

The Nonprofit Center at
La Salle University's School of Business

EDUCATION GUIDE 2014/2015

MAKING AN IMPACT

Education

Training

Value-Added Consulting

**Leadership Development to
Build your Nonprofit's Capacity**

INTRODUCTION

PROFESSIONAL DEVELOPMENT FROM THE NONPROFIT CENTER

Making an Impact

We all want to make an impact. Frankly, why would we do the work we do if we didn't believe it – and we – make a difference in lives, in our communities, even in the world?

At The Nonprofit Center, we believe that practical skills, with the sound thinking behind them, give nonprofit professionals the expertise and confidence they need to generate positive outcomes.

Our Educational Offerings

Our full-day classes cover the core subjects essential to every nonprofit organization - in management operations, finance, resource development, governance, marketing and communications. We supplement these fundamentals with trending topics presented in different formats, to meet individual needs.

This year, we introduce the Impact Series, 2-hour workshops and 90-minute webinars that pack-a-punch, but at a bargain price. They're designed to convey bite-size learning opportunities, sharply focused on specific topics. Our Social Media Impact Series consists of three Webinars and one in-person session, each honing in on how a nonprofit should be using a key social media platform.

Our new Summer Series, featuring four of our most popular classes, will be held in July, when work may slow down a little to offer more time to pay attention to your needs.

Knowing the value of credentials, most of our classes are eligible for CFREs, CSWEs, CPEs, as well as CEUs for our Certificate Programs.

Nonprofit professionals enjoy the networking opportunities our programs present as they join with others who share their commitment to personal and professional development.

Certificate Programs Offer Multiple Rewards

Certificate Programs address the demand for deeper skills as well as the credentials that underscore them. You'll find detailed descriptions of our four Certificate Programs, which includes the increasingly popular customizable Build-Your-Own Certificate, beginning on page 24. These customized certificates provide both the fundamentals and electives in the skill sets that interest you, yielding a personally branded curriculum.

INTRODUCTION

A Continuum of Capacity-Building Services

The same breadth of expertise that makes our educational services so comprehensive applies to our Consulting, On-Site Training and Leadership Advancement services.

When you need a variety of experts in multiple aspects of nonprofit management, governance or operation, you'll find no other organization that has the depth or breadth of knowledge and experience, nor the variety of delivery systems for them.

With a team of consultants, the same high level of expertise that marks our educational programs is available, whether your need is strategic planning, fundraising, organizational assessment, marketing and communications, and so forth. And you get the services of a consulting team that wrote the book on best practices, to provide support and additional expertise and ensures that the project is kept on track.

That means we not only deliver high quality, cost-effective consulting, but provide the vital up-front preparation that helps ensure a successful consulting project with realistic, applicable outcomes.

Virtually all the classes described in this Education Guide can be delivered in formats that suit your needs, at your site, for a personalized group learning experience. Nonprofit groups of all varieties utilize this training model to provide multiple individuals (or groups within associations, foundation grantees and other organizational structures) with the opportunity to expand their skills in a convenient and cost-effective program.

Jobs Website

www.findnonprofitjobs.org is the website for all your nonprofit personnel needs. With more than 3,000 individuals viewing the site each month, you can:

- Post jobs to find the talent you need
- Post board and volunteer opportunities *for free*
- Job seekers and freelancers post their credentials *for free*
- Committed individuals can post their interest in board membership or volunteerism *for free*

Making an impact is the foundation of success in your organization and in your life.

The Nonprofit Center is here to build your capacity to make that positive impact.

The Nonprofit Center...In the Business of Nonprofits Since 1981

ACKNOWLEDGEMENTS

Special Thanks to our Generous Funders Who Make Our Work Possible:

Community Foundation of South Jersey

The Geraldine R. Dodge Foundation

Excelon PECO

HBE Foundation

National Park Service, Interpretation, Education and Partnerships, Northeast Region

Pottstown Area Health & Wellness Foundation

Laura Solomon, Esq. & Associates

Subaru of America, Inc.

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Buchanan, Ingersoll, & Rooney

Children's Literacy Initiative

CultureWorks

Historical Society of PA.

La Salle University – Metroplex & Bucks County Center

The Philadelphia Foundation

Schnader Harrison Segal & Lewis

The Wilma Theater

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COURSES

FINANCIAL MANAGEMENT



Foundations of Financial Management

Nonprofit managers have to develop basic skills in and understanding of financial management in order to effectively manage the organization's, or their program's, finances. Knowledge of key accounting responsibilities, financial reporting requirements, legal considerations, internal controls, sustainability, and potential taxation issues and even vocabulary, provides nonprofit leaders and managers with the primary tools to build a solid foundation. An understanding of each key aspect of the organization and its impact on financial management is also integral to the overall success of the organization. This class will provide a sound understanding of best practices in nonprofit finances, covering the primary responsibilities and issues of the nonprofit executive director's and managers' roles in relation to fiscal management. Areas of focus will include accounting issues and standards specific to nonprofit organizations, budgeting concepts and tools, and the importance of financial reporting for your organization, both internal and external controls and measuring and evaluating financial performance.

When and Where: 10/23/14, 9 am to 4 pm, Children's Literacy Initiative, 2314 Market St., Phila.;
2/12/15, 9 am to 4 pm, Philadelphia Foundation, 1234 Market St., Phila

Instructor: Ian Kauffman, CPA, Kauffman & Co

Who Should Attend: Executive directors, finance staff (especially new), program directors, board members, and others involved in financial decision-making.

Fee: Members: \$129 Non-Members: \$159

Business Planning: What it is and Why You Need it

Business planning serves as a practical pathway to organizational decision-making. No organization should consider additions or substantial changes to programs and activities without a sound business plan that aligns organizational strategy with human, financial, marketing and other resources. Business planning means better outcomes, more services, performance measurements and milestones. Without business planning, you are missing the chance to optimize your organization's effectiveness and efficiency. This course introduces the processes of business analysis and planning, including financial and marketing analysis; defining strategic impact; establishing strategic priorities; projecting required resources; and establishing performance measures. Working on an actual case study you will develop an understanding of the concept of business planning and how it differs from other types of organizational planning (especially strategic planning); acquiring practical tools for analyzing your current program mix and evaluating the market and financial implications for new programs or ventures; and gaining knowledge of what to consider in assessing the full costs and benefits of creating programs or earned income ventures.

When and Where: 4/23/15, 9 am to 4 pm, La Salle Montgomery County Center, Metroplex Corp. Center, 4000 Chemical Road, Suite 110, Plymouth Meeting, PA

Instructor: Alisa Baratta, Nonprofit Consultant

Who Should Attend: Executive directors, board members, finance staff.

Fee: Members: \$129 Non-Members: \$159

All class locations can be found on our website, along with course descriptions at
<http://www.lasallenonprofitcenter.org/Courses>

COURSES

FUNDRAISING

Managing the Contribution – From the Finance & Development Perspectives

Those with responsibility for fundraising or for finances in an organization are automatically also responsible for stewardship and management of all grants, individual donations, and corporate gifts. Both finance and development professionals need to understand the budgeting process, the different requirements and expectations among the various gift vehicles, the management of expenses, the role of recognition, and the hard and soft rules of stewardship, in order to meet the full demands of their positions. Proper contribution management means satisfying donors, regulators and program staff and creates opportunities for future gifts. Real world examples will enable you to understand the significance of what's included in budgets, managing expenses, creating positive donor relations, trouble shooting potential problems and seal the deal for the future.

When and Where: 12/11/14, 9 am to 4 pm, check website for location
Instructor: Richard Przywara, Executive Director, West Chester University Foundation
Who Should Attend: Executive directors, board members, finance staff, development staff.
Fee: Members: \$129 Non-Members: \$159

Tools for Building a Nonprofit Budget

The accuracy of your organization or program's budget is one of the key factors in financial stability, growth and ability to fulfill mission. Your budget is your financial plan, and the outline of how your mission and objectives will be carried out, guiding your organization's operations and key decision-making. The best way to explore how to create realistic budgets that will help your organization focus on its goals, is hands-on in a lab, using Excel, and that's how we've designed this class. You will learn the components of successful budgeting so that the budget serves as a well-reasoned management tool, a guide for fundraising and program activities that is reflective of current conditions.

In addition to learning how to develop a successful budget, you'll see how to monitor actual income and expenses and compare them to your budget. Practice creating a cash flow statement that can be used for monitoring and projecting cash flow on a monthly basis, and learn a method of allocating shared costs, for key skills that lead to a budget that reflects reality, acts as a financial control to set spending limits and keep costs in line with revenues, and can be adapted to changing circumstances.

When and Where: 1/13/15, 9 am to 4 pm, La Salle University Bucks County Center, 33 University Dr., Newtown, PA
Instructor: Nancy Knobel, CEO, Easter Seals, Eastern Pennsylvania
Who Should Attend: Finance directors and staff, executive directors who are interested in budgeting and using Excel, board treasurers, program managers.
Fee: Members: \$129 Non-Members: \$159

All class locations can be found on our website, along with course descriptions at
<http://www.lasallenonprofitcenter.org/Courses>

COURSES

Red Flags in Financial Management that Could Sink your Organization – 1/2 day class

No nonprofit operates in a risk-free environment and risk threatens your ability to accomplish your mission. But with informed risk management, you can use sound financial policies to exert control over these uncertainties and potential threats. By implementing proven procedures you can be confident in your organization's

- Internal controls
- Fraud prevention processes
- Insurance coverage
- Investment policies

It is the essential nature of our missions that makes it even more critical to protect yourself against potential damaging outcomes that could threaten your survival and your capacity to meet your mission. As we consider alternative ways to address our missions, we may find that those options which promise greatest impact also entail greater risk. And so this class will explore the balancing act of weighing both risk and return, something that those entrusted with financial management in the organization encounter on a daily basis.

When and Where: 3/12/15, 9 am to noon, Philadelphia Foundation, 1234 Market St., Phila.

Instructor: Ian Kauffman, CPA, Kauffman & Co.

Who Should Attend: Board members, financial directors, finance staff; anyone involved in investment, insurance decisions for nonprofits.

Fee: Members: \$69 Non-Members: \$75



“You can never have an impact on society if you have not changed yourself...”

-Nelson Mandela

Our new Impact Sessions make an impact on you so you can make an impact, creating and sustaining positive change.

In as little as 90 minutes, we'll give you new tools and insights that can change the impact you have on your organization and those you serve.

