

## Agricultural Extension in South Asia

### Fundraising Specialization (3 courses)

**Platform:** [Philanthropy University](#)

**Duration:** Self-paced (flexible deadlines)

**Certification:** Yes, it is free.



This specialization comprises three courses that guide learners from the fundamentals of fundraising to advanced strategies.

The first course, *Introduction to Fundraising*, includes two modules: one debunking fundraising myths and the other explaining key fundraising terminology.

The second course, *Fundraising: Connecting with Donors*, consists of three modules that cover introducing oneself to donors, making an ask, and managing disappointments.

The third course, *Fundraising Strategies*, contains four modules discussing organizational financial readiness, diverse funding sources, writing grant proposals, and running crowdfunding campaigns.

#### Introduction to Fundraising

PhilanthropyU

This short course introduces the foundational concepts that every fundraiser should know.

Enroll Now



#### Fundraising: Connecting with Donors

PhilanthropyU

Expand your donor network and learn the secrets of connecting with donors.

Enroll Now



#### Fundraising Strategies

PhilanthropyU

Master fundraising strategies, including grant proposals and crowdfunding campaigns.

Enroll Now



I enrolled in this course to deepen my knowledge of fundraising and develop a comprehensive fundraising strategy for my organization.

These courses adopt an asynchronous learning approach, allowing learners to access recorded materials at their convenience. The content is suitable for all levels, progressing from basic fundraising concepts to advanced techniques like hosting fundraising events, writing grant proposals, and executing crowdfunding campaigns.

Each module consists of two sections: **Learn** and **Apply**.

- The **Learn** section provides an introduction to the module, learning objectives, reading materials (including supplementary resources), podcasts, and a quick quiz.
- The **Apply** section includes fillable PDF assignment worksheets and a discussion forum for peer interaction. These assignments must be completed and submitted for peer review.

The quizzes in the *Learn* section are graded, while the assignments in the *Apply* section are peer-reviewed. During peer reviews, learners evaluate three completed assignments from peers based on pre-defined evaluation criteria. The passing grade for certification is 50%, with quizzes contributing 15% and assignments 85% to the final score. This emphasizes the importance of application-oriented assignments over quizzes.

As someone completely new to fundraising, I thoroughly enjoyed the course and its materials. However, those with prior experience in fundraising might find it less challenging. The course readings and lecture transcripts are excellent resources that can be saved for future reference. The assignments are both practical and occasionally challenging, with clear evaluation criteria.

Dr. Thomas Wolf, a seasoned fundraiser, instructs this specialization. His podcasts serve as the backbone of the courses, complemented by comprehensive reading materials, FAQs, and supplementary resources. Since the specialization is asynchronous, direct engagement with the instructor is not possible, which is one of its few drawbacks.

The learning process was delightful, with the courses unfolding gradually and introducing new topics at a comfortable pace—ideal for beginners like me. Regarding the platform, I noticed a significant improvement in navigation after a design update during my enrolment. Additionally, Philanthropy University was prompt and helpful in responding to my queries via email.

I highly recommend this specialization to professionals in non-profits seeking to strengthen their fundraising skills and successfully secure funding for their organisations.



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