



AFP Fundamentals of Fundraising Course
September 13-17, 2021
Virtual Course via Zoom

Course Schedule

DAY 1 - Monday, September 13		Instructors
10:00am-10:30am	Welcome & Introductions/Breakouts	Cathy Alsup, CFRE
10:30am-12:00pm	Module 1: Overview of Fundraising	Jennifer Oyer, CFRE
12:00pm-12:45pm	Lunch Break – 45 mins	
12:45pm-1:45pm	Module 1 continued	Jennifer Oyer, CFRE
1:45pm-2:45pm	Module 2: Developing an Integrated Fundraising Program	Keith Greer, CFRE
2:45pm-3:00pm	Afternoon Break – 15 mins	
3:00pm-4:00pm	Module 2 continued	Keith Greer, CFRE
4:00pm-4:15pm	Wrap Up Session	Cathy Alsup, CFRE
DAY 2 - Wednesday, September 15		Instructors
9:00am-9:05am	Welcome & Housekeeping	Cathy Alsup, CFRE
9:05am-11:00am	Module 6: Volunteers – Partners in Fundraising	Inger Tully, CFRE
11:00am-11:15am	Morning Break – 15 mins	
11:15am-12:30pm	Module 4: Building & Sustaining Relationships	Colette Forcier , CFRE
12:30pm-1:15pm	Lunch Break – 45 mins	
1:15pm-2:30pm	Module 4 continued	Colette Forcier, CFRE
2:30pm-2:45pm	Afternoon Break – 15 mins	
2:45pm-4:45pm	Module 5: Securing the Gift	John Ciambro, CFRE
4:45pm-5:00pm	Wrap Up Session	Cathy Alsup, CFRE
DAY 3 - Friday, September 17		Instructors
10:00am-10:05am	Welcome & Housekeeping	Cathy Alsup, CFRE
10:05am-12:00am	Module 3: Marketing for Ongoing Success	Cynthia Lallo, CFRE
12:00pm-12:45pm	Lunch Break – 45 mins	
12:45pm-2:00pm	Module 7: Management & Accountability	Angela Britten, CFRE
2:00pm-2:15pm	Afternoon Break – 15 mins	
2:15pm-3:00pm	Module 7 continued	Angela Britten, CFRE
3:00pm-3:15pm	Course Completion & Certificate Presentation	Cathy Alsup, CFRE and Angela Britten, CFRE