



Veritus Group Academy is your one-stop source for training for anyone involved in mid-level, major gift, or planned giving for non-profits, whether working on the front line with donors or as a manager. We partner with you to support you during your training with personalized check-ins, group discussions, an engaging online community, and high-quality materials that have been tested and proven effective in implementation.

2022 COURSE OFFERINGS

Certification Course for Major Gift Fundraisers

Whether you're a new fundraiser or experienced and looking for new tools and skills, this course is for you. This online course offers comprehensive training in The Veritus Way of major gift fundraising. You will be guided through a progressive learning track which builds upon each topic with engaging media and readings, real-world exercises, and actionable skills. You'll receive practical applications and tools, as well as a flexible training path that works with your schedule. Participants take 36-42 hours to complete this 8-module self-guided course over a 13-week period. Plus, you'll get life-time access to the material so you can go back to it any time you need.

Register here: [Feb class](#) | [June class](#) | [Aug class](#)

Choose your session:

Feb 14 to May 13
June 6 to Sept. 2
Aug 29 to Dec. 2

Cost: \$1,997

Group and early registration discounts available

Certification

36 CFRE Hours upon completion
Completion makes you a Veritus Scholar

Certification Course for Fundraising Managers and Executives

FOR MANAGERS: Management of a major gift program requires knowledge, skills and tools rarely taught in school. And if you're coming from other areas of fundraising or non-profit management, there are differences you need to be aware of. This course will provide a grounding in major gift fundraising philosophy along with concrete tools and guidance to help you manage your staff, budgets, inter-departmental relations and overall program. This course is ideal for both new and experienced managers and executives. Participants take 36-42 hours to complete this 8-module self-guided course over a 13-week period. Plus, you'll get life-time access to the material so you can go back to it any time you need.

Register here: [Feb class](#) | [June class](#) | [Aug class](#)

Choose your session:

Feb. 14 to May 13
June 6 to Sept. 2
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Certification Course in Mid-Level Fundraising

Mid-level fundraising is a growing priority for nonprofits. This course offers comprehensive training for Mid-Level Officers to learn the structure and systems to manage your mid-level program exceptionally.

You will be guided through the key components needed to ensure your program is set up right, common challenges we see organizations experience, and strategies necessary to have a successful and thriving program. Participants take 36-42 hours to complete this 8-module self-guided course over a 13-week period.

If you need to add mid-level fundraising to your program, or your current program is struggling, this is the course for both your managers and front-line staff. Plus, you'll get lifetime access to the material so you can go back to it any time you need.

Register here: [Mar class](#) | [June class](#) | [Sept class](#)

Choose your session:

March 7 to June 3
June 20 to Sept. 16
Sept. 19 to Dec. 16

Cost: \$1,997

Groups and early registration discounts available

Certification

36 CFRE Hours upon completion
Completion makes you a Veritus Scholar

Discovering Your Donor's Passions & Interests

Do you know your donor's passions and interests? We mean, really know them? If not, that's not uncommon. Many organizations and fundraisers struggle to learn their donor's true passions and interests because other things get in the way.

If you are ready to learn how to truly discover your donor's passions and interests and how to use that information to better serve your donor, then this course is for you! Plus, you'll get lifetime access to the material so you can go back to it any time you need.

Register here: [Jan class](#) | [April class](#) | [Aug class](#) | [Nov class](#)

Choose your session:

Jan. 17 to Feb. 11
April 25 to May 20
Aug. 15 to Sept. 9
Nov. 14 to Dec. 16

Cost: Pay What You Can

\$25 minimum per person cost

Certification

6 CFRE Hours upon completion



VERITUS 365

Join Veritus 365 for a Unique Fundraising Training

Our goal is to partner with you wherever you are in your fundraising journey. As a member of Veritus 365, you'll get access to various training materials to support you in all aspects of your work. We have three membership levels to best fit your needs and budget. All of the materials you'll receive are available on-demand so no more waiting for a course to start! Plus, you'll maintain access to these materials for the duration of your membership, so you can go back to them at any time.

Registration is now open! Becoming a Veritus 365 member is the fundraising training solution you've been looking for. Get access to our best resources (not available to the public), trainings, our vibrant community of fundraising professionals from around the world and so much more! [Learn more about Veritus 365 here.](#)

INTRO TO VERITUS PLAN	VERITUS PRO PLAN	VERITUS MASTERS PLAN
<p>INCLUDES:</p> <ul style="list-style-type: none">• Invitation to join the Veritus Community Hub• On-Demand Lesson Mini Collection• Access to the Veritus Library of Tools and Resources• Access to Veritus Content Archives	<p>INCLUDES:</p> <ul style="list-style-type: none">• Everything in the Intro to Veritus Plan• Complete On-Demand Lesson Collection• All Intro Courses• How to Start a Mid-Level Program• How to Start a Major Gifts Program• Creating Meaningful Connections with Donors• Live Monthly Community Calls with a Veritus Expert	<p>INCLUDES:</p> <ul style="list-style-type: none">• Everything in the Veritus Pro Plan• Making Effective Donor Asks• Planned Giving Principles for Every Fundraiser's Success• The Economics of the Major Gifts Pipeline• Live Monthly Community Calls with a Veritus Expert
<p>Valued at over \$1,000</p>	<p>Valued at over \$4,000</p>	<p>Valued at over \$7,000</p>
<p>ANNUAL COST \$37/yr</p>	<p>ANNUAL COST \$297/yr</p>	<p>ANNUAL COST \$997/yr</p>
<p>BUY NOW</p>	<p>BUY NOW</p>	<p>BUY NOW</p>

If you're ready to sign-up, head directly to become an Intro to Veritus member [here](#), a Veritus Pro member [here](#), and a Veritus Masters member [here](#).



COACHING PROGRAM

COMING SOON: Leadership Coaching Program

This special coaching program will launch in 2022 and more information will be shared at a later date. If you're interested in learning more once this program has launched, please add your name to our interests list by emailing academy@veritusgroup.com.

CUSTOMIZED GROUP TRAININGS AND COACHING AVAILABLE

Groups of fundraisers and managers are encouraged to participate in all VGA courses, and group discounts are available. Groups of 20 or more should contact VGA staff to discuss whether a customized, closed-group experience is right for them. Contact Amy Chapman at achapman@veritusgroup.com to start the conversation.