

Go Far! Cambridge Fundraising and Alumni Relations Internship Programme

Curriculum overview

Orientation	<ol style="list-style-type: none"> 1. Meet fellow interns! 2. Engage in a philanthropic activity. 3. Explain the impact philanthropy has on the wider world. 4. Consider what they hope to achieve during their participation in the internship programme
History of Philanthropy	<ol style="list-style-type: none"> 1. Articulate the impact of philanthropy on their experience as a student at a college at the University of Cambridge. 2. Explain the context of UK philanthropy and contrast this with philanthropic giving traditions globally, particularly in the US. 3. Explain the differences between collegiate and university giving in the University of Cambridge context. 4. Infer and outline challenges to philanthropic giving in the University of Cambridge context based on their knowledge of the history of philanthropy and the philanthropic culture of the UK.
What is Advancement?	<ol style="list-style-type: none"> 1. Explain the term 'Advancement'. 2. Detail the various functions handled by Advancement. 3. List multiple career pathways within Advancement.
Types of Fundraising	<ol style="list-style-type: none"> 1. Describe an integrated development programme. 2. Describe the Donor Pyramid. 3. Define the three major approaches to fundraising (Regular Giving, Major Gifts, Legacies), articulate critical factors for each and make recommendations for successful fundraising. 4. Understand what motivates people to give to charitable organisations in each of these approaches (Regular Giving, Major Gifts, Legacies). 5. Explain the principles of how to find the constituency for a particular institution or charitable appeal.

Fundamentals of Fundraising + Ethics	<ol style="list-style-type: none"> 1. Explain the steps in the donor cycle 2. Articulate the journey of the donor from identification through to stewardship 3. Prepare an ask 4. Discuss ethical considerations from the standpoint of the donor cycle
Campaigns and Campaign Management	<ol style="list-style-type: none"> 1. Define a campaign and its components. 2. Design (at a high level) a campaign plan. 3. Differentiate a campaign from normal fundraising practices. 4. Specify the value of a campaign, particularly within the Cambridge context.
Alumni and Volunteer Engagement	<ol style="list-style-type: none"> 1. Articulate the factors in the alumni/college/university relationship. 2. Analyse the challenges in the alumni/college/university relationship and suggest tactics to mitigate those challenges. 3. Describe the interplay between alumni relations and fundraising. 4. Design approaches to provide a variety of meaningful alumni interactions.
Communications and Donor Relations	<ol style="list-style-type: none"> 1. Explain the term audience / donor segmentation 3. Define the key components of a communications and engagement strategy. 4. Describe the information and skills needed to undertake a communications and engagement audit 4. Create a high-level plan for a donor communications need. 5. Analyse and detail the audience for a particular fundraising and/or communications effort.
Careers	<ol style="list-style-type: none"> 1. Define the various career opportunities in the broader field of Donor and Alumni Relations. 2. Articulate their internship experiences in relation to potential careers. 3. Analyse their own strengths and interests in relation to potential careers. 4. Tailor their CV in a manner appropriate to the job and career in question, and to the experiences of the intern.