Check out our new, bite-sized Impact Webinars and two-hour sessions on pages 35-39

All class locations can be found on our website, along with course descriptions at <http://www.lasallenonprofitcenter.org/Courses>

COURSES

FUNDRAISING

FUNDRAISING

Building a Strong Corporate Fundraising Program

Continuing concerns about the economy make it even more critical for you to target your efforts in reaching out to corporations to negotiate mutually beneficial relationships. This course will provide a broad overview of corporate philanthropy and fundraising to help you expand or diversify your organization's funding base. It will explore the traditional avenues of support through corporate foundations, matching gift programs, and corporate contributions budgets. In addition, it will take an in-depth look at corporate sponsorship and cause-related marketing. The course will introduce real examples highlighting how corporations want to be approached and what they want to receive for their philanthropic efforts. You will also further benefit from a discussion about ethics in corporate fundraising.

When and Where: 3/20/15, 9 am to 4 pm, Beneficial Savings Bank, 1818 Market St., 12th fl., Phila.

Instructor: To Be Announced

Who Should Attend: Executive directors, development staff, and others interested in strengthening their corporate relations/fundraising program.

Fee: Members: \$129 Non-Members: \$159

FUNDRAISING

Creating Successful Individual and Major Donor Campaigns

Even when times are bad, individuals contribute more than 75% of the \$240 million given annually to nonprofits. No nonprofit can afford to miss the opportunities that individual giving offers and whether a major gift to your organization means \$500 or \$5,000, your individual giving program should have a unique strategy for major donors. This class will cover the various approaches to individual giving, from the annual appeal to a major donor personal solicitation. You will develop the tools and techniques that will help you create a comprehensive, coordinated fundraising program for individuals, including understanding the individual's relationship to your organization, identifying strategies for each approach, how to be donor-focused while meeting your organization's financial needs, and coordinating cultivation, solicitation and stewardship activities that lead to successful campaigns. Role play will solidify your confidence in being able to solicit donors.

When and Where: 11/12/14, 9 am to 4 pm, La Salle Montgomery County Center, Metroplex Corp. Center, 4000 Chemical Road, Suite 110, Plymouth Meeting, PA

Instructor: Richard Pryzwara, Executive Director, West Chester University Foundation

Who Should Attend: Executive directors, board members, development staff and others interested in being successful in securing major gifts.

Fee: Members: \$129 Non-Members: \$159

All class locations can be found on our website, along with course descriptions at <http://www.lasallenonprofitcenter.org/Courses>

COURSES

FUNDRAISING

MARKETING &
COMMUNICATIONS

Designing & Implementing an Effective Direct Mail Program

While someday online fundraising may eclipse direct mail, the latter is still alive and well. Direct mail is responsible for 75% of new donors and most nonprofits receive more than 75% of their total donated revenue through direct mail – so clearly this is an area that demands attention. For the foreseeable future, successful development professionals need to know how to create and implement compelling, but cost-effective, direct mail campaigns. This class will cover the two basic kinds of direct mail activities: donor renewal and donor acquisition, as you work to keep current donors engaged and attract new supporters. Among the key components to be covered are effective writing and design, printing and mailing, mailing lists and stewardship.

When and Where: 3/27/15, 9 am to 4 pm, Beneficial Savings Bank, 1818 Market St., 12th fl., Phila.

Instructor: Tina Rothfuss, Director of Development, Habitat for Humanity, Montgomery County

Who Should Attend: Development staff, executive directors, marketing/communications staff, board members and others interested in fundraising and in communicating about their organization.

Fee: Members: \$129 Non-Members: \$159

FUNDRAISING

NONPROFIT
MANAGEMENT

Fundamentals of Fundraising

To be successful at fundraising you need to know all your options and pull together a diversified strategy for your organization. This program will give you a starting point by introducing the fundamental fundraising concepts and providing a snapshot of all the avenues open to you. Topics covered include funding trends, donor motivation, creating your case, planning, and an analysis of the pros, cons, and requirements of different fundraising strategies. You will leave with 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.

When and Where: 10/2/14, 9 am to 4 pm, Buchanan, Ingersoll & Rooney, 50 South 16th St., Suite 3200, Phila.;
1/28/15, 9 am to 4 pm, La Salle Bucks County, 33 University Drive, Newtown PA

Instructor: Allison Trimaro, Founder, Creative Capacity

Who Should Attend: Development staff, executive directors, marketing/communications staff, board members.

Fee: Members: \$129 Non-Members: \$159

All class locations can be found on our website, along with course descriptions at
<http://www.lasallenonprofitcenter.org/Courses>

COURSES

FUNDRAISING

The Fundraiser's Toolkit: Putting All the Pieces Together

This course helps you take all the skills you've acquired – whether as a student in The Nonprofit Center's Certificate in Fundraising program or as a development professional – and put them in context to create an integrated development strategy. Participants will be able to apply lessons learned in ways that are immediately actionable so they can return to their nonprofit with a series of next steps toward developing a realistic fundraising roadmap that supports their organization's mission. By understanding how all the components fit together and support each other in an organizational culture of philanthropy, you will be better prepared to move forward in defining future steps for implementation. By revisiting the key activities in the fundraiser's toolbox, you will be able to determine how to manage your time, define roles of those involved in development, identify strategies and tactics, set goals and determine what questions need to be answered and what other elements need to be in place to ensure success. This class is appropriate as a capstone course for the Fundraising Certificate program and for the experienced development professional who understands the case statement and the elements of fundraising and is ready to put together a strategic fundraising plan.

When and Where: 5/14/15, 9 am to 4 pm, Philadelphia Foundation, 1234 Market St., Phila.

Instructor: Edward T. Swenson & Jennifer Shropshire, Principals, Edward T. Swenson & Assoc., Inc.

Who Should Attend: Individuals experienced in various aspects of resource development will use this course to put these tools into practice in a fundraising plan. For Fundraising Certificate students, the course builds upon knowledge acquired in all the prior courses and serves as the capstone.

Fee: Members: \$129 Non-Members: \$159

FUNDRAISING

Guide to Finding & Getting Grants

This step-by-step user-friendly guide will walk novice grant seekers through the proposal planning, research, writing, and submission process. Discussion will include how to define funding needs, what types of grants exist and how they differ, how to conduct funding research, steps in writing a proposal, and how to approach different funders. Emphasis will be on determining which grant opportunities best match your organization's programs so that you can focus your energy on preparing clear and persuasive proposals that are most likely to succeed.

When and Where: 10/23/14, 9 am to 4 pm, Beneficial Savings Bank, 1818 Market St., 12th fl., Phila.;
[Check our website for date and location for July 2015 class](#)

Instructor: Allison Trimaro, Founder, Creative Capacity

Who Should Attend: Executive directors, development staff (especially those new to the field), program staff, board members.

Fee: Members: \$129 Non-Members: \$159

All class locations can be found on our website, along with course descriptions at
<http://www.lasallenonprofitcenter.org/Courses>

COURSES

FUNDRAISING

Managing the Contribution – From the Finance & Development Perspectives

If you have responsibility for fundraising or for finances in your organization, you are also responsible for stewardship and management for all grants, individual donations, and corporate gifts. Both finance and development professionals need to understand the budgeting process, the different requirements and expectations among the various gift vehicles, the management of expenses, the role of recognition, and the hard and soft rules of stewardship, in order to meet the full demands of their positions. Proper contribution management means satisfying donors, regulators and program staff and creates opportunities for future gifts. Real world examples will enable you to understand budgets, manage expenses, create positive donor relations, trouble-shoot potential problems, and seal the deal for the future.

When and Where: 12/11/14, 9 am to 4 pm, check website for location.

Instructor: Richard Przywara, Executive Director, West Chester University Foundation

Who Should Attend: Development staff, finance staff, executive directors, board development and finance chairs, program staff involved in managing donations and grants

Fee: Members: \$129 Non-Members: \$159

FUNDRAISING

Organizing Successful Special Events

While special events can be an essential component of your fundraising plan, they also contain many risks and pitfalls that can end up costing your organization far more than they bring in. There's a reason why most special events happen only once, fail to meet projections, and drain staff resources. This course will help you determine when the time is right to run an event, how to manage volunteers, and why agency buy-in is crucial. We will study a variety of successful events to help you identify which might be right for your organization. You will learn how to develop a realistic budget and cost projections, how to secure organization buy-in and how to set expectations and measure success.

When and Where: 2/27/15, 9 am to 4 pm, Philadelphia Foundation, 1234 Market St., Phila.

Instructor: Tina Rothfuss, Director of Development, Habitat for Humanity of Montgomery County

Who Should Attend: Development staff with less than five years' experience or desiring a refresher, executive directors, marketing/communications staff, board members and others involved in, or new to, fundraising events.

Fee: Members: \$129 Non-Members: \$159

All class locations can be found on our website, along with course descriptions at <http://www.lasallenonprofitcenter.org/Courses>

COURSES

FUNDRAISING

Planned Giving: Realizing the Potential

Planned giving is often the one thing on the development officer's "to do" list that never seems to get checked off. It's such a specialized topic that it's often missing from the fundraiser's curriculum and experience. Since the downturn in the economy, donors are looking for different ways to support their favorite charities with assets other than their dwindling bank accounts. This meshes perfectly with the need for nonprofits to diversify their funding sources. Organizations that are not marketing planned gifts may be leaving significant money on the table and planned gifts are often 200 times more than the donor's largest annual gift.

This course will demystify planned giving techniques making them easy to understand, so that you can evaluate what will work for your organization. It will cover the basics of Charitable Gift Annuities, Charitable Remainder and Lead Trusts, Life Insurance, Retirement Accounts, Bequests, Life Estates and gifts of Real Estate and other personal property, Donor Advised Funds and Private Foundations. After reviewing these planned gift vehicles, we will discuss just how to implement a planned giving program easily and with little overhead. Make sure your organization is prepared to respond to potential planned giving donors and not missing out on great opportunities.

When and Where: 4/21/15, 9 am to 4 pm, check website for location

Instructor: Richard Przywara, Executive Director, West Chester University Foundation

Who Should Attend: Development staff, executive directors, board members and others involved with donors.

Fee: Members: \$129 Non-Members: \$159

Our Place or Yours



The Nonprofit Center offers more than 60 education, training, and professional development programs each year.

And we can bring virtually any of them directly to you, fitting your organization's priorities, needs and schedule, as multiple staff, board, volunteers, grantees, etc. participate in a shared learning experience.

For more information about on-site training or any of our educational offerings,
call 215-951-5194
or email: clarkt@lasalle.edu

Unlock Your Leadership Potential



Master of Science in

NONPROFIT LEADERSHIP

**Learn best practices to be an
effective leader in one of the
1.6 million nonprofits in this country.**

La Salle University's Master of Science in Nonprofit Leadership pulls from the disciplines of finance, marketing, planning, evaluation, and more to provide you with the practical skills and knowledge needed to be a successful leader in the growing nonprofit sector. Coursework is completed online with occasional face-to-face evening sessions on La Salle's main campus in Philadelphia.

