

## A UNIQUE OPPORTUNITY

This certificate is unique in the nation because of its academic orientation. Most educational programs in fundraising are offered through continuing education schools of universities, and their courses are noncredit and taught by part-time practitioner adjuncts. In contrast, the UF program is housed in a discipline-based academic unit – the College of Journalism and Communications. The courses are for-credit at the graduate level – meaning the credits can be applied toward graduate degrees – and are taught by full-time faculty who are both teachers and scholars.

The program is likely the first in the U.S. that is partnered with a university-affiliated foundation, the University of Florida Foundation, which is supported by the program's co-sponsor, UF Development and Alumni Affairs. Upon completion of the certificate, students will be granted an exploratory interview with UF Development and Alumni Affairs for available employment opportunities.

*U.S. fundraisers earned an average salary of \$75,483 in 2013, and senior fundraisers can earn \$500,000 or more.*

*– Association of Fundraising Professionals and The Chronicle of Philanthropy*

# Graduate Certificate in Fundraising Management

*Fundraising jobs will increase 17 percent between 2012 and 2022, a faster than average growth.*

*– U.S. Bureau of Labor Statistics*

## THE NEED FOR SKILLED FUNDRAISERS

The UF College of Journalism and Communications is well prepared to train fundraisers because of the strength of its programs and faculty and the success of its students and alumni. Combining conceptual instruction with skills training has contributed to the college's top national rankings.

The nine-credit Graduate Certificate in Fundraising Management, co-sponsored by the college and UF Development and Alumni Affairs, provides degree-seeking graduate students and post-baccalaureate practitioners with knowledge and skills in fundraising – a high-demand, low-supply occupation in the nonprofit sector.



UNIVERSITY of  
**FLORIDA**

*A partnership of the  
College of Journalism and Communications  
and the University of Florida Foundation*

[www.jou.ufl.edu/fundraising-management](http://www.jou.ufl.edu/fundraising-management)





*“Fundraising allows people to have an impact and be a part of something bigger than them. It’s a rewarding and powerful way to make a difference in the world.”*  
– Stephen Figueroa, student



*“The course teaches the core principles of fundraising and provides a view into the future of this growing profession.”*  
– Brian K. Danforth, student



*“Fundraising is a dynamic field that is both engaging and challenging. Every day I have the privilege of meeting with people who share inspiring stories.”*  
– Elizabeth Zipper, student



*“The PUR class has made me even more proud of what I do and has taught me things about the practice that I never considered or knew to be true.”*  
– Lindsey Stevens, student

## CURRICULUM

The Graduate Certificate in Fundraising Management is a nine-credit program. Students must take two required three-credit courses and three hours of elective coursework.

### REQUIRED COURSES

		CREDIT
PUR 6416	Public Relations and Fund Raising	3
MMC 6936	Fundraising Comm. Fundamentals	3

### ELECTIVES

MMC 6949	Professional Internship	1-3
EDH 6066	American Higher Education	3
EDH 6931	Special Topics in Higher Education	1-3
EDH 7635	Higher Education Administration	3
ENT 6008	Entrepreneurial Opportunity	2
ENT 6616	Creativity in Entrepreneurship	2
MAN 6447	Art and Science of Negotiation	2
MAN 6627	Cross Cultural Negotiation	2
MAN 7146	Seminar in Leadership	1-3
FYC 5106	Retirement & Estate Planning	3
SOP 6099	Survey of Social Psychology	2-3

*Note: The three elective credits can be substituted with graduate-level coursework in a relevant topic but must be approved before registration by the program coordinator and faculty adviser, Kathleen Kelly.*



## ABOUT THE PROGRAM COORDINATOR

Kathleen S. Kelly, Ph.D., a leading scholar in fundraising, is the coordinator and faculty adviser for the certificate program. She is a tenured full professor and graduate faculty member in the Department of Public Relations in the College of Journalism and Communications. Kelly is an internationally recognized authority on public relations and fundraising and previously worked as a fundraiser, university administrator and public relations practitioner for 17 years. An award-winning author for her fundraising textbook *Effective Fund-Raising Management*, Kelly’s research has been featured in *U.S. News & World Report*, *The Chronicle of Philanthropy*, *The Nonprofit Times*, *CASE Currents*, *Public Relations Tactics*, *Public Relations Strategist*, *PRWeek*, and *Advancing Philanthropy*.

## HOW TO APPLY

Applicants must have earned a bachelor’s degree from a regionally accredited U.S. institution or equivalent and have an undergraduate GPA of at least a B (3.0).

Following the instructions at [www.jou.ufl.edu/fundraising-management](http://www.jou.ufl.edu/fundraising-management), applicants will complete a contact information form, upload their résumé, take a program entrance writing exam, and complete the university’s admissions application for certificate. Only complete application packets will be reviewed for admission to the certificate program.

### DEADLINES FOR ADMISSIONS REVIEW

Fall Semester - July 15

Spring Semester - November 15

### TUITION AND FEES

The Florida resident rate is \$528.41 per credit. For detailed information on costs, visit the “Financials” page at [www.jou.ufl.edu/fundraising-management](http://www.jou.ufl.edu/fundraising-management).

### ACADEMIC POLICY

The Graduate Certificate in Fundraising Management follows the general academic policies of the College of Journalism and Communications’ Division of Graduate Studies and Research.

### CONTACT US

If you have questions or need more information about the program, contact:

**[fundraising@jou.ufl.edu](mailto:fundraising@jou.ufl.edu)**

**352-273-1789**

**[www.jou.ufl.edu/fundraising-management](http://www.jou.ufl.edu/fundraising-management)**