

Non-Cash Asset Fundraising

A Guided Course
by The Giving Block



Syllabus

Gain a foundational understanding of non-cash asset fundraising, including crypto, stock and donor advised fund (DAF) giving trends, donor behaviors, and fundraising strategies your organization can use once you're ready to accept non-cash asset donations. You'll receive one email each week—below, you'll find a lesson breakdown and timeline.

This course is for nonprofit fundraisers who are...

- Exploring the latest trends in charitable giving
- Seeking to increase major giving and reach new donors
- Wondering how to future-proof their organizations

Course timeline

WEEK 1

Why should nonprofits accept non-cash asset donations?

- Commonly donated non-cash assets you should know
- Why non-cash donations can be more impactful than cash donations for both donors and nonprofits
- The latest research on the long-term impact of non-cash asset philanthropy

WEEK 2

How can nonprofits integrate stock giving into their digital fundraising strategies?

- Why stock giving continues to be popular among donors
- A digital stock giving experience for today's world
- Engaging a new generation of donors via stock fundraising

WEEK 3

What do nonprofits need to know about donor-advised fund (DAF) donations?

- Understanding the appeal of donor-advised funds
- The exponential growth of donor-advised funds (DAFs)
- How accepting DAF grants can unlock major gifts

WEEK 4

Why has the crypto philanthropy trend taken off in recent years?

- Who donates cryptocurrency and why?
- Debunking common misconceptions about volatility, anonymity and more
- Recent trends in crypto philanthropy (like NFT fundraising)

What else?

You'll also get:

- Statistics and trends that provide greater context
- Additional resources to keep on learning
- A quiz to test your knowledge of the course material

Find out more and sign up at:

go.thegivingblock.com/non-cash-fundraising-course