

# Welcome to Optimizing Fundraising Efforts for Nonprofits

## Course Curriculum

### WELCOME

- Welcome to Optimizing Fundraising Efforts for Nonprofits
- Literacy Support
- Curriculum and Course Dates
- Disclaimer
- Policy: Downloadable Content and Access to Materials
- Tuition Tax Credits - CRA Form T2202
- How to Use This Course
- Course User Guide
- On-Lesson Discussions

### Module 1: Introduction to Fundraising in Canada

- Discussion Activity - Mandatory
- Lesson 1: Insights into Nonprofit Organizations in Canada
- Lesson 2: The Role of Fundraising in Sustaining Nonprofit Organizations
- Lesson 3: Regulatory Considerations
- Lesson 4: Diversifying Donor Bases and Adapting to Changing Expectations
- Lesson 5: Understanding Philanthropy Trends Among Donors Aged 45 and Older
- Lesson 6: The Giving Report - 2026 Implications
- Lesson 7: Fundraising Challenges
- Lesson 8: Overcoming Funding Challenges for Canadian Nonprofit Organizations
- MODULE 1: QUIZ

### Module 2: Fundraising Basics

- Lesson 1: The Foundation of Fundraising: Strategic Planning and Budgetary Alignment
- Lesson 2: Guiding Your Fundraising Efforts
- Lesson 3: Defining Your Target Audience
- Lesson 4: Creating a Donor Persona
- Assignment: Smart Fundraising Goal & Target Audience Definition
- Lesson 5: Analyzing Past Fundraising Performance
- MODULE 2: QUIZ

### Module 3: Fundraising Strategies

- Lesson 1: Individual Donations – Major Gifts
- Lesson 2: Individual Donations – Annual Giving
- Lesson 3: Individual Donations – Planned Giving
- Lesson 4: Corporate Giving – Sponsorships
- Lesson 5: Corporate Giving – Grants
- Lesson 6: Foundation Grants
- Lesson 7: Fundraising Events
- Lesson 8: Crowdfunding
- Group Discussion: Mandatory
- MODULE 3: QUIZ

#### Module 4: Marketing and Communication Plan

- Lesson 1: Developing Key
- Lesson 2: Communication Channels
- Lesson 3: Developing Strategies and Tactics
- Lesson 4: Create a Content Calendar
- MODULE 4: QUIZ

#### Module 5: Fundraising Control and Evaluation

- Lesson 1: Budget and Resource Allocation
- Lesson 2: Timelines and Deadlines
- Lesson 3: Define Evaluation Metrics
- Lesson 4: Evaluating Your Fundraising Campaigns
- Lesson 5: Analyzing Your Fundraising Campaigns
- Lesson 6: Reporting Fundraising Campaigns to Stakeholders
- MODULE 5: QUIZ

#### WRAP UP

- Reflection Assignment: Optimizing Fundraising Efforts for Nonprofits
- Evaluation