

# DEVELOPING NONPROFIT ORGANIZATIONAL CAPACITY AND LEADERSHIP

- ◆ *Workshops in Fundraising, Marketing, Business Planning, Strategic Alliances, Volunteer Recruitment & Retention, Board Development*
- ◆ *Best Practices for Nonprofit Boards*
- ◆ *Peer Learning Circles for Executive Directors*
- ◆ *Program Evaluation Refresher*
- ◆ *Webinar Leadership Series*

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*Presented by*



# INTRODUCTION



## Together We Become Stronger

A message from David W. Kraybill, Executive Director, The Pottstown Area Health & Wellness Foundation

The Foundation's mission is to enhance the health and wellness of area residents and it is partnerships that help accomplish this. Partnerships with community organizations like yours, whose staffs are mighty, but small. Partnerships with organizations like The Nonprofit Center at La Salle University's School of Business, who help us fulfill one of our four grant making priorities, "to enhance informal and formal support to the nonprofit organizations that address health and wellness issues."

We are now in our third year of enabling The Nonprofit Center to bring to Pottstown Area nonprofit organizations the training and professional development that you identified as being beneficial to your staff and boards. To make these workshops convenient and cost-effective, we offer them right here in the offices of the Foundation in Pottstown and underwrite much of the cost as well as provide a 50% subsidy to our grantees.

The Foundation is pleased to be able to offer this opportunity to the valuable nonprofit organizations in the tri-county region and their boards and we urge you to take advantage of what is being offered. Together, we become stronger and able to achieve better health and wellness for our community.

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## CONTENTS

- Workshops & Webinars
- Executive Director Leadership Development & Support Program
- Board Advancement Program
- Evaluation Refresher Course

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## WORKSHOPS

### RESOURCE & FUND DEVELOPMENT

#### Building Your Volunteer Program Through Effective Recruitment & Retention

In a downturned economy, volunteers play an even more important role for nonprofits. As volunteer opportunities abound for individuals, what makes your organization stand out as worthy of their time and energy? Learn effective strategies for finding volunteers, increasing their long-term commitment to your organization and improving volunteer committees. Explore structures for volunteer programs that improve the use of volunteer talents and recognize their contributions.

**Audience:** Executive directors, volunteer coordinators, human resources staff, program directors, board members

**When:** 1/12/10, 9:30 am to 12:30 pm

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#### Fundamentals of Fundraising

To be successful at fundraising you need to know all your options so you can pull together a diversified strategy. This program provides a starting point by introducing the fundamental fundraising concepts open to you. You will acquire an understanding of all that is involved in fundraising so that you can decide where to spend your time and energy to achieve the best results.

**Audience:** Any staff or board who participate in, or are interested in learning more about fundraising

**When:** 12/9/09, 9:30 am to 12:30 pm

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#### Guide to Finding and Getting Grants

A step-by-step user-friendly approach will take novice grant seekers through the processes of proposal planning, research, writing and submission. Emphasis will be on determining which grant opportunities best match your organization's programs so you can focus your energy on preparing clear and persuasive proposals that are most likely to succeed.

**Audience:** Executive directors, development staff (especially new), program staff, board members

**When:** 2/5/10, 9:30 am to 12:30 pm

## PLANNING/FINANCE

### Building Strategic Alliances

In these economic times, responsible leadership requires exploring all the possibilities that can keep your organization strong, among these are strategic alliances. Should your organization be considering a merger, collaboration, or joint venture and if so, what form should it take? Develop an understanding of the alliance process and the pitfalls and keys to success in building and maintaining strategic alliances, so that you can feel confident that you are considering all the options for your organization and making informed decisions.

**Audience:** Executive directors, board members, senior staff  
**When:** 4/5/10, 9:30 am to 12:30 pm

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### Business Planning for Nonprofits

You need to be using business planning to align organizational strategy with human, financial, marketing and other resources if you hope to have an efficient organization. Get comfortable with the concepts of business analysis and planning, financial and marketing analysis, strategic priorities, projecting required resources and establishing performance measures as a practical approach to planning and organization decision-making.

**Audience:** Executive directors, board members and development staff  
**When:** 3/8/10, 9:30 am to 12:30 pm

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## MARKETING

### Basics of Nonprofit Marketing

Learn how to develop a broad marketing strategy that matches your organization's programs and activities with the needs and wants of your target audiences. See your organization through your clients' eyes so you can reflect that. You will learn to identify your organization's "value propositions" and use them to design services, build benefit awareness and maintain support for your activities. This workshop will lay the groundwork for you to develop a marketing plan for your organization.

