The Hartsook Program is flexible, cutting-edge, and great for all types of nonprofit professionals—from the seasoned pro to those just starting their career. You’re learning from the best in the field in every class and bringing back knowledge to use right away at your organization.”

Robin Rowland, MA Management/Fundraising ’13, Eugene Tempel Scholar
Vice President of Advancement & Communications, Wayside Waifs

“The Hartsook Institute for Fundraising Management has helped hundreds of students and professionals raise more for their organizations, including the following:

- Adventist Health Systems
- American Red Cross
- Angel Christian Television Trust
- ASPCA
- Avila University
- Big Brothers Big Sisters
- Blackbaud
- Blue Cross Blue Shield of Kansas City
- Boy Scouts of America
- CoreN’s Network, Inc.
- Ewing Marion Kauffman Foundation
- Feeding America
- Heroes of the Locker Room
- Jackson County Disability
- National Catholic Reporter
- Nelson-Atkins Museum of Art
- Notre Dame de Sion School
- R.U.B.I.E.S. Inc.
- Buffalo Noel Levitz
- Salvation Army
- SAVE, Inc.
- Timster’s World Foundation
- Triple Threat Sports and Fitness
- Wayside Waifs

“Once you start to educate people about the experiences of really successful fundraisers, and merge that with academic theory, you have an opportunity to grow philanthropy in this nation.”

~ Dr. Sargeant

Dr. Adrian Sargeant
Hartsook Visiting Professor
Avila University

“Aila University students attend the Inspired Fundraising Summit complimentary. Avila University students attend the Inspired Fundraising Summit complimentary.

Visit www.avila.edu/summit to download the summit presentations.

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Learn from Dr. Adrian Sargeant and his team of experts

MASTERS OF ARTS IN MANAGEMENT/FUNDRAISING
GRADUATE CERTIFICATE IN FUNDRAISING

Learn the science and business of fundraising at the Hartsook Institute for Fundraising Management
Courses include, but may not be limited to:

Introduction to Fundraising
Learn about the fundraising profession and the theories behind it. Topics include the nonprofit sector and general philanthropic practices, fundraising ethics and best practices.

Strategic Fundraising Planning
Be proficient with fundraising audit purposes and procedures and the strategies inherent in delivering effective fundraising efforts. Topics include donor retention and loyalty, principles of fundraising research and tactics.

Direct Response Fundraising
Identify and implement the current trends, issues and giving patterns in direct fundraising marketing and fundraising e-marketing and conduct research-driven interactive campaigns.

Major and Planned Giving
Understand the role of major and planned giving and how it fits into an organization’s overall fundraising effort. Learn the various tools used and their impact. Use specifics to design proposals that balance donor readiness and institutional needs.

Institutional Fundraising
Learn the significance and types of corporate support and their best practices. Understand the forms of foundation fundraising, including sources of grant income.

Fundraising Capstone Project
A student initiated, professor approved research project in an actual nonprofit transforms learning into action. This is the final class to attain the Master’s degree.

Why a Master’s in Management/Fundraising?
Nonprofit fundraising requires specialized knowledge and skills you won’t get from a nonprofit management or philanthropy degree program. As the only accredited online master’s and certificate program focused fully on fundraising, the program is made up of six fundraising courses, including a capstone that culminates with a project to drive change at a nonprofit organization. Gain the knowledge you need to change the world through fundraising.

What makes this program unique?
Studies show a research informed fundraiser raises more money. Research-based classes created by internationally renowned Dr. Adrian Sargeant, with the support and experience of Hartsook Companies, Inc., focus on the science and business of fundraising. Learn proven strategies to make greater change for your organization.

Why Avila University?
Located in Kansas City, Avila University and Hartsook built one of the few on-site degree programs in fundraising in the country. Taking the program online makes this innovative program available to fundraising professionals across the country. Being flexible and embracing innovation, led to the next obvious step of taking the program online.

Why online?
Avila is committed to growing philanthropy through this online, nationwide program. Classes start every eight weeks and can be completed 100 percent online.

Is financial aid available?
Yes, financial aid is available for Master’s degree seeking students. Additionally at this time, a tuition grant of up to 33 percent is available for Hartsook Companies, Inc. clients and up to 25 percent for AFP members.

Opportunity to Learn from Dr. Sargeant

Dr. Adrian Sargeant combines his research and acumen with the business experience of Hartsook to develop the first online Master of Arts in Management/Fundraising degree.

As one of the world’s most respected voices and researchers in the nonprofit marketing and fundraising fields, Dr. Sargeant is the Hartsook Visiting Professor for the Hartsook Institute at Avila University and Director of the Center for Sustainable Philanthropy at Plymouth University in the United Kingdom. As the former Hartsook Chair of Fundraising at the Lilly Family School of Philanthropy Indiana University, he is a prolific author and educator. Dr. Sargeant has been named to the prestigious Nonprofit Times Top 50 Power and Influence list.