**Data2Donors Syllabus**

Program Requirements

* Attend and actively participate in all Webinars (dates listed below)
* Submit homework reports each month (due dates below)
* Work to improve data management skills
* Code all new or updated Alumni reports throughout the program
* Code the top 20 major donor prospects for fundraising in March
* Provide data for Alumni Finder and WealthEngine in January
* Put together a volunteer team to help with Alumni Outreach
* Put together a volunteer team to help with major donor asks
* Submit a one year out report with fundraising and Alumni Outreach results

What you will get in return

* Free webinar trainings
* Free volunteer and staff training on the 5 steps of major donor fundraising
* Free WealthEngine access for one year
* Free Alumni Finder and Wealth Engine
* Free consulting help on your major donor campaign and Alumni outreach efforts
* Free tech consulting during office hours

**Data2Donors Calendar**

1.) Webinar: Tuesday, September 24Th 1 pm “No More Dusty Records”

 Start unearthing old records and enter them into your database

2.) Conference Workshop: Monday, November 4th “Turning Data Into Donors”

**Homework #1: due Tuesday, November 12**

3.) Webinar: Tuesday, November 19th, 1 pm “Get Good Data”

 Office Hours with Julia: Monday, November 11th at 3 pm

 Office Hours with Kevin: Tuesday, November 26th at 3 pm

**Homework #2: due Tuesday, December 10th**

4.) Webinar: Tuesday, December 17th, 1 pm “Clean Your Data”

 Office Hours with Kevin and Julia: Thursday, December 19th at 3 pm

**Homework #3: due Friday, January 3rd**

5.) Webinar: Tuesday, January 7th, 3 pm “Data Out for Alumni Finder”

 Office Hours with Kevin: Thursday, January 9 at 3 PM EST

 **Homework #4: Email Data to Kevin by Friday, January 10 at 12 PM EST**

6.) Webinar: Tuesday, January 14th, 3 pm “Data In with Alumni Finder results”

 Office Hours with Kevin: Thursday, January 16 at 3 PM EST

**Homework #5: Sign up for time slot to receive data from Kevin (link coming soon)**

7.) Webinar: Tuesday, January 21th, 3 pm “Data Out for WealthEngine”

 Office Hours with Kevin: Thursday, January 23 at 3 PM EST

**Homework #6: Email Data to Kevin by Friday, January 24 at 12 PM EST**

8.) Webinar: Tuesday, January 28th, 3 pm “Data In with WealthEngine results”

 Office Hours with Kevin and Julia: Thursday, January 30 at 3 PM EST

**Homework #7: Sign up for time slot to receive data from Kevin (link coming soon)**

9.) Webinar: Tuesday, February 18th, 1 pm “Know your Data to Know your Donors”

 Office Hours with Kevin and Julia: Tuesday, March 4th at 3 pm

 **Homework #8: due Tuesday, March 11th**

*Sometime during the month of March you must schedule a training for your volunteers and senior staff on the 5 steps of Major Donor Fundraising with your camp Mentor. You must have your qualified major donor list and major donor profiles and campaign materials ready by this training****.***

10.) Webinar: Tuesday March 18th, 1 pm “Turning Data into Donors”

 Office Hours with Julia: Tuesday, April 1st at 3 pm

 **Homework #9: due April 15th**

11.) Webinar: Tuesday, April 22nd, 1 pm “Do the Celebratory Data Dance”

**Week of September 24th, 2015 Report on results one year later**

Please answer these questions: How many new contacts have been added to your data base? How much have you raised from new contact and your major donor prospects? What other tangible benefits did you gain from Data2Donors? What recommendations do you have for future Data2Donors classes?