**Audience:** Staff and board members motivated to increase the effectiveness of their organizations, build or extend services and grow their organizations  
**When:** 6/2/10, 9:30 am to 12:30 pm

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## BOARD DEVELOPMENT

### Best Practices in Board Governance

Take the first step in truly appreciating the roles and responsibilities that the job of board member requires. As a committed board member, you will hear from an expert what full responsibilities of board membership entails, in both the context of being part of a whole as well as an individual. Maximize the key partnership of board and executive director, and ensure that you understand the key elements of board responsibilities in terms of liability, strategic planning, fundraising, financial management and board development. You will leave prepared to cement your good intentions in best practices. This workshop is required for anyone interested in the free BoardCorps™ Best Practices training described on page 5.

**Audience:** Staff and board members motivated to increase the effectiveness of their organizations, build or extend services and grow their organizations  
**When:** 11/12/09, 9:30 am to 12:30 pm

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### How to Attract and Maintain Quality Board Members

What could be more important to your organization's future than finding qualified board members who bring appropriate skills, temperament, expectations and passion to your organization? And once you've attracted them, how do you keep them motivated and content? Learn how to monitor and build your board's profile in terms of skills, experience, expertise and demographics to truly understand how to recruit the right people to serve your mission.

**Audience:** Executive Directors, Board Members  
**When:** 5/11/10, 9:30 am to 12:30 pm

**“The Nonprofit Center is a wonderful resource. You’re very accommodating to come to Pottstown.”**

LaRue Emmell, R.N.(ret), LCCE, Board Member, Community Health and Dental Care, Inc

# WORKSHOPS

## WORKSHOP TUITION

There are two discount programs for the eight workshops listed above:

- Current and past Foundation grantees receive 50% subsidies on workshop tuition
- Members of The Nonprofit Center at La Salle University's School of Business receive additional discounts
  - Foundation Grantees who are also Nonprofit Center Members: \$36
  - Foundation Grantees who are not Nonprofit Center Members: \$45
  - Non-Foundation Grantees who are Nonprofit Center Members: \$72
  - Non-Foundation Grantees who are not Nonprofit Center Members: \$89

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## LOCATION

All Workshops will be held in the offices of the Pottstown Area Health & Wellness Foundation  
152 East High Street, Suite 500, Pottstown

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## WEBINAR SERIES - ENHANCE YOUR EXPERTISE WITHOUT LEAVING YOUR DESK

For Current or Aspiring Board Presidents, Board Members, Executive Directors

### Webinar: Board Development - Part I

Get key insights into how to strategically build and maintain a nonprofit board that meets your organization's needs, from identifying what your board should be looking for and how to find appropriate candidates that fit the bill, to making the case for the benefits of serving on your board.

**When:** 2/19/10, noon to 1 pm

### Webinar: Board Development - Part II

Building on the knowledge gained in Board Development, Part I, learn what makes for effective board orientation, get clarity on board roles and responsibilities, plus lots of tips for keeping quality board members engaged and involved. Completing Part I is recommended.

**When:** 3/12/10, noon to 1 pm

### Webinar: Running an Effective Board Meeting

It's essential to keep your board members interested and stimulated at board meetings or you risk losing their attention or participation. Learn the secrets of effective and positive meetings (knowledge you can apply to many types of meetings) that will leave people feeling their time was well spent.

**When:** 3/26/10, noon to 1 pm

### Webinar: The Role of the Board in Fundraising

Every nonprofit board is responsible for fundraising, whether or not it acknowledges that role. Board leadership must therefore be able to inspire, encourage, motivate and instruct the board on how they can support your mission by helping raise funds. We will explore individual responsibility, getting others to give and trouble-shooting to get the desired response.

**When:** 4/9/10, noon to 1 pm

## WEBINAR TUITION

Foundation Grantees who register and pay for all four sessions receive a 50 percent subsidy and pay a total of only \$88. Nonprofit Center Members who are not Foundation grantees pay \$60 per webinar or \$175 when you register and pay in advance for all 4 webinars.

