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