



Major Gift Academy is your one-stop source for training for anyone involved in major gift fundraising for non-profits, 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.

2020 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](#)

Choose your session:

- February 17 to May 22
- June 1 to September 4
- Sept 21 to December 31

Cost: \$1,997

Group and early registration discounts available

Certification

- 36 CFRE Hours upon completion
- Completion makes you a Veritus Scholar

Certification Course for Fundraising Managers and Executives

FOR MANAGERS: 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: [Feb class](#) | [June class](#) | [Sept class](#)

Choose your session:

- February 17 to May 22
- June 1 to September 4
- Sept 21 to December 31

Cost: \$1,997

Group and early registration discounts available

Certification

- 25 CFRE Hours upon completion
- Completion makes you a Veritus Scholar



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. Participants take 36-42 hours to complete this 6-module self-guided course over an 11-week period, ending with an optional final exam.

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: [March class](#) | [June class](#) | [Oct class](#)

Choose your session:

- March 16 to May 31
- June 29 to September 15
- October 19 to December 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 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.

Register here: [January class](#) | [April class](#) | [Sept class](#)

Choose your session:

- January 27 to March 13
- April 27 to June 19
- September 8 to October 30

Cost: \$997

Group and early registration discounts available

Certification

- 17 CFRE Hours upon completion



The Economics of Major Gift Fundraising

FOR MANAGERS: Based on decades of experience with major gift fundraising, this course will 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.

Register here: [April class](#) | [August class](#)

Choose your session:

- April 6 to May 4
- August 3 to August 28

Cost: \$297

Group and early registration discounts available

Certification

- 6 CFRE Hours upon completion

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.

Touch Points: Connecting with Donors between Asks

Donors often 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.](#)

When to take it:

- On-Demand (start any time)

Cost: \$297

Group and early registration discounts available

Certification

- 6 CFRE Hours upon completion

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 Amy Chapman at achapman@veritusgroup.com to start the conversation.

Individual coaching is also available on a limited basis to MGA alumni and Veritus clients. Email Amy at achapman@veritusgroup.com.