



NEW

Online Certificate in Jewish Philanthropy

**PROFESSIONAL
DEVELOPMENT IN
THE ART AND SCIENCE
OF FUNDRAISING**

WHERE
PASSION
MEETS
PURPOSE

WURZWEILER SCHOOL OF SOCIAL WORK

A woman with glasses is looking down at a binder on a desk. Another woman is visible in the background, also looking at the binder. The scene is set in a classroom or meeting room with blinds in the background.

HARNESS YOUR PASSION

Now more than ever, skilled fundraisers are essential to helping Jewish organizations reach their full potential. For these organizations, a savvy fundraiser is not a luxury—it's a necessity. Wurzweiler's **Certificate in Jewish Philanthropy (CJP)** trains the next generation of fundraising experts, providing the tools to sustain and grow a successful Jewish enterprise. Our online certificate program is flexible, builds marketable skills and lasting connections, and creates a meaningful foundation for your development and leadership career.

GROW YOUR CAREER— MAKE A DIFFERENCE

Fundraising is a noble and meaningful professional endeavor. Whatever your role in the Jewish nonprofit enterprise, those who are skilled in development will not only have a greater impact on their organization, they are more marketable, command higher salaries, and are positioned for more advanced leadership positions.

A GAME CHANGER

CJP graduates—from early-career to seasoned professionals—have experienced tangible, life-changing results. Participants say the integration of theoretical and practical skills with the opportunities to network with experienced fundraisers, leading philanthropists and experienced volunteer leaders has been priceless.

Graduates of the Certificate in Jewish Philanthropy have assumed senior fundraising and leadership positions in a variety of Jewish nonprofits.

FUNDRAISING: IT'S ALL ABOUT RELATIONSHIPS

Building strong relationships is key to fundraising success. Certificate courses will teach you to:

- Identify the needs, interests, passions, priorities and aspirations of prospects
- Pinpoint shared values between prospective donors and organizations
- Discover new and creative ways to engage individuals across ages and affiliations
- Learn to make a successful “Ask”

LEARN FROM THE EXPERTS

Classes are taught by experts who have mastered the art and science of Jewish philanthropy. An optional mentorship pairs students with veteran fundraisers, who provide guidance, insight and support in assignments and career growth, as you become part of a strong, strategic network of professionals.

REAL-WORLD EDUCATION

The CJP provides a comprehensive understanding of best practices in the development cycle—from prospect identification and assessment, to cultivation, solicitation and stewardship. Learn how to apply this knowledge to annual, capital and endowments campaigns, and to implement this knowledge through hands-on assignments. And acquire new and creative skills that demonstrate your ability to bring value to any organization’s fundraising mission in today’s competitive philanthropic environment.

“This program is a MUST for any development professional. It has filled exactly what I was missing.”

Audrey Weitz
Executive Director, Geshar Foundation USA

DO IT ON YOUR TIME

The program is entirely online, and can be completed in four months at your own pace. It includes a core course, one of several electives, and a mentoring component.

Courses include:

- ***The Art and Science of Fundraising (required)***
- ***The Jewish Philanthropic Tradition (optional elective)***
- ***Advanced Specialty Campaigns (optional elective)***
- ***Advanced Major Gifts Development (optional elective)***

Tuition is \$3,000 and covers two online courses, optional mentoring component and access to Yeshiva University's Learning Management System.

“The program was extremely rewarding and my mentor was amazing—I learned so much from his expertise and his invaluable career counseling. It has helped open new doors in the Jewish nonprofit world.”

