

FUNDRAISING MANAGEMENT

Program: FRMT

Credential: Ontario College Graduate Certificate

Delivery: Full-time

Length: 2 Semesters

Duration: 1 Year

Effective: Fall 2027

Location: Online

Description

Discover an innovative and highly rewarding career where you can make a difference in the lives of others by raising money for important causes. In this comprehensive program, you learn to design integrated fundraising programs, plan capital campaigns, execute fundraising special events, secure grants, and develop relationships with major donors. You also develop critical skills that support the fundraising process, including prospect research, volunteer management, financial management, digital and social media marketing, donor communication and engagement, team building, and the use of technology for fundraising. During your academic studies, you advance your skills through experiential learning projects, including a real-world capstone project for a charity that addresses fundraising challenges across sectors such as social services, the arts, the environment, health care, education, sports, recreation, or religion.

Career Opportunities

Canada has one of the largest charitable sectors in the world, and professionally trained fundraisers are in high demand. Graduates may become "generalists" within small organizations, or "specialists" in larger organizations. Employment opportunities may include local, regional or global non-profit organizations and charities, public and government agencies such as hospitals, schools, community service organizations and fundraising consulting firms.

Examples of job titles include senior development officer, fundraising manager, special event coordinator, major gifts manager, donor relations coordinator, corporate relations officer, and director of development.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. develop donor and funder communications to support fundraising initiatives and build lasting relationships;
2. coordinate resource development projects to obtain funding aligned with organizational priorities and deadlines;
3. plan and implement fundraising strategies to achieve organizational revenue targets from corporate, foundation, and individual donors;
4. develop and manage relationships with volunteers, prospects and donors to secure financial support for organizational initiatives;
5. monitor fundraising activities for compliance with charitable legislation and ethical standards to support donor trust and organizational accountability;
6. manage and evaluate fundraising operations to identify improvements that strengthen donor engagement;
7. develop and implement strategies to address unique challenges in the charitable sector.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2027
- **Sem 2:** Winter 2028

Admission Requirements

- Ontario College Diploma, Ontario College Advanced Diploma, Degree, or equivalent

Applicants lacking a diploma, advanced diploma or degree may be considered based on CFRE designation (Certified Fund Raising Executive), OR a combination of post secondary education and related work experience (minimum three year's full-time paid experience working in a non-profit environment) and demonstrated achievement of post-secondary level competencies.

Graduation Requirements

11 Program Courses

Graduation Eligibility

To graduate from this program, a student must attain a minimum of 60% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester. The passing weighted average for promotion through each semester and to graduate is 60%.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Program Courses		
FUND 1003	Annual Giving: Principles and Process	42
FUND 1005	Grant and Proposal Writing	42
FUND 1009	Marketing and Public Relations in Fundraising	42
FUND 1015	Introduction to Fundraising	42
FUND 1021	Technology in Fundraising	42
FUND 1022	Fundraising Relationship Management	84
Hours		294
Semester 2		
Program Courses		
FUND 1006	Professional Practice in Fundraising	42
FUND 1018	Major Gifts, Capital Campaigns and Donor Advised Fundraising	42
FUND 1019	Special Events Fundraising and Sponsorship	42
FUND 1023	Digital and Social Media Marketing for Charities	42
FUND 1024	Applied Fundraising Practice Capstone	84
Hours		252
Total Hours		546

Graduation Window

Students unable to adhere to the program duration of one year (as stated above) may take a maximum of two years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.



Disclaimer: *The information in this document is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.