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AFP-GPC Fundamentals of Fundraising Course

Location: Temple University Center City, 1515 Market Street, Philadelphia, PA 19102

Cost: \$490/AFP-GPC Member, \$590/Non-Member

2 Day Course- April 19th & April 26th

Temple University Center City

1515 Market Street, Philadelphia, PA 19102

Time:

April 19th – 8:30 am registration/breakfast/networking; 9:00 am to 4:30 pm sessions
(lunch will be provided)

April 26th – 8:00 am registration/breakfast/networking; 8:30 pm to 4:45 pm sessions
(lunch will be provided)

CFRE credits: 12.5 hours

Intended Audience: This intensive program will provide an overview of skills, techniques and program components for individuals with 0 to 4 years of fundraising experience.

The *AFP Fundamentals of Fundraising Course* offers a complete overview of an integrated development office and program, featuring current information and techniques. This two-day experiential learning program includes case studies and projects for groups and individuals, making the learning experience both substantive and enjoyable.

Participants will develop skills and gain knowledge that can be tailored to their particular organization. The information you will learn and the relationships you develop will be invaluable to you and your organization and will assist you for years to come.

The Fundamentals of Fundraising Course covers seven modules:

- **Overview of Fundraising**
- **Developing an Integrated Fundraising Program**
- **Marketing for Ongoing Success**
- **Building & Sustaining Relationships**
- **Securing the Gift**
- **Volunteers - Partners in Fundraising**
- **Management & Accountability**

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