

Association for Healthcare Philanthropy Foundation Self-Study Guide

KNOWLEDGE AREA #1:

FUND-RAISING FUNDAMENTALS

Check appropriate box(es)	# of copies
<input type="checkbox"/> Introduction to Health Care Resource Development (U.S. version) (1)	_____
<input type="checkbox"/> Introduction to Health Care Resource Development (Canadian version) (2)	_____
<input type="checkbox"/> Elements of Fund Raising (3)	_____
<input type="checkbox"/> Professional Ethics (4)	_____
<input type="checkbox"/> The Psychology of Giving (5)	_____
<input type="checkbox"/> Prospect and Donor Cultivation (6)	_____
<input type="checkbox"/> Planning, Managing, and Evaluating Special Events (7)	_____
<input type="checkbox"/> Corporate Solicitation (8)	_____
<input type="checkbox"/> Direct Mail Solicitation (9)	_____
<input type="checkbox"/> Major Gift Cultivation and Solicitation (10)	_____
<input type="checkbox"/> Board and Family Solicitation (11)	_____
<input type="checkbox"/> Support Groups and Community Organizations (12)	_____
<input type="checkbox"/> Patient Solicitation (13)	_____
<input type="checkbox"/> Person-to-Person Solicitation (14)	_____
<input type="checkbox"/> Medical Staff Solicitation (15)	_____
<input type="checkbox"/> Memorial and Tribute Gift Solicitation (16)	_____
<input type="checkbox"/> Foundation Grantsmanship and Proposal Writing (17)	_____
<input type="checkbox"/> Researching Grant Opportunities (18)	_____
<input type="checkbox"/> Use of the Telephone in Resource Development (19)	_____

KNOWLEDGE AREA #2:

FUND-RAISING ACTIVITY AREAS

Check appropriate box(es)	# of copies
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<input type="checkbox"/> Setting Up the Annual Giving Program (21)	_____
<input type="checkbox"/> Managing and Evaluating the Annual Giving Program (22)	_____
<input type="checkbox"/> Introduction to Planned Giving (23)	_____
<input type="checkbox"/> Setting Up the Planned Giving Program (24)	_____
<input type="checkbox"/> Managing and Evaluating the Planned Giving Program (25)	_____
<input type="checkbox"/> Understanding the Planned Giving Instruments (U.S. version) (26)	_____
<input type="checkbox"/> Understanding the Planned Giving Instruments (Canadian version) (27)	_____
<input type="checkbox"/> Introduction to the Capital Campaign (28)	_____
<input type="checkbox"/> Setting Up the Capital Campaign (29)	_____

<input type="checkbox"/> Managing and Evaluating the Capital Campaign (30)	_____
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KNOWLEDGE AREA #3:

PUBLIC RELATIONS, MARKETING, AND COMMUNICATIONS

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<input type="checkbox"/> Managing and Evaluating the Public Relations Program (32)	_____
<input type="checkbox"/> Introduction to Marketing (33)	_____
<input type="checkbox"/> Marketing for Health Care Resource Development (34)	_____
<input type="checkbox"/> Writing the Case Statement (35)	_____
<input type="checkbox"/> Fund-Raising Copy (36)	_____
<input type="checkbox"/> Publication Design and Production (37)	_____
<input type="checkbox"/> Public Speaking (38)	_____

KNOWLEDGE AREA #4:

DEVELOPMENT PROGRAM MANAGEMENT

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<input type="checkbox"/> Volunteer Training and Management (39)	_____
<input type="checkbox"/> The Case for Resource Development (40)	_____
<input type="checkbox"/> The Board, CEO, and Development Officer: Roles and Relationships (41)	_____
<input type="checkbox"/> The Resource Development Function: Structure and Organization (42)	_____
<input type="checkbox"/> Donor Appreciation and Recognition Programs (43)	_____
<input type="checkbox"/> Managing a Comprehensive Resource Development Program (44)	_____
<input type="checkbox"/> Resource Development Planning and Evaluation (45)	_____

KNOWLEDGE AREA #5:

FINANCIAL MANAGEMENT

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<input type="checkbox"/> Principles of Health Care Finance (Canada) (47)	_____
<input type="checkbox"/> Principles of Budgeting (48)	_____
<input type="checkbox"/> Gift Accounting, Record Keeping, and Reporting (49)	_____
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<input type="checkbox"/> Investment and Endowment Management (51)	_____

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