

# COURSE SYLLABUS: SEED FOUNDATIONS



cultivating elite  
fundraisers

**OVERVIEW** Seed Foundations is the first of three courses designed to guide participants towards an elite career in fundraising. It provides essential tools for new fundraising professionals who need to raise significant revenue in their first 90 days.

**LEARNING OUTCOME** Participants in Seed Foundations will build the knowledge and skills necessary to play a stronger role in their organization's fundraising efforts and gain a greater sense of occupational purpose.

**FORMAT** Seven modules are delivered in an online learning platform that incorporates video, supplemental materials and a corresponding workbook. The video portion of each module is a 45 to 60 minute lecture which can be broken into 4-6 smaller pieces to make it easier to engage at your own pace. Each modules reading and workbook assignment can be completed within 45 minutes. All participants receive two hours of one-on-one coaching while enrolled in the course.

**ASSIGNMENTS** Your workbook will indicate your assignments for each module. Some of these assignments should be emailed to Seed in order to receive feedback. Follow the directions in your handbook for this process.

**CONTACT** The Seed team is here to support your learning. Please reach out to us at any time with any questions.

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## COURSE ROADMAP

	<b>Subject</b>	<b>Topics</b>	<b>Video</b>	<b>Assignments (Also listed in your handbook)</b>	<b>Supplemental Materials</b>
Module One	The Story of the Fundraiser	<ul style="list-style-type: none"> <li>History of Philanthropy</li> <li>The state of fundraising today</li> <li>Fundraising as a vocation</li> </ul>	<a href="#">LINK</a>	<ul style="list-style-type: none"> <li>Complete reflection questions</li> <li>Why am I a fundraiser?</li> <li>What excites me about this work?</li> <li>What causes me fear about this work?</li> <li>Read excerpt from <i>Giving USA 2016</i></li> </ul>	Excerpt from <i>Giving USA 2016</i>
Module Two	Foundational Work of the Fundraiser	<ul style="list-style-type: none"> <li>Foundational work of the fundraiser               <ul style="list-style-type: none"> <li>Storytelling</li> <li>Listening</li> <li>Calling others to generosity</li> </ul> </li> <li>Problem/Solution</li> </ul>	<a href="#">LINK</a>	<ul style="list-style-type: none"> <li>Complete reflection questions</li> <li>Complete the “Crafting your Story” worksheet</li> <li>Practice “listening to receive”</li> <li>Write five open-ended questions for humble inquiry</li> <li>Create a problem/solution statement</li> </ul>	Crafting Your Story worksheet
Module Three	Common Language	<ul style="list-style-type: none"> <li>Organizational Words 101</li> <li>Fundraising Strategies Overview               <ul style="list-style-type: none"> <li>Grants</li> <li>Events</li> <li>Corporate Sponsorships</li> <li>Annual Giving</li> <li>Major and Planned Gifts</li> </ul> </li> </ul>	<a href="#">LINK</a>	<ul style="list-style-type: none"> <li>Complete reflection questions</li> <li>What other roles in fundraising are appealing?</li> <li>Identify a trend within your area that will affect you</li> <li>Practice telling a connective story</li> </ul>	Strategies Overview
Module Four	Annual Giving Essentials	<ul style="list-style-type: none"> <li>Annual Giving Strategy</li> <li>Lead Generation</li> <li>Acquisition</li> <li>2nd Gift Renewal</li> <li>Core Donor Support</li> <li>Appeal Writing</li> </ul>	<a href="#">LINK</a>	<ul style="list-style-type: none"> <li>Complete reflection questions</li> <li>Write an appeal letter (email or direct mail)</li> <li>Identify and describe an effective lead generation campaign</li> </ul>	<ul style="list-style-type: none"> <li>Annual Giving Overview</li> <li>Annual Giving Plan Template</li> <li>Sample Appeal Letter</li> </ul>
Module Five	Major Giving Essentials	<ul style="list-style-type: none"> <li>Major Giving Strategy</li> <li>Donor Prospecting</li> <li>Moves Management</li> </ul>	<a href="#">LINK</a>	<ul style="list-style-type: none"> <li>Complete reflection questions</li> <li>Identify current prospecting activity</li> <li>Revisit the connective story</li> <li>Revise and re-send</li> </ul>	Moves Management

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Module Six	Portfolio Planning	<ul style="list-style-type: none"> <li>• Getting the Meeting</li> <li>• Cultivation Place</li> <li>• Meaningful Donor Visits</li> <li>• The Ask</li> <li>• Fundamentals of Planned Giving</li> </ul>	<a href="#"><u>LINK</u></a>	<ul style="list-style-type: none"> <li>• Complete reflection questions</li> <li>• Determine your current portfolio value</li> <li>• Draft a gift table</li> </ul>	<ul style="list-style-type: none"> <li>• Portfolio Template</li> <li>• Proposal, Emails and Phone Scripts Template, Pledge Agreement Template</li> </ul>
Module Seven	Rhythms and Habits	<ul style="list-style-type: none"> <li>• Self Care</li> <li>• Professional Development</li> <li>• Donor Engagement</li> <li>• Planning and Perspective</li> <li>• Attributes of Elite Fundraisers</li> </ul>	<a href="#"><u>LINK</u></a>	<ul style="list-style-type: none"> <li>• Complete reflection questions</li> <li>• Identify the category of rhythms to which you are strongest and weakest</li> <li>• Determine a daily, monthly, and annual rhythm</li> <li>• Identify three mentors</li> </ul>	<ul style="list-style-type: none"> <li>• Personal Board Worksheet</li> </ul>