



Veritus Group Academy is your one-stop source for training for anyone involved in mid-level, major gift, or planned giving for non-profits, whether working on the front line with donors or as a manager. VGA courses offer comprehensive or single-topic trainings without the travel and lodging costs of other courses. You get personalized check-ins, group discussions, and high-quality materials that have been tested and proven effective in implementation.

2022 COURSE OFFERINGS

Certification Course for Major Gift Fundraisers

Whether you're a new fundraiser or experienced and looking for new tools and skills, this course is for you. This online course offers comprehensive training in The Veritus Way of major gift fundraising. You will be guided through a progressive learning track which builds upon each topic with engaging media and readings, real-world exercises, and actionable skills. You'll receive practical applications and tools, as well as a flexible training path that works with your schedule. Participants take 36-42 hours to complete this 8-module self-guided course over a 13-week period.

Register here: [Feb class](#) | [June class](#) | [Aug class](#)

| | | |
|--|--|---|
| Choose your session: Feb 14 to May 13 June 6 to Sept. 2 Aug 29 to Dec. 2 | Cost: \$1,997 Group and early registration discounts available | Certification 36 CFRE Hours upon completion Completion makes you a Veritus Scholar |
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Certification Course for Fundraising Managers and Executives

FOR MANAGERS: Management of a major gift program requires knowledge, skills and tools rarely taught in school. And if you're coming from other areas of fundraising or non-profit management, there are differences you need to be aware of. This course will provide a grounding in major gift fundraising philosophy along with concrete tools and guidance to help you manage your staff, budgets, inter-departmental relations and overall program. This course is ideal for both new and experienced managers and executives. Participants take 36-42 hours to complete this 8-module self-guided course over a 13-week period.

Register here: [Feb class](#) | [June class](#) | [Aug class](#)

| | | |
|--|---|---|
| Choose your session: Feb. 14 to May 13 June 6 to Sept. 2 Aug. 29 to Dec. 2 | Cost: \$1,997 Group and early registrations discounts available | Certification 36 CFRE Hours upon completion Completion makes you a Veritus Scholar |
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Certification Course in Mid-level Fundraising

Mid-level fundraising is a growing priority for nonprofits. This course offers comprehensive training for Mid-Level Officers to learn the structure and systems to manage

You will be guided through the key components needed to ensure your program is set up right, common challenges we see organizations experience, and strategies necessary to have a successful and thriving program. Participants take 36-42 hours to complete this 8-module self-guided course over a 13-week period.

If you need to add mid-level fundraising to your program, or your current program is struggling, this is the course for both your managers and front-line staff.

Register here: [Mar class](#) | [June class](#) | [Sept class](#)

| | | |
|--|---|---|
| Choose your session: March 7 to June 3 June 20 to Sept. 16 Sept. 19 to Dec. 16 | Cost: \$1,997 Groups and early registration discounts available | Certification 36 CFRE Hours upon completion Completion makes you a Veritus Scholar |
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Making Effective Donor Asks

Are you ready to transform how you communicate with your donors and move past hesitation? Permission-based asking is a unique way to approach donor conversations that empowers the donor and equips you to stay aligned with the donor throughout your interaction. This ten-week-long course moves you past your fears and into active engagement with your donors. It teaches the important structure and planning needed to have effective donor conversations, ask for the gift, and it will help you to build a deeper relationship with your donors.

This course uses an innovative model called Permission-Based Asking™ as a path to successful conversations. You'll learn how to use this model in any conversations including qualification calls, learning about the donor's passions and interests, and asking for a gift.

Register here: [Jan class](#) | [May class](#) | [Sept class](#)

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| Choose your session: Jan. 24 to April 1 May 9 to July 15 Sept. 12 to Nov. 18 | Cost: \$997 Group and early registration discounts available | Certification 17 CFRE Hours upon completion |
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NEW: Making Meaningful Connections with Your Donors

Are you building meaningful relationships with your donors? Creating connections can be challenging if you don't have the right structure to help you communicate in a purposeful way with your donors.