Applications are currently being accepted for classes beginning in August!

www.lasalle.edu/nonprofitleadership

For more information, please contact:
215.991.3682
NPL@lasalle.edu



COURSES

GOVERNANCE & BOARD LEADERSHIP DEVELOPMENT

NONPROFIT
MANAGEMENT

Best Practices Guide to Effective Board Governance

Being an effective board member is more than attending meetings. This class is the first step in truly appreciating the roles and responsibilities that the job of board member requires. Attendees will come to comprehend the full responsibilities of board membership in both the context of being part of a larger whole as well as an individual. In addition, this course will show how to maximize the all-important partnership of board and executive director. Participants will develop a deeper understanding of key elements of board responsibility, such as the law's performance expectations of nonprofit board members, strategic planning, fundraising, financial management, and the care and feeding of the board. Participants will leave knowing that they can now cement their good intentions in best practices, including being able to apply standard tools for board assessment and governance and sample essential policies to their organizations.

When and Where: 11/7/14, 9 am to 4 pm, Buchanan, Ingersoll & Rooney, 50 South 16th St., Suite 3200, Phila.;
3/11/15, 9 am to 4 pm, La Salle Montgomery County Center, Metroplex Corp. Center, 4000
Chemical Road, Suite 110, Plymouth Meeting, PA;

Check our website for date and location for July 2015 class

Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University's School of Business

Who Should Attend: Executive directors, board members, senior staff.

Fee: Members: \$129 Non-Members: \$159

NONPROFIT
MANAGEMENT

What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style - 1/2 day class

Your skills and experience have prepared you to serve as an executive director or board leader. But education and experience don't necessarily prepare us for the specific demands of leadership. How well do you know your own leadership style? Are you democratic, paternalistic, a delegator, an autocrat, a collaborator, a coach or a steward?

Effective leadership is not something that happens by accident, nor does it have to be inherent. Even if you believe that leadership is not something that can be taught, it most certainly can be developed. It is the successful leader who recognizes the skills he or she needs to focus upon and hones them in support of the specific role as organization leader. You start by developing a consciousness of your own style, the example you set for others and how your style impacts on your organization. This class is for current and future executives who aspire to be the leader their organization deserves; one who motivates, inspires, earns trust and get results. We will explore the essence of nonprofit leadership while looking at the leadership styles of others, to develop an understanding of the traits that make for successful leaders and distinguish them from managers who understand the strategy behind the words: "I don't like to be managed. But if you lead me, I'll follow you anywhere." (unknown).

When and Where: 11/19/14, 9 am to noon, La Salle Bucks County, 33 University Drive, Newtown PA;
2/25/15, 9 am to noon, Historical Society of PA, 1300 Locust St., Phila.

Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University's School of Business

Who Should Attend: Executive directors, board members, senior staff, those who aspire to leadership.

Fee: Members: \$69 Non-Members: \$75

All class locations can be found on our website, along with course descriptions at
<http://www.lasallenonprofitcenter.org/Courses>

COURSES

MANAGEMENT & HUMAN RESOURCES

NONPROFIT
MANAGEMENT

Fundamentals of Human Resources

This course provides an essential framework for understanding the major human resources responsibilities in nonprofits. Because workplace laws guide and control much of what we do with employees, participants will become familiar with the major workplace laws and the legal principles that govern the employment relationship. You will learn about the importance of good policies and procedures in creating an effective working environment. The class also provides an introduction to two of the most common and challenging HR responsibilities: you'll get a step-by-step process for addressing performance problems and learn guidelines for hiring the right people.

When and Where: 12/4/14, 9 am to 4 pm, Historical Society of PA, 1300 Locust St., Phila.;
3/5/15, 9 am to 4 pm. Buchanan, Ingersoll & Rooney, 50 South 16th St., Suite 3200, Phila.

Instructor: Janis von Culin, Founder and President, von Culin Associates

Who Should Attend: Executive directors, chief operating officers, chief financial officers, senior managers who oversee or handle HR, board members involved in HR or personnel committee, human resources professionals new to their roles.

Fee: Members: \$129 Non-Members: \$159

Want to know more? Check out our Impact Sessions in HR on pages 35 & 36

NONPROFIT
MANAGEMENT

BUILD YOUR
OWN

Nonprofit Management 101

Does the term “nonprofit management” feel like an oxymoron in your organization? It doesn't have to be that way and the change can start with you having a confident understanding of what it means to follow best practices in managing mission, people, programs and funds. This course covers the key responsibilities of senior managers and executive directors as well as the critical relationship between staff and board. Pathways to becoming an effective leader, manager and facilitator will be clarified, as will the ability to identify critical management issues and address them proactively. This course is the ideal foundation for honing all your future management skills.

When and Where: 9/23/14, 9 am to 4 pm, Historical Society of PA, 1300 Locust St., Phila.;
1/21/15, 9 am to 4 pm, check website for location

Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University's School of Business

Who Should Attend: Executive directors, mid-level managers, board members, those new to the sector and interested in working in management positions.

Fee: Members: \$129 Non-Members: \$159

Want to be a more effective communicator? See page 18

All class locations can be found on our website, along with course descriptions at
<http://www.lasallenonprofitcenter.org/Courses>

COURSES

MARKETING & COMMUNICATIONS

MARKETING &
COMMUNICATIONS

The Art of Persuasive Nonprofit Story-Telling

One of the most effective tools a nonprofit has to raise funds and win support is through story-telling. Statistics and data are certainly important and meaningful, but it is stories that truly explain who we are, who we serve, and what results from our work. Story-telling is an art that should be shared via publications and direct mail; verbally, from the elevator speech to a funder presentation; and online, using today's social networking tools. A well-told story inspires and compels action and distinguishes your organization from the masses. This course will explore the factors that make each type of presentation successful, so that you are utilizing all these communication tools effectively, maximizing support for your organization through skilled external communications. Practicing presentations will reinforce your skills and raise your confidence level in your inherent story-telling abilities.

When and Where: 3/13/15, 9 am to 4 pm; check website for location

[Check our website for date and location for July 2015 class](#)

Instructor:

David Brown, Executive Director, West Philadelphia Alliance for Children and Managing Director, The Marketing Collaborative

Who Should Attend:

Executive directors, board members, marketing/communications and fundraising staff; appropriate for any level of experience.

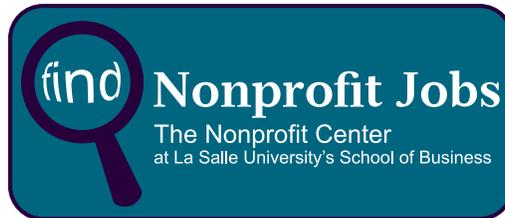
Fee:

Members: \$129

Non-Members: \$159



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Or email: info@findnonprofitjobs.org



COURSES

MARKETING &
COMMUNICATIONS

NONPROFIT
MANAGEMENT

Building a Successful Marketing Program

Your organization's marketing is successful when you achieve the balance of matching your best service benefits to the neediest and most appropriate clients. Achieving this is a challenging mix of art, intuition and research. Marketing success requires the ability to take the clients' perspective: how they become clients, how they benefit and how that experience can lead to improving their lives either in the short run or through ongoing involvement with your organization. This course will cover the fundamentals required to build a marketing strategy for your organization through benefit analysis, identifying different types of target markets and learning how to recruit new clients and build loyalty in existing clients. You'll learn the importance of segmentation or targeted marketing. You will learn how to develop marketing research objectives and gain ideas about cost-effective marketing research approaches. Finally, you'll also learn how to present the good you do in salient terms to prospective volunteers, donors and stakeholders whose support may be critical to your success. Be ready to bring your organizational, as well as personal experiences for discussion.

When and Where: 10/10/14, 9 am to 4 pm, La Salle Montgomery County Center, Metroplex Corp. Center, 4000 Chemical Road, Suite 110, Plymouth Meeting, PA;
2/6/15, 9 am to 4 pm, check website for location;
Check our website for date and location for July 2015 class

Instructor: David Brown, Executive Director, West Philadelphia Alliance for Children and Managing Director, The Marketing Collaborative

Who Should Attend: Staff and board members who want to increase the effectiveness of their organizations, build or extend services and grow their organizations.

Fee: Members: \$129 Non-Members: \$159

MARKETING &
COMMUNICATIONS

NONPROFIT
MANAGEMENT

BUILD YOUR
OWN

Effective Communications to Build Relationships, Engagement & Understanding

Whether it's interacting with a donor, a regulator, a co-worker, a supervisor or a supervisee, the most successful people are the best communicators. That includes not only the messages you deliver, but also how you listen and react to others.

Most of us recognize the need to continue to hone our specific job skills, but often neglect the skill set that can truly make a difference in our success, and the success of our organization – our ability to say what we mean, understand what others are conveying to us and ensure that others receive our messages as intended.

Forbes magazine recently cited "strong communication skills" as the #2 attribute people need to succeed at work, indicating that solid communication isn't a so-called soft skill, but an essential for successful interactions with both internal and external audiences.

This class, presented by Dr. Lynne Texter, chair of the communication department at La Salle University, will challenge you to recognize your communication style and how you give and receive messages, as you focus on specific ways to improve your communications skills.

When and Where: 12/10/14, 9 am to 4 pm, Beneficial Savings Bank, 1818 Market St., 12th fl., Phila.;
4/1/15, 9 am to 4 pm, Philadelphia Foundation, 1234 Market St., Phila

Instructor: Lynne Texter, Ph.D., Chair, Communication Department, La Salle University

Who Should Attend: Marketing/development/communication managers, executive directors, board members or anyone seeking ways to improve their organization's strategic use of communication.

Fee: Members: \$129 Non-Members: \$159

COURSES

MARKETING &
COMMUNICATIONS

FUNDRAISING

Designing & Implementing an Effective Direct Mail Program

While someday online fundraising may eclipse direct mail, the latter is still alive and well. Direct mail is responsible for 75% of new donors and most nonprofits receive more than 75% of their total donated revenue through direct mail – so clearly this is an area that demands attention. For the foreseeable future, successful development and marketing professionals need to know how to create and implement compelling, but cost-effective, direct mail campaigns. This class will cover the two basic kinds of direct mail activities: donor renewal and donor acquisition, as you work to keep current donors engaged and attract new supporters. Among the key components to be covered are effective writing and design, printing and mailing, mailing lists and stewardship, critical skills for both the development and communications staff responsible for disseminating messages to the public.

When and Where: 3/27/15, 9 am to 4 pm, Beneficial Savings Bank, 1818 Market St., 12th fl., Phila.

Instructor: Tina Rothfuss, Director of Development, Habitat for Humanity, Montgomery County

Who Should Attend: Development staff, executive directors, marketing/communications staff, board members and others interested in fundraising and in communicating about their organization.

