

Championing the Donor Journey: Innovative Practices from Prospect Management through Donor Stewardship

Intended Audience: Mid-Career Professionals	Education Points/Hours: 6.5 CFRE	Duration: 1 Day, In-Person
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Course Description:

A comprehensive course designed to equip fundraising professionals with the knowledge, skills, and strategies needed to effectively navigate and manage the entire donor journey from initial engagement to long-term stewardship. The course will provide techniques for approaching donors, conducting discovery, cultivating relationships, and making successful asks to maximize donor retention, engagement, and financial support for their institutions. Participants will also have access to various resources, including templates.

Course Topics:

- Why the Donor Journey Matters
- Responsive Fundraising
- Prospect Management
- Identifying and Qualifying Potential Donors
- Donor Cultivation
- Donor Solicitation
- Donor Stewardship
- The Donor Journey