



## **N E W S**

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### **FOR IMMEDIATE RELEASE**

#### **NONPROFIT CENTER EDUCATIONAL PROGRAMS HELP PROFESSIONALS TAKE CHARGE 50 Classes for Nonprofit Professionals Launch in September**

**(Philadelphia, PA, August 25, 2016)**– The Nonprofit Center, which provides programs to nonprofit organizations in the Greater Philadelphia region to make them better able to compete in a world of shrinking resources and growing social problems, is launching its 36<sup>th</sup> year of educational programs for nonprofit staff and boards. Beginning in September, the Nonprofit Center will offer 50 classes and webinars that emphasize best practices in all aspects of nonprofit governance, leadership and operations. Since its inception, more than 30,000 nonprofit professionals have taken classes through The Nonprofit Center.

“In addition to the need for in-depth knowledge in key skills such as fundraising, marketing and communications, executive and board leadership and human resources, staff credentials are increasingly important to funders as an indication of a commitment to high performance standards,” said Laura Otten, Ph.D., director of The Nonprofit Center, in explaining why the center also offers non-degreed certificate programs in nonprofit management, fundraising and marketing/communications, as well as a customized curriculum. “These series of at least nine classes provide in-depth skills development, in addition to the bonus of continuing education units,” she added.

“Discerning donors support the value of a well-trained staff with the credentials to back it up, resulting in certificate programs continuing to gain in popularity in the nonprofit sector,” Otten said. In addition to core classes in the fundamentals of nonprofits, the curriculum includes webinars on social media, orientation classes for new executive directors and new supervisors and presenting periodic roundtables to convene representatives from the sector to brainstorm on trending issues.

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** 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.