Fee: Members: \$129 Non-Members: \$159

MARKETING &
COMMUNICATIONS

Developing a Communications Plan

Does your organization suffer from the lack of a strategic, intentional approach to communication that clearly defines your messages, your audience and the tools you will use to achieve your objectives? Do you have a plan that builds relationships and maximizes marketing efforts? Participants in this class will learn how to create a comprehensive communication plan, from assessing communication or marketing needs to designing communication strategies and tactics. A good communication plan helps build relationships with key publics, including volunteers, donors, and the media as well as reduce potential risks, and this class will provide a thorough overview of how this is done.

When and Where: 12/12/14, 9 am to 4 pm, Philadelphia Foundation, 1234 Market St., Phila.

Instructor: Michael Smith, Ph.D., Associate Professor of Communication, La Salle University

Who Should Attend: Marketing/development/communication managers, board members responsible for providing communication guidance, or anyone seeking ways to improve their organization's strategic use of communication.

Fee: Members: \$129 Non-Members: \$159

Want to be a more effective communicator? See page 18

All class locations can be found on our website, along with course descriptions at
<http://www.lasallenonprofitcenter.org/Courses>

COURSES

MARKETING &
COMMUNICATIONS

The Essentials of Media Relations - 1/2 day class

While the world of media has changed drastically in recent years, the fact that all media are swamped with requests for coverage remains constant. But working with the media continues to offer tremendous value to organizations in conveying their messages, promoting events, and communicating with huge audiences, so whether you're sending out traditional news releases or tweeting your announcements, there are specific skills and strategies that will give you the best chances of getting coverage. This class embraces the basic traditional skills that still prevail, while recognizing the role of new media and the new strategies they demand of those responsible for disseminating your organization's message.

When and Where: 3/20/15, 9 am to noon, Philadelphia Foundation, 1234 Market St., Phila.
Instructor: Michael Smith, Ph.D., Associate Professor of Communication, La Salle University
Who Should Attend: Communications, marketing, public relations staff involved in promoting your organization.
Fee: Members: \$69 Non-Members: \$75

MARKETING &
COMMUNICATIONS

Making your Website and Social Media Tools Work for You

As the premier marketing tool for informing constituents as well as donors and prospective participants, your organization's website has to be effective or you are missing out on unequalled opportunities for marketing and communications.

This course will take you from the basics of what to look for in designing (or redesigning) your website to using your site for effective communications and marketing, giving you ideas you can implement immediately and include in your longer term strategy.

You will leave with an understanding of: what is necessary for a "working" website for various stakeholders and users of the site; how to promote your website, both on and offline; ways to market your cause on the Internet; what tools can help make the Internet work best for you. The class will review tools and resources that can help you become more visible online, including: blogging, Search Engine Optimization, Facebook, Twitter, Flickr, YouTube, and optimized press releases, learning by reviewing actual sites. The purpose is not to teach the nuts and bolts of how to set up these sites, but rather the fine art of utilizing them effectively.

When and Where: 1/20/15, 9 am to 4 pm, La Salle Montgomery County Center, Metroplex Corp. Center, 4000 Chemical Road, Suite 110, Plymouth Meeting, PA
Instructor: Rick Simmons, Founder, Simmons Online Solutions
Who Should Attend: Anyone involved in marketing/communications, executive directors, development staff.
Fee: Members: \$129 Non-Members: \$159

Interested in digging deeper into social media? Learn more about our new Social Media Suite

COURSES

MARKETING &
COMMUNICATIONS

The Social Media Suite is a series of three webinars and a two-hour in-person session, which delve more deeply into the four most useful social media tools for nonprofits – Facebook, Twitter, Linked-In and YouTube.

The Social Media Suite: Register for all 4 and save \$10

 **Facebook Webinar** - So you've set up your organization's Facebook page – now what? With more than half a billion active Facebook users, you need to know that you're maximizing its potential value. Whether it's via your news feed, a fan page, charity page or group page, how do you find your authentic voice in both compelling content and images? And how do you drive people to it? Even Facebook's own people identify that the biggest struggle nonprofits have with the platform is not understanding how to best use its tools for community engagement.

When: 2/5/15, noon to 1:30 pm

Instructor: Mark Lashley, Ph.D., assistant professor of communication, La Salle University

Fee: Members: \$20/Non-Members: \$25

 **Twitter Webinar** – Right now, Twitter is the fastest growing social media platform in the world. But despite the compressed length of tweets, finding compelling content to present in 140 characters or less is not an easy task. Learn how to master the hashtag and ensure that you have followers out there paying attention.

When: 2/19/15, noon to 1:30 pm

Instructor: Mark Lashley, Ph.D., assistant professor of communication, La Salle University

Fee: Members: \$20/Non-Members: \$25

 **LinkedIn Webinar** – Through LinkedIn and its various types of pages – for individuals, companies and groups, you can grow your network, connecting with potential volunteers, board members, employees and donors, and can promote causes and activities. LinkedIn's name is the key to its value to nonprofits – connecting you with your current supporters on yet another level and helping you gain access to their networks and contacts. Find out the best ways to encourage your contacts to reach their own connections on LinkedIn to spread your message.

When: 3/5/15, noon to 1:30 pm

Instructor: Mark Lashley, Ph.D., assistant professor of communication, La Salle University

Fee: Members: \$20/Non-Members: \$25

 **YouTube In Person Class** - Every day, one out of five people visits YouTube and you need to be reaching this vast audience with visually compelling messages. Don't be intimidated by the idea of video production because we can show you how anyone can create engaging videos that actively tell your nonprofit's story, while recognizing the limits of the nonprofit budget. Find out how, in 90 seconds or less, can increase your fundraising, awareness levels, event attendance and more. An in-person 2-hour workshop, including lots of video viewing, will culminate the Social Media Series.

When and Where: 5/7/15, 9 to 11 am, Philadelphia Foundation, 1234 Market St., Phila.

Instructor: Michael Schweisheimer, Founder of Primitive World Productions

Fee: Members: \$35; Non-Members: \$40

Full Package Discounted Price (no refunds for cancellations): Members: \$85/Non-Members \$105

All class locations can be found on our website, along with course descriptions at

<http://www.lasallenonprofitcenter.org/Courses>

COURSES

MARKETING &
COMMUNICATIONS

Nonprofit Branding on a Shoestring - 1/2 day class

Most of us understand the concept of branding as it relates to Apple or Starbucks but we often make the fundamental mistake of believing that there's no value in a brand unless you can sink lots of money into marketing it. Even in a nonprofit, your brand is a key way you can distinguish yourself from similar organizations and the way you establish your personality and the experience of working with you. As a nonprofit, you are in a position to create a powerful brand that moves people to want to support you. But that means everyone in the organization must recognize and understand its brand – what it is and why you need it – before it can have any impact on your audiences.

This class will make you appreciate the power of your brand so you can harness it, even without a big budget to back it up. You'll go from the basics of what makes a brand to what your brand can do for you, who is in charge of it, and how you can strengthen it. You will be excited by the prospects of how to shape and articulate your brand, with limited resources, and how to manage and evaluate branding strategies so that they support your message and your mission

When and Where: 1/16/15, 9 am to noon, check website for location

Instructor: David Brown, Executive Director, West Philadelphia Children's Alliance and Managing Director at The Marketing Collaborative

Who Should Attend: Staff responsible for marketing and communications and others involved in defining and communicating a clear brand and message, such as development officers and executive directors.

Fee: Members: \$69 Non-Members: \$75



Free is Good!

We Like Free
Here's How to Get Free



When you're a member of The Nonprofit Center (Individual or Organizational), for every 5 classes, you get one free.

Just register and pay for all five classes at once (organizations may register multiple people for different classes) and you get a coupon for a sixth class for

FREE.

The fine print: To qualify for this special offer, you must be either an Individual, Basic or MemberPlus Member of The Nonprofit Center. You must register and pay for 5 courses at one time. The coupon is worth a maximum of \$129. All Special Programs, including panels and Impact Sessions are excluded from this offer (except for redemption). Coupons will not be replaced if lost or expired. This offer cannot be combined with any other special offers, other than the Member discount. This offer may be discontinued at any time.

COURSES

PLANNING & EVALUATION

NONPROFIT
MANAGEMENT

Evaluating the Impact of Your Programs

Accountability...Outcomes Assessment...Logic Models...Measurable Goals & Objectives. These are current buzzwords throughout the nonprofit sector and in the funding community. It is essential that stakeholders and funders know how we are making a difference and have evidence that we are achieving the results we seek. After an overview of program evaluation, including a step-by-step model, the facilitator will engage you in focused dialogue about concrete ways that you can assess your programs. Take-aways from the session include approaches, techniques and ideas that are doable, cost efficient and customizable to your individual program.

When and Where: 2/18/15, 9 am to 4 pm, La Salle Montgomery County Center, Metroplex Corp. Center, 4000 Chemical Road, Suite 110, Plymouth Meeting, PA;
4/22/15, 9 am to 4 pm, check website for location

Instructor: John Kelley, Ph.D., founder of both Villanova University's Human Organization Science Institute and its Office of Planning and Institutional Research

Who Should Attend: Executive directors, board members, development staff, program administrators, data managers and consultants.

Fee: Members: \$129 Non-Members: \$159

NONPROFIT
MANAGEMENT

Keys to Successful Strategic Planning

Every nonprofit needs a good strategic plan to serve as a roadmap for change. This class will teach you how to create a living, constituent-driven strategic plan that is a critical management tool for your board and executive leadership. The class combines lecture, peer exchange and activities in this essential and often daunting subject, to get you started on the path to a good planning process. How-to topics include: gathering stakeholder data, developing a shared vision, prioritizing strategic goals and objectives, integrating your plan into daily operations and evaluation. Bring a copy and we'll even review your current strategic plan.

When and Where: 2/4/15, 9 am to 4 pm;
4/8/15, 9 am to 4 pm, check website for locations

Instructor: John Kelley, Ph.D., founder of both Villanova University's Human Organization Science Institute and its Office of Planning and Institutional Research

Who Should Attend: Executive directors, board leaders, program staff.

Fee: Members: \$129 Non-Members: \$159

All class locations can be found on our website, along with course descriptions at
<http://www.lasallenonprofitcenter.org/Courses>

CERTIFICATE PROGRAMS

We created Certificate Programs for the professional who is serious about developing deep competency in an essential nonprofit skill set. Our four Certificate Programs provide in-depth, progressive learning, valuable credentials and a collegial cohort environment. There are also cost savings for those who complete their certificates in one academic year.

- A discounted package rate with significant cost savings for Nonprofit Center Members (Individual, Basic or MemberPlus) for those who register and pay for their entire certificate at one time, with the goal of completing it in the same academic year
 - + 1.5 classes free
 - + Free attendance at one of our new Impact Sessions

The Certificate Advantage

- Developing or honing a core nonprofit skill set to successfully perform your job
- Credentials that underscore your professionalism
- Credibility for your organization with funders and other stakeholders
- Employees who feel valued and recognized for their expertise
- Membership in a learning cohort
- A diverse curriculum that includes Nonprofit Management, Fundraising and Marketing/Communications or Build-Your-Own Certificate.

