



CSUCI Extended Education offers new nonprofit marketing, fundraising certificate program

Camarillo, Calif., Jan. 31, 2008-California State University Channel Islands announced it will offer a new certificate program through Extended Education for fundraising and marketing professionals in nonprofit and public sector organizations. The certificate program is titled, "Marketing and Fundraising for Nonprofit Organizations," and is endorsed by the Association of Fundraising Professionals Santa Barbara/Ventura Counties Chapter.

Edward N. Lewis, Vice President of Development for the Alliance for the Arts, is the lead instructor and founder of the program. The curriculum will emphasize marketing and communication skills, and how those skills enhance the fundraising process. Individuals who attend all six modules and complete the final assignment by submitting a written marketing plan will be awarded a certificate of completion acknowledging them as a specialist in nonprofit marketing and fundraising.

"Ed is an accomplished marketing, communications and fundraising professional, and we are delighted to have his expertise in launching this new certificate course," said Gary Berg, Dean of Extended Education at California State University Channel Islands

The certificate program will offer six modules, each presented in a one-day seminar format. The modules feature the latest and most relevant topics, including: Module I- Marketing and Communications; Module II- Annual Giving, Membership Clubs and Corporate Giving; Module III- Special Event Marketing; Module IV- Major Gifts and Capital Campaigns; Module V- Corporate and Foundation Grant Solicitation; and Module VI- Planned Giving Fundamentals.

The first module of this professional program will be offered in March 2008. For more information about the course or to register call 805-437-2748 or visit www.csuci.edu/exed/np.htm.

For more information about the Marketing and Fundraising for Nonprofit Organizations certificate program contact Gary Berg, Dean of Extended Education at CSUCI, 805-437-8580 or gary.berg@csuci.edu.

For media inquiries about the new certificate program contact Ceal Potts, Communications Specialist at CSUCI, 805-437-8940 or cecilia.potts@csuci.edu.

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CSU Channel Islands is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges.