

Statement of participation

Cheryl Leago

has completed the free course including any mandatory tests for:

Building relationships with donors

This 6-hour free course explored approaches fundraisers can adopt and issues likely to be faced in providing opportunities for people to donate.

Issue date: 17 May 2024



www.open.edu/openlearn

This statement does not imply the award of credit points nor the conferment of a University Qualification.
This statement confirms that this free course and all mandatory tests were passed by the learner.

Please go to the course on OpenLearn for full details:
<https://www.open.edu/openlearn/money-business/business-strategy-studies/building-relationships-donors/content-section-0>

COURSE CODE: **B625_2**

Building relationships with donors

<https://www.open.edu/openlearn/money-business/business-strategy-studies/building-relationships-donors/content-section-0>

Course summary

Legacy fundraising and big-gift seeking are part of the professional fundraiser's role. This free course, Building relationships with donors, will help you to gain the skills necessary to persuade individuals to become donors. How do you change people's ideas about methods of giving, moving them from casual street donations to regular direct debit giving?

Learning outcomes

By completing this course, the learner should be able to:

- appraise the skills used in asking for contributions
- identify ways of sustaining and developing donor involvement
- make recommendations on how an organisation might most appropriately acknowledge contributions
- contribute to thinking on the actual or potential role of 'big gifts' in an organisation's approach to fundraising
- enhance the approach to legacy fundraising.

Completed study

The learner has completed the following:

Section 1

Donor motivation

Section 2

Asking someone for something the core skill

Section 3

Asking lots of people for something key issues and choices

Section 4

Seeking big gifts

Section 5

Legacy fundraising

Section 6

Conclusion