**“As a new Executive Director, I found the workshops offered by the Nonprofit Center in Pottstown, to be incredibly helpful, particularly with regard to Board management, finances, developing fundraising strategies and defining outcomes for my organization. The discount prices offered on the workshops as a grantee of the PAHWF, made the decision an easy one; I definitely see the difference in the way I plan and implement projects and programs that make a difference in the lives of the tricounty communities.”**

Mandy Blake-German, Executive Director, TriCounty Community Network

# WORKSHOPS

## EXCLUSIVELY FOR EXECUTIVE DIRECTORS

### CLEAR Circles: Peer Learning Circles for Nonprofit Leaders

Being a nonprofit executive director can sometimes feel like the loneliest job in the world. Your position prevents you from sharing with the board members to whom you report or the staff to whom you provide leadership.

So who do EDs turn to when they need to brainstorm in confidence about an issue with a board member, difficulty with staff, frustration with a funder, and so much more?

The answer - to each other!

Only other EDs can truly appreciate the challenges, demands and frustrations of the role and that's why the opportunity to form a small, confidential peer learning circle for joint problem-solving, support and understanding is so important - and so rare. And that's why The Nonprofit Center has been successfully facilitating these leadership peer groups, known as CLEAR Circles, for more than six years.

The Pottstown CLEAR Circle will meet monthly for eight months beginning in late fall for two hour sessions with a professional facilitator who helps the members create their own agenda, deal with issues and concerns and vent on topics of mutual interest. Space is very limited so early registration is encouraged. Priority is given to Foundation grantees, but all organizations are eligible.

***It's unique. It's invaluable. And it's in Pottstown***

### **CLEAR Circle FEES:**

Foundation Grantees who are also Nonprofit Center Members: \$190 for all 8 sessions

Foundation Grantees who are not Nonprofit Center Members: \$225

Non-Foundation Grantees who are Nonprofit Center Members: \$380

Non-Foundation Grantees who are not Nonprofit Center Members: \$450

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## FREE SIGNATURE PROGRAM FOR HIGH-ACHIEVING NONPROFIT BOARDS

### BoardCorps™ Best Practices

The Foundation is giving as many as five organizations the special opportunity to experience a free on-site version of The Nonprofit Center's acclaimed BoardCorps™ leadership development program. While the Foundation will select the qualifying organizations, to be eligible for consideration, you must have a representative attend the Best Practices in Board Governance workshop described in the Board Development Workshops section of this brochure (page 3) or attended the Best Practices in Board Governance presented by The Nonprofit Center in Pottstown in November 2008. Interested organizations should email Terri Clark at [clarkt@lasalle.edu](mailto:clarkt@lasalle.edu) by January 29, 2010, who will then email a questionnaire. The training must take place by the end of April.

Once the five organizations are chosen, The Nonprofit Center will arrange a convenient time to come on-site to provide a three-hour presentation that will change the way your nonprofit board approaches its commitment and executes its responsibilities. Board members and the executive director will be inspired to move forward in service to the mission, feeling comfortable, confident, purposeful and appreciated.

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## EVALUATION CLINIC SERIES REFRESHER

An evaluation refresher program has been created in support of those individuals who participated in the Evaluation Clinic Series presented through this Foundation-Center partnership in 2008-09. Two three-hour workshops will help you specifically address the evaluation requirements of your interim and final grant reports to the Foundation to ensure compliance and learn skills applicable to other funders. Attendance at both sessions is recommended, but not mandatory.

**Audience:** Open only to individuals who attended the entire previous evaluation series

**Dates:** 11/30/09 and 5/26/10, 9 am to noon

### **TUITION:**

Foundation Grantees who are also Nonprofit Center Members: \$36 per session

Foundation Grantees who are not Nonprofit Center Members: \$45 per session

# REGISTRATION



Name \_\_\_\_\_  
 Job Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Website \_\_\_\_\_

- I am a current grantee of the Pottstown Area Health & Wellness Foundation
- I am a past grantee of the Pottstown Area Health & Wellness Foundation
- I am a member of The Nonprofit Center at La Salle University's School of Business