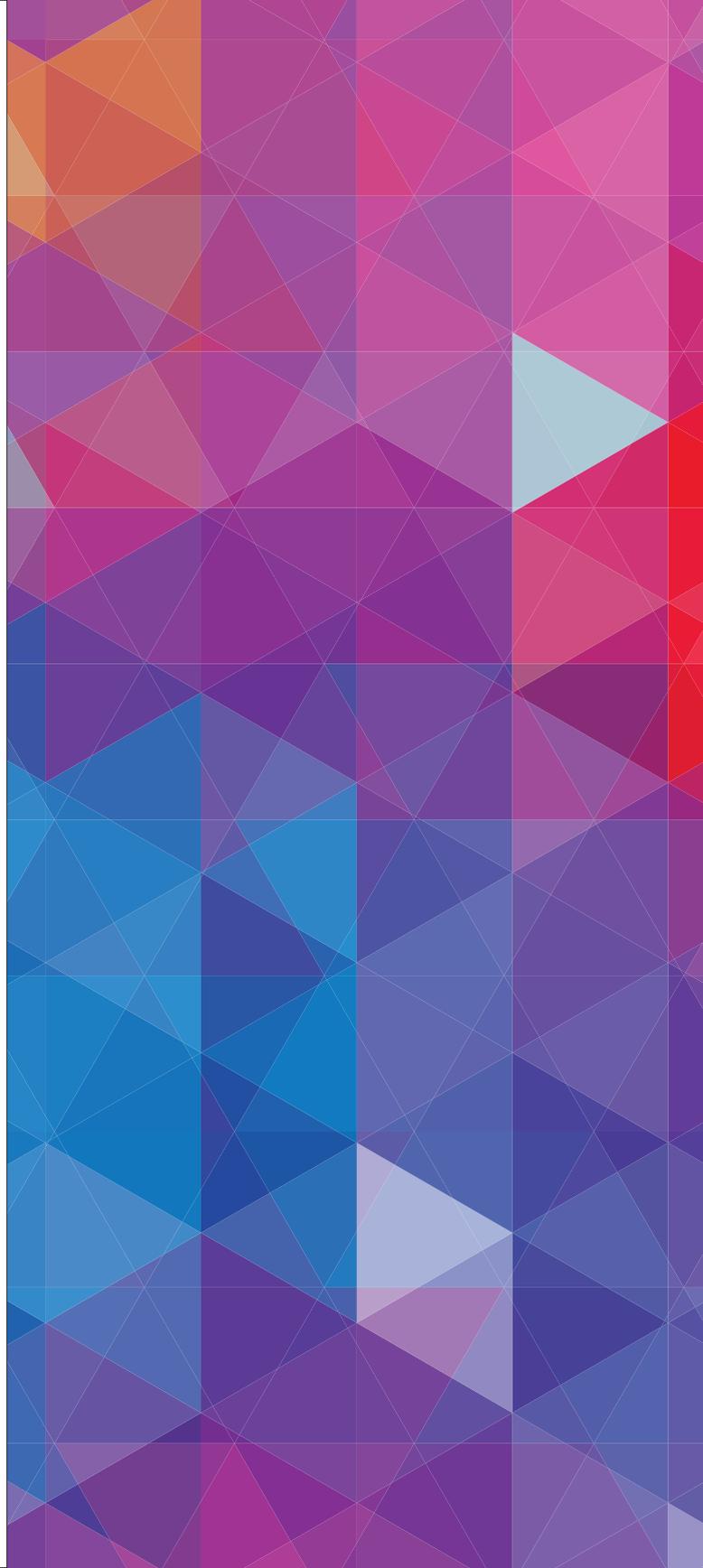
Evan Majzner
Director of Development, Israel & Co.

ABSOLUTE ADVANTAGES

- Enter a meaningful professional field with excellent career advancement opportunities and competitive salaries
- Infuse meaning and purpose into your professional pursuits
- Contribute toward building vibrant Jewish communities locally, in Israel and around the world
- Connect with savvy Jewish communal philanthropists and volunteer leaders
- Learn invaluable life skills

“I now have a new and wider perspective of my career choices in fundraising and Jewish community philanthropy. My confidence, experience and skills have grown as a direct result of this program.”

Henry Barkley
Development Associate, Board Relations
American Jewish World Service



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