

# How Fundraising Works



CharityVillage.com®  
Campus

## Learning Outcomes

- Explain six key reasons people give to organizations.
- Who are the best prospective donors for your organization.
- The factors that contribute to fundraising success.
- How to rate your organization's readiness to raise money.
- Eight fundraising principles.
- How to choose the most effective ways of raising money for your nonprofit.

## Course Level

- Introductory — no suggested prerequisites

## Certification Credits

- Take the optional final quiz. If you pass with 70% or more, you can download a Campus Certificate of Completion.
- Participation in the course is applicable for 1 point in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

## Duration

- This course takes about two hours to complete, but you'll have full access to the course for three months. Move through it at your own pace: all at once; in short modules; breeze through once, then come back for a refresher down the road. You're in complete control, so learn at the times and speed that work best for you.

## Price

- \$127 per user\*; 3 months unlimited access.

## Guaranteed

- All courses are fully guaranteed. If you aren't completely satisfied with your course, please just let us know and we'll happily refund the full course fee, no questions asked.

## Free Demo

- Try a free demo version of any Campus course to see how practical, friendly, and fun they are to use.

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Continuing Education

Visit: [CharityVillageCampus.com](http://CharityVillageCampus.com)  
E-mail: [campus@charityvillage.com](mailto:campus@charityvillage.com)

\* Prices subject to change without notice.