


Development Pipeline Program

VIRGINIA COMMONWEALTH UNIVERSITY



The "Why"

- ▶ Needs:
 - ▶ Meet the local demand for well-trained fundraisers
 - ▶ Diversifying the field – VCU's diverse student populations
 - ▶ Offer undergraduate education in fundraising in the area



Best practices research:

- ▶ Frameworks:
 - ▶ Adrian Sargeant fundraising curriculum
 - ▶ AFP's *Knowledge Areas and Curriculum Framework*
 - ▶ Nonprofit Leadership Alliance's *Nonprofit Management and Leadership Competencies*
 - ▶ Nonprofit Academic Centers Council's *Curricular Guidelines for Undergraduate Study in Nonprofit Leadership*
- ▶ Programs:
 - ▶ The Fundraising School at the Center on Philanthropy at Indiana University
 - ▶ Rockhurst University, Fundraising Concentration in Nonprofit Leadership
 - ▶ **Many** certificate and graduate programs across the country



Curriculum Development for Fundraising Minor – Proposed courses

- ▶ New courses:

- ▶ Introduction to Resource Development/
Fundraising (mandatory)

- ▶ 3 of the following courses:

- ▶ Annual Giving

- ▶ Major Gifts & Planned Giving

- ▶ Development Services

- ▶ Capital Campaigns

- ▶ Development Marketing & Analytical Services

- Existing courses @ VCU:

- Ethics (3 credits)

- Writing & Public Speaking (3 credits)

- Social Organization & Behavior (3 credits)

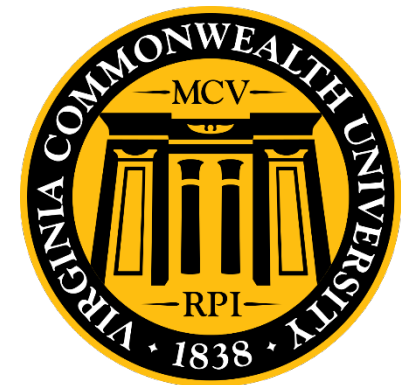


Why we need you:

- ▶ AFP teaching faculty – practitioners as teachers and mentors
- ▶ Panel members in courses/Guest lecturers
- ▶ Vet and provide host sites for internship experience
- ▶ Training for mentors
- ▶ Longitudinal assessment

AFP & VCU Partnership

- ▶ Aligns with AFP strategic plan
- ▶ CFRE teaching credit opportunity
- ▶ Qualified & talented AFP members interested in teaching at VCU
- ▶ Add student fee to AFP for membership
- ▶ Diversify chapter & add members





Next Steps

- ▶ School of Business/ Wilder School
- ▶ Proposal for SCHEV
- ▶ Student recruitment through career fairs and academic advising programs
- ▶ Formalized relationship with AFP Central Virginia chapter