What is a Certificate Program?

A Certificate Program is a practical way to advance your skills and career through a non-degreed, in-depth learning experience in a specific skill set. Each of our four Certificates requires the equivalent of nine courses, all of which are detailed in this guide, in a recommended sequence, to progressively build expertise. Adding to this real world professional education, you will also earn respected credentials that make a strong statement about you as a professional and your organization's commitment to excellence. In addition, you have options to create a certificate that combines courses from different programs to meet your specific needs.

Who should take a Certificate Program?

Our Certificate Programs are designed for nonprofit professionals who want to sharpen their skills and knowledge in a specific content area in a focused and cost-effective way, with the credibility of a certificate from The Nonprofit Center at La Salle University's School of Business. They are especially valuable for those who are not formally educated in subjects for which they have been given responsibility. Those seeking to move into the nonprofit sector also find Certificate Programs an ideal way to develop new and marketable skills. Additionally, executive directors and board members who have many varied roles and responsibilities will be able to acquire the bedrock skills needed to perform to their maximum effectiveness.

Why a Nonprofit Center Certificate?

More than 30 years of experience as the largest and most diverse provider of services to nonprofit organizations in this region means we've got things figured out. Our curricula are developed and presented by a team of expert nonprofit educators and practitioners, based on input gathered from people working in the sector. Each Certificate series is comprised primarily of full-day sessions (with a small number of 1/2 days programs, as most appropriate to the subject matter), providing a mix of both theoretical and practical instruction, with both lecture and interactivity. Participants in Certificate Programs find they develop a network of cohorts sharing the same progressive learning experience.

All class locations can be found on our website, along with course descriptions at <http://www.lasallenonprofitcenter.org/Courses>

CERTIFICATE PROGRAMS

What's the value of credentials earned through Certificate Programs?

The Nonprofit Center's association with a respected academic institution enables us to offer Continuing Education Units (CEUs) from The Nonprofit Center at La Salle University School of Business. CEUs are the nationally recognized standard unit of measurement for participation in a continuing education activity that is not for academic credit. Most classes are also approved for CFRE points for development professionals and may be eligible for CEs from the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and CPEs. Certificate graduates receive a framed certificate in recognition of their achievement.

What does a Certificate do for my organization?

First and foremost it means a better trained staff. But there are other benefits as well, including employees who know they are valued and worth investing in; the indication to funders that your staff has broad-based expertise; and an obvious commitment to attracting and maintaining the best talent.

How much does it cost?

Now you can save a bundle on our package price – the equivalent of 1.5 classes free and free attendance at one Impact class when you register and pay for your certificate at once. This package is only available to Members of The Nonprofit Center (at any level). For those of you who don't want to plan your schedule and register for all your classes, you simply pay the same affordable course fees listed on each course in this Education Guide. Membership in The Nonprofit Center always provides a discount on every program we offer as well as a free course for every five you take (details on our website). See each individual certificate description on pages 26,27,29 and 30 for the package rate vs. the per class rate.

How long do I have to complete a Certificate?

You have up to three years to complete a Certificate, although many do it in as few as four months.

How do I get started?

To get started, you first enroll in a Certificate Program by completing the simple application form in this Guide or online so that we can follow your progress and give you helpful reminders of upcoming classes. With the guidance of our staff who function as your academic counselor, and the camaraderie of peers who will be going through the program simultaneously, you will find a new and valuable support system, as you cement or jumpstart your career and further your contributions to your organization and throughout your career.

Build-Your-Own Certificate

For individuals whose job responsibilities overlap more than one skill set, or who want to prepare themselves for future roles that may require additional expertise, we have created the Build-Your-Own Certificate. You start with three core courses that every nonprofit professional needs regardless of position, and then add six elective courses from the wide range of topics we offer to create a customized program that fits your specific needs and interests. Our staff will help you create a curriculum that will work best for you.

Thus, if you're a program director who is expected to raise funds in support of your program, or if you are active in developing your program budget, you can build-a-certificate that includes the grant-writing class and a budgeting class; or perhaps you're a development director who also has significant management responsibilities who wants to know more about business planning and evaluation; or you're a communications professional who is intensely involved in fundraising. The possibilities are as varied as the sector is itself.

Build-Your-Own participants can also take advantage of the discounted package price.

**We urge you to contact us to create a customized Certificate uniquely tailored to your individual role.
Call Stephon Wallace at 215-991-3676 or email wallaces@lasalle.edu**

CERTIFICATE PROGRAMS

Certificate in Fundraising – 5.4 Continuing Education Units

Sponsored by the La Salle University

Master of Science in Nonprofit Leadership



The Certificate in Fundraising is designed for those who want to advance in their field. The ideal candidate may not be formally trained in fundraising, but seeks instruction in the basic skills and methods of resource development. This certificate offers training in the critical fundamentals, providing a continuum of skills development in all the key areas of resource development, with a strong grounding in the concepts, trends and practices that guide successful and ethical fundraising. From introductory level courses that call attention to the importance of a strong mission, program strategy, management practices and board and staff leadership to advanced level courses that focus on each of the major fundraising strategies, you gain practical knowledge that will enable you to design and execute each activity. The Certificate culminates with the steps in developing a fundraising plan that enables you to implement what you have learned to complete a case for support and a fundraising plan tailored to your organization. The focus is on practical, how-to information and is especially useful for those who also assist with fundraising efforts. Executive directors and board members will gain increased confidence and knowledge to support their essential roles as fundraisers for their causes. This Certificate is worth 5.4 Continuing Education Units from The Nonprofit Center at La Salle University's School of Business, 54 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and CPEs, and features nine courses, listed below. Many other classes are eligible for CFRE points for fundraising professionals seeking to earn that advanced credential. Call 215-951-1701 for more information.

Classes:

- Building an Individual and Major Gifts Campaign
- Creating a Corporate Sponsorship Program
- Creating and Implementing a Successful Direct Mail Program
- Fundamentals of Fundraising
- The Fundraiser's Toolkit: Putting All the Pieces Together
- Guide to Finding and Getting Grants
- Managing the Contribution – From the Development and Finance Perspectives
- Organizing Successful Special Events
- Planned Giving: Realizing the Potential

Fees:

- ◇ Package Price: \$914 (requires Individual, Basic or MemberPlus Organizational Membership)
- ◇ Member Rate: \$1032
- ◇ Non-Member Rate: \$1431

All class locations can be found on our website, along with course descriptions at <http://www.lasallenonprofitcenter.org/Courses>

CERTIFICATE PROGRAMS

Certificate in Marketing & Communications –

4.85 Continuing Education Units

MARKETING &
COMMUNICATIONS

The Certificate in Marketing & Communications provides you with a comprehensive overview of the marketing and communications processes and skills needed to develop and implement an effective plan that promotes your organization and its mission. It incorporates marketing and communications plans and strategies, including the “4 Ps” (product, promotion, price and place); research, analysis, planning and strategy; media relations; website; branding; communications methods and the role of communications in supporting fundraising. This combination of proven traditional marketing and communications approaches, along with an increased emphasis on social media, will help your organization get the exposure it deserves as you enhance your own communications skills and techniques. Recognizing that effective executive directors are their organizations’ chief marketers, we recommend their participation in addition to marketing, communications, and public relations staff and board members. In addition, development directors will enhance their ability to create the effective messaging that successful fundraising demands. This Certificate is worth 4.85 Continuing Education Units from The Nonprofit Center at La Salle University’s School of Business, 48.5 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and CPEs, and features six full-day classes, two 1/2 day, three 90-minute webinars and one two-hour class, listed below

Classes:

Building a Successful Marketing Program
Developing a Communications Plan
Effective Communications to Build Relationships, Engagement & Understanding
Branding on a Shoestring (1/2 day)
The Art of Nonprofit Story-Telling
Building an Effective Direct Mail Program
Making Your Website & Social Media Work for You
Mastering Media Relations (1/2 day)
Social Media Impact Suite (three 90-minute webinars and one 2-hour face-to-face session)

Fees:

- ◇ Package Price: \$814 (requires Individual, Basic or MemberPlus Organizational Membership)
- ◇ Member Rate: \$869
- ◇ Non-Member Rate: \$1214

All class locations can be found on our website, along with course descriptions at
<http://www.lasallenonprofitcenter.org/Courses>

CERTIFICATE PROGRAMS

P 610-645-0992 F 610-645-9963 WWW.LAURASOLOMONESQ.COM
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“We are inspired by the wonderful missions
and accomplishments of our clients”



LAURA SOLOMON
AND ASSOCIATES

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- Federal and State Compliance
- Private Foundation Operations and Grantmaking
- International Grantmaking
- Charitable Giving and Fundraising
- Affiliations, Reorganizations, Mergers, and Dissolutions
- Lobbying, Advocacy, and Political Action
- Social Enterprise

Explore our deep connections and commitment to the
nonprofit sector on our website at
www.laurasolomonesq.com

CERTIFICATE PROGRAMS

Certificate in Nonprofit Management –

5.7 Continuing Education Units



The Certificate in Nonprofit Management provides a knowledge base as diverse and balanced as every nonprofit leader needs to be. Its broad-based and practical curriculum covers every key aspect of nonprofit administration and operation, including the essential areas of board governance, marketing, financial management, fundraising, human resources and supervision, program evaluation and strategic planning. It is especially valuable to new executive directors as well as senior management on the leadership track and those who wish to refresh their knowledge to be completely confident in their diversity of skills and understanding. This Certificate is worth 5.7 Continuing Education Units from The Nonprofit Center at La Salle University's School of Business, 57 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and CPEs, and requires nine full-day and one 1/2 day courses, listed below.

Classes:

Best Practices Guide to Effective Board Governance
Building a Successful Marketing Program
Effective Communications to Build Relationships, Engagement & Understanding
Evaluating the Impact of your Programs
Foundations of Financial Management
Fundamentals of Fundraising
Fundamentals of Human Resources
Keys to Successful Strategic Planning
Nonprofit Management 101
What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style (1/2 day class)

Fees:

- ◇ Package Price: \$933 (requires Individual, Basic or MemberPlus Organizational Membership)
- ◇ Member Rate: \$1101
- ◇ Non-Member Rate: \$1506

All class locations can be found on our website, along with course descriptions at
<http://www.lasallenonprofitcenter.org/Courses>

CERTIFICATE PROGRAMS

Build Your Own Certificate



- Create a customized curriculum combining the classes in nonprofit management, finance, fundraising and marketing and communications that are most relevant to you
- Earn valuable credentials, including CEUs, CFREs and CPEs
- Maximize your return by taking exactly the classes you need to build your skills, your career and your contribution to your organization.

