



## N E W S

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### FOR IMMEDIATE RELEASE

#### **Helping Nonprofit Organizations Make an Impact: 60 New Classes from Nonprofit Center at La Salle University's School of Business**

**(Philadelphia, PA, August 4, 2014)**– The nonprofit sector's commitment to making an impact on the people and communities they serve is the inspiration for nearly 60 new classes for nonprofit professionals in the Greater Philadelphia region from [The Nonprofit Center at La Salle University's School of Business](#).

Nonprofit staff and board members can now register online for classes in fundraising, governance, management, human resources, financial management, planning, evaluation, marketing, communications, and social media. Classes are offered in center city and suburban Philadelphia beginning in September.

"While we continue to offer full-day in-depth classes and certificate programs, this year we are adding two-hour "Impact Sessions," said Laura Otten, Ph.D., director of the Nonprofit Center, "designed to be sharply focused, bite-sized learning opportunities. In addition, more webinars are being added to the schedule to accommodate people's busy schedules."

The Nonprofit Center is presenting summer classes for the first time, offering four of its fundamental classes in July 2105.

"Continuing a trend for increased emphasis on educational credentials, we are offering four non-degreed certificate programs, in nonprofit management, fundraising and marketing/communications and a customized curriculum," Otten said. "These provide in-depth skills development through a progression of classes, in addition to the bonus of continuing education units from The Nonprofit Center at La Salle University School of Business," she added.

"With donors supporting the value of a well-trained staff with the credentials to back it up, certificate programs continue to gain in popularity in the nonprofit sector," Otten said.

Online registration for Nonprofit Center classes is available at [lasallenonprofitcenter.org/](http://lasallenonprofitcenter.org/).

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**The Nonprofit Center at La Salle University's School of Business** helps strengthen nonprofit organizations throughout the Greater Philadelphia region so they can better serve their constituents. Through comprehensive educational programs, leadership development, training and consulting services and an information and referral network, the Center's team of experts has been working with thousands of organizations since 1981 to enhance their ability to govern, manage and perform more effectively in a competitive environment.