



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 been tested and proven effective in implementation.

## 2019 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. *Register here:* [Feb class](#) | [June class](#) | [Sept class](#)

<u>Dates:</u>	<u>Cost: \$1,997</u>	<u>Certification</u>
February 18 to May 18	Group and early registration	36 CFRE Hours upon completion
June 10 to September 15	discounts available	Completion makes you a Veritus Scholar
Sept 15 to December 31		

### 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, inter-departmental relations and overall program. This course is ideal for both new and experienced managers and executives. Participants take 25-30 hours to complete this 5-module self-guided course over an 11-week period, ending with an optional final exam. [Register here.](#)

<u>Dates:</u>	<u>Cost: \$1,997</u>	<u>Certification</u>
Jan 14 to March 30	Group and early registration	25 CFRE Hours upon completion
May 13 to July 31	discounts available	Completion with test makes you Veritus Scholar

### Upcoming Options for Managers

Starting in September, fundraising managers and executives can choose a more flexible route to certification. The course of study may be taken through three smaller courses completed over a longer time period, up to two years. Those smaller courses are:

- **Fundraising Management Fundamentals** (starting September 2019)
- **Managing Major Gift Officers** (starting September 2019)
- **The Economics of Major Gift Fundraising** (available in January on-demand)



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## **NEW: Certification Course in Mid-Level Fundraising**

Mid-level fundraising is a growing priority for nonprofits. This course offers comprehensive training for leaders and mid-level fundraising staff to learn the structure and systems to build or improve your mid-level program.

You will be guided through the key components needed to ensure your program is set up right, common challenges we see organizations experience, and strategies necessary to have a successful and thriving program.

If you need to add mid-level fundraising to your program, or your current program is struggling, this is the course for both your managers and front-line staff. *Register here:* [April class](#) | [October class](#)

**Dates:** April 8 to May 31  
October 14 to December 15

**Cost:** \$1,997 first participant  
Add'l persons from same org: 20% off

**CFRE:** 25 CFRE Hours upon completion

## **Making Effective Donor Asks**

How do you move from hesitation to enthusiastic asking? This six-week-long course moves you past your fears and into active engagement with your donors' giving. It teaches the important structure and planning needed to ask for the gift, and it will help you to have meaningful conversations with donors at every stage of the relationship.

This course uses a new and innovative model called Permission-Based Asking™ 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 fundraisers. Your coach will help you identify and overcome your barriers to making the ask.

**Dates:** March 11 to April 30  
July 29 to September 15

**Cost:** \$997 (Group discounts available)

**CFRE:** 17 CFRE Hours upon completion

*Takes 18-22 self-guided hours to complete; register here:* [July class](#)

## **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](mailto:kkendrick@veritusgroup.com) to start the conversation.*

Individual coaching is also available on a limited basis. *Email Karen at [kkendrick@veritusgroup.com](mailto:kkendrick@veritusgroup.com).*



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## On-Demand Courses

Always available to fit your unique training schedule, these courses can be started at any time and finished within a month. Just purchase the course, and the clock starts when you log in for the first time.

### For Managers: The Economics of Major Gift Fundraising

Based on decades of experience with major gift fundraising, Veritus has 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.

[Registration available here.](#)

**Dates:** On Demand  
**Cost:** \$297  
**Credits:** 6 CFRE Hours upon completion

### Touch Points: Connecting with Donors between Asks

Donors stop giving because they were never told that their gifts 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 Touch Points will help you understand how to plan, create and schedule personalized communication that is driven by donors' passions and interests. [Register here.](#)

**Dates:** On Demand  
**Cost:** \$297  
**Credits:** 6 CFRE Hours upon completion

### 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 4<sup>th</sup> quarter, and create your own clear plan for how to be successful this fall.

**Dates:** On-demand  
**Cost:** \$297  
**Credits:** 6 CFRE Hours upon completion

Registration begins June 2019. [Learn more here.](#)