You start with a core curriculum of three essential skills that every nonprofit manager must have: basic nonprofit management, foundations of financial management and communication expertise. From there you build a personalized program of at least six additional classes based on your needs, interests and responsibilities – whether its fundraising, management, marketing, communications, or additional financial expertise.

There are multiple combinations and we work with you to design the Certificate Program that best serves your goals and helps you earn a valuable credential.

Fees:

- ◇ Package Price for 9 classes: \$914 (requires Individual, Basic or MemberPlus Organizational Membership)
- ◇ Member Rate: \$1032
- ◇ Non-Member Rate: \$1431

**For more information about how to defy the cookie-cutter model and build a Certificate that's as unique as you are, contact your education advisor, Stephon Wallace at
215-991-3676 or
[wallaces@lasalle.edu/](mailto:wallaces@lasalle.edu)**

COURSES

CERTIFICATE PROGRAM APPLICATION

Name: _____

Title/Position: _____

Organization/Affiliation: _____

Street Address: _____

Telephone: _____ Business Phone _____

E-mail: _____

Nonprofit Center Member? Yes No

If Yes, Membership Type(circle one): Individual Basic MemberPlus

I am applying for acceptance in the following Certificate Program(s) [check all that apply]:

Fundraising _____ Marketing & Communications _____

Nonprofit Management _____ Build-Your-Own * _____

APPLICATION PROCEDURE

Please answer questions 2&3 on a separate page

1. Why are you interested in taking a Certificate Program?

2. Which best describes your entry status:

First time certificate application

Completed other Certificate Programs (if so, please state which program and where)

3. How will you measure the benefit(s) of participating in this program?

Return completed application and class registration form with payment to:

The Nonprofit Center at La Salle University's School of Business

1900 W. Olney Avenue, Philadelphia, PA 19141-1199

Phone: (215) 951-1701

***Build-Your-Own Customized Certificates must contact
Stepfon Wallace to plan curriculum at 215-991-3676**

COURSES

REGISTRATION FOR CERTIFICATE PACKAGE PRICE ONLY

Please print this registration form **ONLY IF YOU ARE USING THE CERTIFICATE PACKAGE TO REGISTER AND PAY FOR ALL CLASSES AT ONE TIME TO RECEIVE DISCOUNT.** You must be a member of The Nonprofit Center to qualify for this discount package.

Name: _____

Title/Position: _____

Organization/Affiliation: _____

Street Address: _____

Home Telephone: _____

Business phone: _____

E-mail: _____

CHECK ONE:

Nonprofit Management Certificate Package: \$933 Fundraising Package Price: \$914

Marketing/Communication Package Price: \$814

Build-Your-Own. Call 215-991-3676 to discuss curriculum.

CLASS TITLE(S)	DATE
Cancellation Policy: All cancellation requests must be made in writing to, and received by, The Nonprofit Center at least two business days prior to the program to receive a refund.	Total Package Price (must be paid in full to qualify for discount)

PAYMENT:

Check # _____ Payable to The Nonprofit Center Money Order # _____ Credit Coupon (must be originals)

Please write name of registrant on check/money order and attach this registration form. We are not allowed to accept credit card payments via email or postal mail. To pay by credit card or online check, please use our secure online registration system at www.lasallenonprofitcenter.org

**Please send this completed form with payment to:
The Nonprofit Center at La Salle University's School of Business
1900 West Olney Avenue
Philadelphia, PA 19141-1199**

You can also register and pay securely online at www.lasallenonprofitcenter.org/Courses

PEER TO PEER

The Nonprofit Center's Learning Circles offer clarity, feedback, perspective, support and problem-solving.

For more than a decade, The Nonprofit Center has been facilitating Peer Learning Circles for Executive Directors, Emerging Leaders and Board Members, recognizing that each of these groups has its unique issues, concerns, challenges and needs.

The ability to raise both work and those essential work/life balance issues in a confidential environment, among peers, has proven to be a powerful and effective problem-solving tool.

How Peer Learning Circles Work

Small groups of 7-8 peers meet for two hours each month for eight months, raising pressing questions for the group to use its collective wisdom to jointly problem solve, thus forming your own personal think tank of people who understand and relate to your situation. A professional facilitator keeps the group focused and on track, but each session truly belongs to its members who determine the discussion.

Groups Forming Now

The Nonprofit Center is now organizing new Peer Learning Circles of Executive Directors, Future Leaders (e.g. development directors, assistant or deputy directors and other senior managers) and Board Members who want to take advantage of the benefits of the unparalleled opportunities this proven design offers to professionals who recognize the value of peer support and group think.

Next Steps

If you're ready to break through the isolation that so often comes with intense responsibility, contact The Nonprofit Center for more information about Peer Learning Circles at your career level.

We have also done virtual peer circles with an inaugural face-to-face session followed by group phone meetings, so let us know if that interests you as well.

GROUPS NOW FORMING FOR

- Executive Directors
- Emerging Leaders
- Board Members

**For more information, call 215-991-3676
or email wallaces@lasalle.edu**

SPECIAL PROGRAMS

SOCIAL ENTERPRISE

Part 1: Is Your Organization Ready?

Part 2: We're ready – what's next?



Part 1: The First Step – Readiness Assessment

For the foreseeable future, unrestricted funds will continue to be the Holy Grail for nonprofits. Thus, we all need to pursue every viable source of funding available in order to be financially stable and sustainable. One of the evolving paths to this goal is social enterprise. Essential to the success of any potential new program or activity is an organization's ability to take on what it entails. This is particularly true with social enterprise, as it is likely to be a new and unexplored territory.

The Nonprofit Center is offering a two-hour "Social Enterprise Readiness Assessment" session for a limited number of nonprofits. With an understanding of what social enterprise is and what is required, you will complete this assessment that looks at the key elements needed to be in place before embarking on a social enterprise project. You'll walk away knowing your areas of strength, those that need additional work, and whether social enterprise is a good fit for your organization.

The Nonprofit Center has the expertise to support those who are ready to move forward, and to work with those who want to address obstacles to starting a social enterprise. Executive directors, board members and other senior staff are invited to participate in this program that will determine if you are neglecting a potential opportunity for a new funding stream, or jumping in before you are ready. Participation must include at least two people in these categories, with a maximum of four. You will leave with an assessment of your organization's ability to move forward with a social enterprise, and if you choose, you'll be ready to take Part 2 of this process, which moves you toward developing a potentially fundable project. Attendance at this session does not require you to take Part 2, but prepares those who are interested. You must, however, attend Part 1 to be admitted into Part 2 (see below).

When: October 1, 2014, 9 to 11 am

Where: Historical Society of Pennsylvania, 1300 Locust St., Philadelphia

Fee: \$10 per person (minimum 2, maximum 4) must be paid at time of registration and cancellation policies apply

Registration: Click here or go to <http://www.lasallenonprofitcenter.org/courses/uncategorized/social-enterprise-part-1-organization-ready/>

Part 2: Toward Implementation (spring 2015 – details coming soon)

The second step in this social enterprise exploration, for a limited number of qualifying organizations, is a multi-part series of workshops that ends with helping you put the pieces together with a concrete business plan. More details on the implementation phase, including possible funding prospects, will be forthcoming for spring 2015.

***A social enterprise is a program/service that a nonprofit creates and runs to provide a steady source of unrestricted revenue for itself. This program/service may be mission-related or not or a separate entity or subsidiary or not, but it is absolutely more than simply charging your nonprofit clients for access to your services**

All class locations can be found on our website, along with course descriptions at <http://www.lasallenonprofitcenter.org/Courses>

SPECIAL PROGRAMS

IMPACT SERIES



This year, we are introducing the “Impact Series,” 2-hour workshops and 90-minute Webinars that deliver results in a compact format. We’ve selected popular, timely topics that can be conveyed in these bite-size learning opportunities, with sharp focus on specific skills and needs.

Hiring Employees You’ll Want to Stay *Minimizing costly turnover by hiring the right people*

Surveys tell us what you probably already know – that turnover is the greatest human resources challenge facing nonprofits today. One of the most effective ways to decrease costly turnover is to hire right. No easy task, we know, especially when you’re competing with for-profit salaries, benefits and perks. But there are effective techniques for hiring, with the aim of finding and keeping good employees.

Experts agree that “behavioral interviewing” provides insight into how people will act once they’re on the job, using examples of past behavior as a predictor of future performance. Understanding what questions to ask and the best responses, will point you to the candidates most likely to be part of a successful working relationship. You’ll walk away with a better understanding of an effective hiring process, able to focus on what you really need, how to analyze cover letters and resumes, telephone interview techniques and how to structure the interview session and ask the right questions. You can even bring a job opening with you for discussion and review.

When and Where: 1/14/15, 9 to 11 am, Children’s Literacy Initiative, 2314 Market St., Phila.
Instructor: Janis von Culin, Founder/President von Culin Associates, Human Resources Consulting
Fee: Members: \$36; Non-Members: \$45

All class locations can be found on our website, along with course descriptions at
<http://www.lasallenonprofitcenter.org/Courses>

SPECIAL PROGRAMS

IMPACT SESSIONS

Conquering the Employee Handbook

A written employee handbook is essential for every nonprofit, no matter how small. It ensures that everyone is operating from the same information and can eliminate disputes over whether basic employment information and policies were communicated.

Consistent formal communication is an essential tool to address potential legal action by current or former employees, making the employee handbook an essential foundation to discourage workplace disputes and protect your organization.

Some things in life have gotten easier with the words, “there’s an app for that.” While we don’t have an app for this nagging human resources problem that has been plaguing nonprofits forever, we do have a template, created by a nonprofit HR expert. As she shares this model, which has been modified to reflect trending issues, such as social media and recent legal decisions, she’ll also walk you through the dos and don’ts of a proven employee handbook, offering advice on how to create or update your organization’s version.

When and Where: 10/29/14, 9 to 11 am, Children’s Literacy Initiative, 2314 Market St., Phila.

Instructor: Stephanie Kindt, Esq., Human Resources Consultant

Fee: Members: \$36; Non-Members: \$45

The Social Media Suite*

While studies indicate that nonprofits are adopting social media tools at a faster rate than most Fortune 500 companies, many nonprofits are not convinced that they are using these tools in the most effective ways possible to increase awareness, donations and relationship-building.

No matter what age demographic your organization targets, every generation can now be reached through online marketing. More than half of people over the age of 65 are online, and they account for about 13% of online donations. Baby Boomers are online at work and at home and account for about half of overall online giving and GenXers are known to be highly responsive to online marketing. Of course, Millennials are the most wired generation, replacing traditional computer use with mobile communications. And so to reach a variety of people, you need be doing multi-channel communicating.

