

2026 Certificate in Effective Fundraising Schedule & Faculty

**This syllabus serves as a general guide and may be adjusted as the course progresses.
Students will be notified of any changes.**

9:30 – 3:30	Session Topic	Facilitator	Follow Up
March 26	Orientation to Certificate	NPA Team	
March 26	Overview of Fundraising: The Practice, Profession, and Ethics	Stacy Ehrlich	
April 2	Creating an Organizational Culture that Supports Fundraising: A Culture of Philanthropy	Roz Gutierrez	
April 9	Planned Giving and Overall Legal and Regulatory Issues for Fundraising	Roz Gutierrez	
April 16	Community Perspectives and Donor Motivations	Froswa' Booker-Drew	
April 23 (no change)	Engaging & Motivating Volunteers	Jayden Beatty	
May 7 (no change)	Annual Giving and the Annual Development Process	Brett Barnes	
May 28	Financial Management, Accounting, and Financing	Shannon Andre	
June 4	Fundraising & Event Planning	Kristin Campbell	
June 11	Major Gifts and Special Projects	Ashley Velasquez Rebecca Borchers	
June 18	Capital Campaigns	Stacy Ehrlich	
June 25	Leveraging Artificial Intelligence in Fundraising	Llyas Salahud-din	
July 2 (no change)	Maximizing Your Fundraising Impact: Engaging All Generations of Donors by Understanding Donor Motivations, Governance, and High-Performance Programs	Karl Nichols	
July 9	Donor Publics and Donor Centric Communications & Use of Social Media and E-Giving	Brett Barnes	
July 16	Grants - Corporate and Foundation Perspectives	Stacy Ehrlich	
July 23	Fundraising: Strategy, Evaluation, Sustainability, and Emerging Trends	Ashley Velasquez Rebecca Borchers	

July 30	Course Synthesis, Evaluation, and Closing Session	NPA Staff	