This course provides a thorough system and structure for creating individualized communication plans for your major donors. You'll also learn all the types of touch points you can use, both digital and traditional, to meaningfully engage with your donors by sharing things that speak to their interests and passions.

Register here: [Mar class](#) | [May class](#) | [Oct class](#)

Choose your session:

March 28 to May 6
May 16 to June 24
Oct. 24 to Dec. 2

Cost: \$497

Group and early registration discounts available

Certification

CFRE Hours upon completion – pending approval

Planned Giving Principles for Every Fundraiser's Success

When you hear “planned giving,” do you tune out? Planned giving has a reputation for being scary, hard, and something that no one other than the Planned Giving Officer needs to know about. The reality is that in order to truly build authentic partnerships with your donor, you need to have an understanding of planned giving and have a culture of collaboration between departments.

If you are a Planned Giving Officer, this course will share how we are shifting the narrative around planned giving and how you serve an important role in fulfilling your donors' passions and interests outside of any legacy gifts.

And, if you're a Major Gift Officer or Fundraising Leader, this course will give you valuable information on how to talk to your major donors about legacy gifts. You'll also gain insight on how to collaborate with planned giving to better serve your donors.

Register here: [Jan class](#) | [Aug class](#) | [Oct class](#)

Choose your session:

Jan. 31 to March 11
Aug. 8 to Sept. 16
Oct. 31 to Dec. 9

Cost: \$497

Group and early registration discounts available

Certification

11 CFRE Hours upon completion



Discovering Your Donor's Passions & Interests

Do you know your donor's passions and interests? We mean, really know them? If not, that's not uncommon. Many organizations and fundraisers struggle to learn their donor's the true passions and interests because other things get in the way.

If you are ready to learn how to truly discover your donor's passions and interests and how to use that information to better serve your donor, then this course is for you!

Register here: [Jan class](#) | [April class](#) | [Aug class](#) | [Nov class](#)

Choose your session:

Jan. 17 to Feb. 11
April 25 to May 20
Aug. 15 to Sept. 9
Nov. 14 to Dec. 16

Cost: Pay What You Can

\$25 minimum per person cost

Certification

6 CFRE Hours upon completion

NEW: How to Start a Major Gifts Program

We firmly believe that the greatest source of revenue growth for non-profits is going to come through improved management and the execution of major gift strategies. Creating a successful major gifts program is so much more than just hiring a Major Gift Officer.

In this course, you'll learn how to start your program including all the necessary steps to get your data right, develop a system and structure that will keep your fundraiser focused on caseload work, and guidance on how to find and hire the right Major Gift Officer.

Register here: [Feb class](#) | [May class](#) | [Aug class](#)

Choose your session:

Feb 21 to March 18
May 2 to May 27
Aug. 1 to Aug. 26

Cost: \$99

Group discounts available

Certification

TBD CFRE Hours upon completion



NEW: How to Start a Mid-level Program

Do you know how many donors are moving into major gifts a year? It's likely not as many as you could have. If you're like most organizations, you have a clog in your pipeline that is causing donors to be stuck in mid-level.

Creating a mid-level program is one of the best, most productive, strategies you can employ to strengthen your donor pipeline, move more donors into major gifts, and increase net revenue.

Register here: [Feb class](#) | [May class](#) | [Aug class](#)

| | | |
|--|--|--|
| Choose your session: Feb. 7 to March 4 May 23 to June 17 Aug. 22 to Sept. 16 | Cost: \$99 Group discounts available | Certification TBD CFRE Hours upon completion |
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COACHING PROGRAM

COMING SOON: Special Coaching Program with Richard Perry

This special coaching program will launch in 2022 and more information will be shared at a later date. If you're interested in learning more once this program has launched, please add your name to our interests list by emailing academy@veritusgroup.com.

CUSTOMIZED GROUP TRAININGS AND COACHING AVAILABLE

Groups of fundraisers and managers are encouraged to participate in all VGA courses, and group discounts are available. Groups of 20 or more should contact VGA staff to discuss whether a customized, closed-group experience is right for them. Contact Amy Chapman at achapman@veritusgroup.com to start the conversation.