We have created the **Social Media Suite** to help you implement and integrate social media into your overall communications strategy to be confident that you are getting the most out of the most popular platforms: Facebook, LinkedIn, Twitter and YouTube – while making use of their free resources for nonprofits.

Each of the three 90-minute Webinars and one two-hour workshop, can stand alone so you can prioritize the tools that most interest you. We encourage you to take the entire series, at a discounted rate, to work toward an integrated social media strategy. The Webinars will give you the opportunity to view the tools as they exist in the real world – online – for a more impactful learning experience while the YouTube live session will stress interactivity.

See page 37 for descriptions.

***Required for Marketing/Communications Certificate**

SPECIAL PROGRAMS

IMPACT SESSIONS



Facebook Webinar - So you've set up your organization's Facebook page – now what? With more than half a billion active Facebook users, you need to know that you're maximizing its potential value. Whether it's via your news feed, a fan page, charity page or group page, how do you find your authentic voice in both compelling content and images? And how do you drive people to it? Even Facebook's own people identify that the biggest struggle nonprofits have with the platform is not understanding how to best use its tools for community engagement.

When: 2/5/15, noon to 1:30 pm

Instructor: Mark Lashley, Ph.D., assistant professor of communication, La Salle University

Fee: Members: \$20; Non-Members: \$25



Twitter Webinar – Right now, Twitter is the fastest growing social media platform in the world. But despite the compressed length of tweets, finding compelling content to present in 140 characters or less is not an easy task. Learn how to master the hashtag and ensure that you have followers out there paying attention.

When: 2/19/15, noon to 1:30 pm

Instructor: Mark Lashley, Ph.D., assistant professor of communication, La Salle University

Fee: Members: \$20; Non-Members: \$25



LinkedIn Webinar – Through LinkedIn and its various types of pages – for individuals, companies and groups, you can grow your network, connecting with potential volunteers, board members, employees and donors, and can promote causes and activities. LinkedIn's name is the key to its value to nonprofits – connecting you with your current supporters on yet another level and helping you gain access to their networks and contacts. Find out the best ways to encourage your contacts to reach their own connections on LinkedIn to spread your message.

When: 3/5/15, noon to 1:30 pm

Instructor: Mark Lashley, Ph.D., assistant professor of communication, La Salle University

Fee: Members: \$20; Non-Members: \$25



YouTube (In Person) - Every day, one out of five people visits YouTube and you need to be reaching this vast audience with visually compelling messages. Don't be intimidated by the idea of video production because we can show you how anyone can create engaging videos that actively tell your nonprofit's story, while recognizing the limits of the nonprofit budget. Find out how, in 90 seconds or less, you can increase your fundraising, awareness levels, event attendance and more. An in-person 2-hour workshop, including lots of video viewing, will culminate the Social Media Series.

When and Where: 5/7/15, 9 to 11 am, Philadelphia Foundation, 1234 Market St., Phila.

Instructor: Michael Schweisheimer, Founder of Primitive World Productions

Fee: Members: \$36; Non-Members: \$45

Full Package Discounted Price (no refunds for cancellations): Members: \$86/Non-Members \$110 (Must register and pay for all at the same time)

* Required for Marketing/Communications Certificate

All class locations can be found on our website, along with course descriptions at <http://www.lasallenonprofitcenter.org/Courses>

SPECIAL PROGRAMS

IMPACT SESSIONS

Harnessing the Power of Younger Volunteers

Creating strategies to attract and retain young(er) volunteers should be part of your organization's volunteer activities. Millennials, teenagers and pre-teens and even older children have energy and are willing to work for social issues that impact their generation. By getting younger people to donate their time, nonprofits are laying groundwork for future support on so many levels.

Embracing the future with targeted outreach to younger generations should also be part of your board recruitment strategy. You need to be paying attention to the "graying" of your board, as well as the shifting demographics of the community you serve. While only 26% of the population is over 55, how many of your board members are under that age?

This impact session will present strategies to specifically target younger volunteers for both your volunteer corps and your board. Engaging younger volunteers now will yield a pipeline to future leaders, stewards, donors and your organization's future existence.

It will specifically discuss the value and the care and feeding of the increasingly popular "Young Professional Board," in building your organization –and the community – now and in the future.

When and Where: 4/23/15, 9 to 11 am, Philadelphia Foundation, 1234 Market St., Phila.

Instructor: Allison Trimarco, Founder, Creative Capacity

Fee: Members: \$36; Non-Members: \$45

Webinar: Finding and Keeping Good Board Members

The role of the board of directors cannot be downplayed in the success of every organization. An engaged, active, supportive, diverse, and giving board is every executive director's dream, just as a lackluster board that doesn't know, or doesn't carry out, its legal, moral and fiduciary responsibilities, can cause untold damage.

While finding the right candidates for your board is not an easy task, nor one person's responsibility, there's another half to this equation: keeping good board members interested and engaged so that they continue to serve the mission, even after they leave the board.

This workshop will explain the critical cycle of board recruitment and development that is the key to healthy organizations. You'll understand how to monitor and build your board in terms of skills, experience, expertise and demographics. You'll learn what an effective board job description and profile should look like, as well as successful strategies for recruiting the right candidates and orienting them so that they start out on a successful path from the first contact.

When: 10/2/14, noon to 1:30 pm

Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center

Fee: Members: \$20; Non-Members: \$25

SPECIAL PROGRAMS

IMPACT SESSIONS

Webinar: Securing Your Mission through Succession Planning

No executive director should plan on being in his or her job forever; nor should a board count on that.

Yet few organizations have anything resembling a formal plan to replace the executive director (let alone a founder). If you're among those organizations that haven't addressed the vital issue of succession planning, you're not alone in leaving your organization's future to chance. Less than half of nonprofits have even had a discussion about what happens when the current ED leaves. And an equal number concede there's no one in the organization who could be groomed to take over.

If your organization is among those who haven't tackled succession planning, now you don't even have to fess up to that inattention – you can take a Webinar in the privacy of your own office (and we won't tell anyone).

You'll hear about the concrete steps an organization should take to protect its vision before, during and after a leadership transition, along with ways to identify and groom potential inside candidates. Whether you're the executive director of a board member, you'll learn how to start the conversation so that everyone – and especially your mission – benefits.

When: 4/10/15, noon to 1:30 pm

Instructor: Laura Otten, Ph.D., director, The Nonprofit Center at La Salle University's School of Business

Fee: Members: \$20; Non-Members: \$25

Ethical & Legal Issues in Fundraising

Adherence to both legal and ethical practices in fundraising is fundamental to every nonprofit's ability to maintain trust. Nonprofit leaders, including development staff, are stewards of the public's trust and therefore must be knowledgeable of rules and regulations that govern charitable fundraising. In this Impact Session, Laura Solomon, Esq., an expert in nonprofit law, will cover some of the most common questions and pitfalls that can trip up those accountable for fundraising practices. Understanding how the law (and often stakeholders) view common legal and ethical issues is the key step in maintaining control and being confident in your ability to make correct judgments and address questions. Among the key issues to be discussed and clarified are:

- How to document sponsor benefits and understand the differences between gifts, sponsorships, and cause marketing relationships
- What you need to know about gaming: raffles, casino events, bingo, auctions, etc.
- Understanding and honoring donor restricted gifts (managing, investing, and using funds)

When and Where: 10/30/14, 9:00 am to 11:00 am, check our website for location

Instructor: Laura Solomon, Esq., Laura Solomon, Esq. & Associates

Fee: Members: \$20; Non-Members: \$25

SPECIAL PROGRAMS

Panels

Meet the Funders Panel Presentation



Each year we have two highly anticipated panel discussions with area key funders. You get an inside perspective on what makes a winning proposal as well as insights on their specific dos and don'ts, how to work effectively with each foundation, and what makes your request stand out. Bring your questions for the Q&A sessions and your business cards for a brief personal meet and greet at the end of the program.

Meet the Funders Panel #1 –October 17, 2014, 8:30 am to 10:30 am at the Wilma Theater, 265 South Broad St. (Broad & Spruce Streets), Philadelphia

Meet the Funders Panel #2 – January 23, 2015, 8:30 am to 10:30 am at the Wilma Theater, 265 South Broad St. (Broad & Spruce Streets), Philadelphia



SUMMER SERIES COMING JULY 2015

Summer is often a time when work slows down, giving you some breathing space to concentrate on yourself and your own professional development. We've created the Summer Series to enable those who want to keep growing and learning year 'round and who experience a break in the action that enables them to take classes they may have missed during our regular academic year. The series includes four of our most popular and versatile classes:

- The Guide to Finding & Getting Grants (see page 11)
- The Best Practices Guide to Effective Board Governance (page 15)
- Building a Successful Marketing Program (page 18)
- The Art of Nonprofit Story-telling (page 17)

And to add a little extra sizzle, register and pay for all four classes at once (multiple people from the same organization may attend using the promo code SUMMER) and save \$25 over the individual class price (total \$491 for Members; \$611 for Non-Members)

The Solutions to Your On-Site Training Needs

BOARD DEVELOPMENT	FUNDRAISING	HUMAN RESOURCES	PROGRAMS	AUDIENCES
Strategic Planning	Board's Role	Supervisory Skills	Evaluation	Staff
Finance	Making the Ask	Certificate Program	Volunteerism	Board
Best Practices	Major Donors	Diversity	Planning	Volunteers
Succession Planning	Planned Giving	Sexual Harassment	Shared Learning	Members
Efficient	Grants	Managing Change	Convenient	Associations
Fundraising	Cost Effective	Effective Teams	(215) 951-5194	Grantees

When there is specific knowledge that a group of staff, volunteers, board or organization members all need to have, why not train everyone at the same time?

- It's convenient
- It saves money
- It saves time
- It creates a shared, consistent learning experience
- It fits your schedule and your unique needs

The Nonprofit Center at La Salle University's School of Business offers On-Site Group Training that brings directly to you the skills your organization needs to grow its capability and staff competency in:

Human Resources • Fundraising • Finances • Leadership Development • Marketing
If nonprofits need it, chances are, we teach it

For more information about how you can stretch your limited resources while you expand your nonprofit's knowledge and skills,
Contact Terri Clark, 215-951-5194
clarkt@lasalle.edu

REGISTRATION POLICIES

How to register: You may register and pay online on our secure website at: www.lasallenonprofitcenter.org If you prefer to register by mail, a registration form is included on page ___ which should be mailed to The Nonprofit Center with your payment.

After your registration is processed, you should receive a confirmation letter that contains acknowledgement of payment or invoice and directions to the class. If you do not receive an email or postal confirmation (time permitting), within four days of registering, call 215-951-1701 to ensure that you are registered. Unregistered walk-ins are not admitted to class.

Registration Deadline: Class registration closes two business days prior to the program. You must register and pay prior to that to be able to attend.

