



ORACLE LEAGUE™

POWERED BY THE EIGHT PRINCIPLES

ANYTIME. ALL THE TIME. AFFORDABLE, ACCESSIBLE FUNDRAISING EDUCATION.

Sample Syllabus

Here's a brief sample of the breadth and depth of fundraising education contained in our on-demand education platform.

In addition to the online videos and exercises, members enjoy membership in a private online forum and twice-monthly live coaching calls hosted by Eight Principles Founder, Larry Johnson.

MODULE	THEMES	MATERIALS
Donors are the Drivers®	How and Why of Donors Primary Forces in Giving	6 HD videos, 1 case study, 4 worksheets, 1 exercise, 1 podcast, 1 quiz
Begin at the Beginning™	Understanding the Role of Money Donor Directed Communication	5 HD videos, 1 case study, 2 worksheets, 2 exercises, 1 podcast, 1 quiz
Leadership Leads™	Leaders Relationship With Fundraising Effective Fundraising Evaluation	6 HD videos, 1 case study, 3 worksheets, 3 exercises, 1 podcast, 1 quiz

The full platform covers all the areas of strategic fundraising: Donor acquisition and retention. Donor progression. Asset (major) giving. Deferred (planned) giving. Current use cash (annual) giving. Capital Campaigns. Operating plans. Board engagement. Events. Program investment, integration and evaluation.

Currently there are over 50 courses in nine modules. Courses are added regularly. All the courses are open and accessible to you during the course of your membership.

The most affordable, accessible, on-demand, cutting-edge training on the planet.

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