

UC Riverside Curriculum

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4-Month Cohort Program for UC Riverside		
Cohort Experience	Session Focus Points	Proposed Month
Group Session 1: <i>Building Strong Unit-Based Philanthropy</i>	- Philanthropy as a business – trends in American fundraising - Role and responsibilities in high-impact philanthropy. - Dean as program builder- vision, leadership, and revenue generation - Crafting and articulating a compelling case for support - UC Riverside's impact on the world - Telling your story/exciting donors - Case Development Exercise	Month One
Group Session 2: <i>Developing, Executing, & Evolving Prospect Strategy</i>	- Meaningful & Intentional Prospect Development - Identifying major prospects - Understanding donor motivation - Asking the right questions to assess capacity and propensity - Effective prospect cultivation - Cultivation vs. relationship building - Matching donor interests and passions with funding needs - Donor cultivation roleplay	Month Two

4-Month Cohort Program for UC Riverside		
Cohort Experience	Session Focus Points	Proposed Month
Group Session 3: Making the Ask and What Comes After	■ Conveying urgency – Why this? Why now? ■ Soliciting a gift ■ The role of volunteers ■ Effectively utilizing your advisory board ■ Planning your fundraising year ■ Goals ■ Top 25 prospects ■ Engagement and solicitation strategies ■ Developing the prospect pipeline	Month Three
Session 4: Review and Reinforcement (Individual sessions per unit)	■ Case for support ■ Portfolio and top prospects ■ Cultivation strategies ■ Solicitation discussions – UCR practical examples ■ Ensuring success in FY25 ■ Closing questions and discussion ■ What has gone well? ■ What continues to be a challenge? ■ What are the next steps in the growth of your fundraising program?	Month Four