## Please register me for the following checked sessions

TITLE OF WORKSHOPS	DATE	TUITION (See Brochure)
Best Practices in Board Governance <input type="checkbox"/>	11/12/09	
Fundamentals of Fundraising <input type="checkbox"/>	12/9/09	
Building your Volunteer Program <input type="checkbox"/>	1/12/10	
Guide to Finding & Getting Grants <input type="checkbox"/>	2/5/10	
Business Planning for Nonprofits <input type="checkbox"/>	3/8/10	
Building Strategic Alliances <input type="checkbox"/>	4/5/10	
How to Attract & Maintain Quality Board Members <input type="checkbox"/>	5/11/10	
Basics of Nonprofit Marketing <input type="checkbox"/>	6/2/10	
<b>TOTAL DUE</b>		

WEBINARS	DATE	TUITION (See Brochure)
Board Development, Part I <input type="checkbox"/>	2/19/10	
Board Development, Part II <input type="checkbox"/>	3/12/10	
Running an Effective Board Meeting <input type="checkbox"/>	3/26/10	
The Role of the Board in Fundraising <input type="checkbox"/>	4/9/10	
<b>TOTAL DUE</b>		

EVALUATION REFRESHER SERIES	DATE	TUITION (See Brochure)
Evaluation Clinic, Part I (open only to those who completed 2008-09 Series) <input type="checkbox"/>	11/30/09	
Evaluation Clinic, Part II (also must have completed 2008-09 Series) <input type="checkbox"/>	5/26/10	
<b>TOTAL DUE</b>		

### Payment Method:

VISA  MasterCard  Check or money order (payable to The Nonprofit Center)

Invoice : Must be paid before scheduled session(s)

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

### Please return form with payment to:

**The Nonprofit Center at La Salle University's School of Business**  
 1900 W. Olney Ave., Phila., PA 19141

[nonprofitcenter@lasalle.edu](mailto:nonprofitcenter@lasalle.edu)  
[www.lasallenonprofitcenter.org](http://www.lasallenonprofitcenter.org)

### Important Policies:

Refunds are given only when cancellations are requested in writing to The Nonprofit Center at least five business days prior to the workshop. If you cancel between 72 hours and five business days prior; you may send another eligible participant from your organization or receive a credit coupon. If you cancel fewer than 72 hours prior; you will be considered a "no show" and will be responsible for payment. No refunds are given for missed CLEAR Circle sessions. No refunds are given for webinars, although someone else may attend in your place.

# REGISTRATION



## CLEAR Circle

Return completed form with payment by 11/2/09



Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Organization's Annual Budget: \_\_\_\_\_

I am a Grantee of the Pottstown Area Health & Wellness Foundation

### Fees

Thanks to the generosity of the Pottstown Area Health & Wellness Foundation, CLEAR Circle participants will receive a 50% subsidy. You can increase your savings by becoming a Member of The Nonprofit Center of La Salle University's School of Business, which provides additional benefits to you and your organization.

- Foundation Grantees who are also Nonprofit Center Members: \$190 for all 8 sessions
- Foundation Grantees who are not Nonprofit Center Members: \$225
- Non-Foundation Grantees who are Nonprofit Center Members: \$380
- Non-Foundation Grantees who are not Nonprofit Center Members: \$450

### Payment Method:

Enclosed is my check payable to The Nonprofit Center for \$ \_\_\_\_\_  
 Please charge my credit Card:  VISA  MasterCard  
Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

### CLEAR Circle Commitment:

I hereby acknowledge that I am committing to attend all sessions of the CLEAR Circle program and payment in full is required prior to the first scheduled session, unless otherwise agreed to by both parties in writing. I understand that I will receive no refund/credit for any missed sessions.

Signature \_\_\_\_\_  
Date \_\_\_\_\_

**Please return form with payment to:**  
**The Nonprofit Center at La Salle University's School of Business**  
**1900 W. Olney Ave., Phila., PA 19141**  
**nonprofitcenter@lasalle.edu**  
**www.lasallenonprofitcenter.org**

**“The support was invaluable..I have been an Executive Director... for over 30 years. There is very little that I have not experienced, but the group was a good experience for me.”**

Bradley Fuller, M.P.A., M.A, Executive Director, Pottstown Area Seniors' Center

THE POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION  
152 EAST HIGH STREET  
SUITE 500  
POTTSTOWN, PA 19464  
610-323-2006  
WWW.POTTSTFOUNDATION.ORG



THE NONPROFIT CENTER  
AT LA SALLE UNIVERSITY'S SCHOOL OF BUSINESS  
1900 WEST OLNEY AVENUE  
PHILA., PA 19141  
215-951-1701

WWW.LASALLENONPROFITCENTER.ORG

