup.com.*