

la vanguardia



SIEMPRE ADELANTE

SOMOS
EL PODER!
A National Latinx Fundraising Institute

La Vanguardia Academy

About the program

Somos El Poder is excited to announce the launching of **La Vanguardia Academy Program**, a project-based learning program for Latinx college students and early/mid-level career professionals interested in transitioning into a career in fundraising.

The Academy is focused on training the next generation of Latinx leaders in the non-profit and philanthropic sector and Somos El Poder is fully invested in developing an **equitable and sustainable pipeline of Latinx fundraising and development professionals**.

Cost Structure

College Students: \$125

Early to Mid-Career Professionals: \$450

Application

Applications for the Academy will open on April 4th and close June 30th. Applications will consist of: Two short answers and a resume. Applicants will be informed of their application status in July.

[Submit your application here!](#)



Program Structure

The Academy will take place virtually from **July 2022 to April 2023**. Detailed course descriptions on page 3.

After completing the course, participants will receive a **certification of completion**. Participants will also have their names available to top recruitment agencies, as well as Somos El Poder members.

La Vanguardia Curriculum	Time
Overview of Fundraising Systems and Methods	1:30 hr
Individual Major Gifts	1:30 hr
Individual Mailings (Paper and Electronic)	1:00 hr
Prospect Research	1:00 hr
Mid Term Exam	30 min
Stewardship	1:00 hr
Cultivation Design	1:00 hr
Social Media and SMS Fundraising	1:30 hr
Planned Giving	1:00 hr
Creating a Fundraising 12-Month Plan	1:00 hr
Capital Campaigns	1:00 hr
Corporate Fundraising and Small Business Campaigns	1:30 hr
Grant Writing and Institutional Fundraising	1:30 hr
Final Exam	1:00 hr

For questions about the Academy or the application process, email Pavel at pavel@somoselpoder.org

Course Descriptions

Overview of Fundraising Systems and Methods

This course is an overview of everything one needs to know about the fundraising process, fundraising as a career, and standards of professional practice. Participants will explore the structure of a non-profit and learn the roles of the board, staff, and volunteers.

Individual Major Gifts

This course will provide a comprehensive view of major and principal gift development work. Participants will gain an understanding of the philosophy and strategies implemented in major gift development including prospect identification, how to initially engage potential major gift donor, the process of cultivation and move management. Participants will also learn effective proposal writing, making a successful ask and on-going donor stewardship.

Individual Mailings (Paper and Electronic)

Individual mailings or Direct mail marketing is more than just stuffing envelopes. In this course, participants will learn how direct mail is the backbone of fundraising and a great lead generation tool. Participants will learn how to build a scalable direct mail program and boost the number of major donors to their organization.

Prospect Research

Prospect research is key to getting the most of your relationship with major donors. This course will take participants through each step to identifying and prioritizing the funders that are most likely to support their organization. Participants will get firsthand experience in researching individuals who could be eventual donors to their organization.

Stewardship

Research suggests that thanking donors while also showing their impact is the most important way to increase a donor's giving to an organization. This course will explore how participants can improve the quality of their relationships with their donors and increase support to their organization. Participants will develop appropriate fundraising strategies and plans for their donors including: ways to involve potential donors before and after donations, and providing ongoing recognition and opportunities for giving.

Cultivation Design

The backbone of any successful fundraising operation is an understanding of the cultivation process. Participants will be guided through the process of designing a cultivation plan. This exercise will increase their success in building relationships, engaging the prospect and preparing to make the ask.

Social Media and SMS Fundraising

A rapidly changing world demands new approaches to engaging the public, rallying volunteers, and inspiring support. Participants will learn how to use the latest digital tools to create a movement for causes by building authentic and powerful relationships through social media, SMS (text) and digital organizing tactics, crowdfunding, monthly giving, and emerging fundraising technologies.

Planned Giving

In this course, participants will gain an introduction to the basic terminology and concepts in the field of planned giving. This course will also provide an overview of each planned giving vehicle. Participants will learn how to identify and assess prospective donors, recognize planned giving benefits, match a donor's interests and needs with appropriate planned giving options, and structure a successful solicitation.

Creating a 12-Month Plan

Fundraising plans are essential for fundraising success. A written plan will allow organizations to focus on their efforts, plan out their yearly fundraising calendar, and give them guidance on strategy and tactics needed when they are in the thick of events, mailings, and calls.

Participants will learn how to draft a fundraising plan, which leveraging the information learned from other courses.

Capital Campaigns

Capital campaigns enable organizations to raise the funds necessary for growth - often being used to invest in new facilities, equipment, and/or endowment funds. These are significant undertakings that require careful preparation and plenty of time. This course will breakdown the components of a capital campaign and how to launch one.

Corporate Fundraising and Small Business Campaigns

Participants will learn how to speak the unique language of businesses and corporations when raising support from the for-profit sector.

Companies can fund and strengthen nonprofits in many ways.

Participants will also gain the skills and confidence for successful fundraising in the corporate office and local businesses.

Grant Writing and Institutional Fundraising

Foundations, nonprofits, schools, and other agencies often rely on grants for funding their programs. Participants will explore the roles of grantees and grantors and acquire a practical understanding of how the grant proposal process works. Participants will also write their own proposals and conduct a peer review process to evaluate their grant proposals.