Payments and Invoices: We accept Visa, MasterCard, American Express, Discover and online checks, and have a secure server for immediate online payments. If you choose to pay by paper check or money order, it should be payable to "The Nonprofit Center." All payments must be made in full at least two business days prior to the class. Please indicate the name of the attendee on the payment and attach the completed registration form.

Failure to pay in this timely fashion will make your organization ineligible to participate in or receive any Nonprofit Center services. We retain the right to refuse entry to anyone who has not paid in accordance with this policy.

Registration Cancellation: Refunds will be given only when requested in writing to The Nonprofit Center at least two business days prior to the class. Unless otherwise requested, credit coupons will be issued for all cancellations. A \$10 processing fee will be deducted from all refunds.

If you cancel before 48 hours prior to the class, you may send another participant from your organization or receive a credit coupon. If you cancel fewer than 48 hours prior, or fail to attend, you will be considered a "no show" and are responsible for payment, since we have held space for you at our expense.

If you cancel your participation in more than two programs in an academic year, we reserve the right to issue a credit in lieu of a refund. Send cancellation requests to The Nonprofit Center at La Salle University, 1900 W. Olney Ave., Phila., PA 19141-1199 or fax to 215-991-2967, email: nonprofitcenter@lasalle.edu Cancellations are acknowledged upon receipt.

Directions: Locations of and directions to all our sites are included with your confirmation and also can be found on the online registration pages when you click "more information."

Redeeming Coupons and Special Offers: The original credit coupon (no photocopies or faxes) must be returned with any balance due and a copy of your invoice.

Members of The Nonprofit Center pay a discounted rate for every program and also are eligible for our Members-Only Buy 5/Get 1 Free offer. So register for six classes but pay for only five! This discount is exclusive to Nonprofit Center Members. Credit coupons will be issued for refunds for cancelled classes that were part of the Buy 5/Get 1 Free offer. Please read about certificate packages below for additional savings.

Certificate Packages: A package price has been created for each of our certificates, to provide additional savings to students who wish to plan their experience and schedule. Only members (at any level) of The Nonprofit Center are eligible for this discounted package price and you must register and pay for all classes at once. Coupon certificates will be issued for cancellations.

Weather Policy: Programs are cancelled when Philadelphia public schools are closed or on delayed opening. Be sure to check your radio or TV for up-to-date information or our website at www.lasallenonprofitcenter.org/. We will also have a recorded message on our main phone number at 215-951-1701 confirming class status and you will receive a cancellation email (so remember to check your email on the morning of class).

Class Cancellations: Occasionally circumstances dictate that The Nonprofit Center must cancel a class. Should that occur, we will notify you as quickly as possible, work with you to find an appropriate replacement session, or send you a credit coupon, or, if you notify us in writing, a refund. No cancellation refunds for the Social Media Suite.

Waiting Lists: With the increasing popularity of our classes, along with our commitment to small class sizes, we have created waiting lists. If there is sufficient interest, we will add an additional session. If you are interested in a class that is full, we encourage you to email us at nonprofitcenter@lasalle.edu or call 215-951-1701 to be added to a waiting list and we will inform you if another session is scheduled.

CLASS REGISTRATION FORM

Please print this registration form and return with payment as directed
 Certificate Package students use registration form on page 32

Name _____
 Organization _____
 Job Title _____
 Address _____
 City, State, Zip _____ County _____
 Phone _____ Fax _____
 Email _____
 Website _____

CLASS TITLE(S)	DATE	FEE MEMBER	FEE N/M
		<input type="checkbox"/> \$129	<input type="checkbox"/> \$159
		<input type="checkbox"/> \$129	<input type="checkbox"/> \$159
		<input type="checkbox"/> \$129	<input type="checkbox"/> \$159
		<input type="checkbox"/> \$129	<input type="checkbox"/> \$159
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		<input type="checkbox"/> \$129	<input type="checkbox"/> \$159
		<input type="checkbox"/> \$129	<input type="checkbox"/> \$159
		<input type="checkbox"/> \$69	<input type="checkbox"/> \$75
		<input type="checkbox"/> \$69	<input type="checkbox"/> \$75
Cancellation Policy: All cancellation requests must be made in writing to and received by The Nonprofit Center at least two business days prior to the program to receive a refund.		Subtotal	
		TOTAL DUE	

Payment Method:

_____ Check # _____ payable to "The Nonprofit Center"
 _____ Money Order # _____ payable to "The Nonprofit Center"
 _____ Coupon/Credit Certificate (originals only)

Please write **NAME OF REGISTRANT** on check/money order and attach this registration form

Please note that we are unable to accept credit card payments via email or postal. To pay via credit card or online check, use our online registration system at www.lasallenonprofitcenter.org

Please send completed form with payment to:

The Nonprofit Center at La Salle University's School of Business
 1900 W. Olney Avenue, Philadelphia, PA 19141-1199

You can also register and pay securely online at <http://www.lasallenonprofitcenter.org>

INSTRUCTOR BIOGRAPHIES

David W. Brown, is executive director of the West Philadelphia Alliance for Children and managing director of The Marketing Collaborative, a nonprofit advertising/public relations agency serving other nonprofits. Prior to that he was vice president, sales & community relations, Pennsylvania Health Plan at United Healthcare Community Plan. He was the first African American to be inducted into the Philadelphia Public Relations Society's Hall of Fame in more than 25 years. He founded BrownPartners which operated as a full service minority-owned firm using a range of marketing disciplines to reach and influence consumers of all walks of life, for which it received multiple awards. David chairs the Board of Advisors of WURD Radio, LLC, the only African American-owned independent black talk radio station in the state of Pennsylvania. A journalism graduate of Duquesne University, David is also a graduate of Palmer Theological Seminary with a Master's degree in Theology focusing on Public Policy.

Ian Kauffman, CPA is the founder of Kauffman & Co. He established his firm after holding management positions with Grant Thornton LLP and Bishop French LLC. His background includes experience in providing accounting services for small to mid-size private and public companies in a variety of industries, including not-for-profit organizations. He is a licensed CPA and serves on the board of nonprofit associations. He is a member of the American Institute of Certified Public Accountants. Ian received his Bachelor of Science in Accounting and Finance from Mt. St. Mary's University in Emmitsburg, MD.

John Kelley, Ph.D. has extensive experience at various levels in the nonprofit world. At the social policy level, he headed the research division of the policy analysis firm Public/Private Ventures. He founded and led Villanova University's HOS Institute, devoted to training and program evaluation in the human services. Subsequently, he was the founding leader of Villanova's Office of Planning and Institutional Research. For three decades, he has worked collaboratively with The Nonprofit Center, serving on planning committees and as a consultant and instructor. He also teaches strategic planning and program evaluation in Villanova's Master of Public Administration program. He earned a Master's in social work and social research at Bryn Mawr and his Ph.D from the Medical College of Pennsylvania.

Stephanie Kindt, Esq. has more than 10 years' experience in organizational development for both nonprofits and for profits. As a human resources consultant, her focus is primarily in the areas of process management and continuous improvement, leadership and facilitator training, mission and strategy development and organization design. Her community leadership and board experience have further informed her knowledge and appreciation of nonprofits. Her education includes a BA in Psychology from Bloomsburg University, an MA in Organizational and Industrial Psychology from West Chester University and a JD from the Widener School of Law.

Nancy Knoebel is the President and CEO of Easter Seals Eastern Pennsylvania in Allentown, PA., where she has worked since 2001. Prior to that, she worked in the health care industry, both as a consultant on large national health related efforts and in the Lehigh Valley where she led a nonprofit consortium connecting local health and social service community resources. Nancy has experience both on the Easter Seals board as well as a number of other nonprofit boards. As a student of board governance, she focuses on staying abreast of current thinking about best practices and identifying opportunities to integrate those practices into the efforts and perspective of the boards on which she serves. Nancy received her MBA at the Wharton School, and her bachelor's degree at Penn State.

Mark C. Lashley, Ph.D. is an assistant professor of communication at La Salle University whose expertise includes mass media, with an emphasis on social media. From his dissertation to his master's thesis, to his roles as editor, author, lecturer, media guest and instructor, Mark's knowledge of and interest in, popular culture and social media tools distinguishes his teaching for The Nonprofit Center on harnessing the power of social media. He earned his BA in communication at the University of Scranton and his MA in Mass Media Studies and Ph.D. in mass communication at the University of Georgia's Grady College and Journalism and Mass Communication.

INSTRUCTOR BIOGRAPHIES

Laura Otten, Ph.D., has been the director of The Nonprofit Center since 2001. She began her affiliation with The Nonprofit Center shortly after it was formed in the early 1980s, working as a consultant and trainer, primarily in the areas of board development, strategic planning and program evaluation and she continues to play these roles, in addition to providing direction and leadership to The Nonprofit Center's educational, consulting, and leadership development programs. In 2013, she helped launch and became the first director of the Master's in Nonprofit Leadership at La Salle University. Laura is a national expert in numerous aspects of nonprofit management and governance. She earned her MA and Ph.D. from the University of Pennsylvania and her BA from Sarah Lawrence College.

Richard Przywara, CFRE, is the Executive Director for the West Chester University Foundation, responsible for a \$50 million capital campaign and \$6 million in annual fundraising. In addition to raising funds he led a \$300 million revitalization project of the student residence halls. Prior to serving in this role, Rich was the general manager of the Department of Special Service for New Castle County, Delaware where he supervised a staff of over 450 and managed an annual operating and capital budget exceeding \$100 million. He has also served as the Associate Dean for Alumni and Development at Widener University School of Law in Wilmington. He is a former YMCA Executive Director and Director of Development for YMCAs in MD and DE. He received his B.A. in Criminal Justice and a Masters in Public Administration from the University of Delaware.

Tina M. Rothfuss, MPA, is the Director of Development & Communications at Habitat for Humanity in Montgomery County where she works to build meaningful relationships with donors committed to providing affordable housing for families in need throughout Montgomery County. In addition to managing the entire development program at Habitat Montco, Tina also oversees the marketing & communications strategy for the affiliate and its Restore. Prior to joining the Habitat Montco team, Tina was a Development Officer for Major Gifts at the United Way of Greater Philadelphia & Southern New Jersey and Deputy Director of Fundraising at Philabundance. Tina has played a variety of development roles in many nonprofit organizations in the Delaware Valley in shops both large and small. She earned her BA in Political Science from Eastern University and her MPA from West Chester University. She sits on the board of the Providence Center, an organization that serves the Fairhill/West Kensington section of North Philadelphia, providing educational opportunities to children, youth, and adults.

Michael Schweishimer, Founder and Executive Producer of Primitive World Productions, is an award-winning filmmaker with experience behind the camera since 1991. He has been involved in the creation of hundreds of films and videos, ranging from corporate training and promotional projects, to television commercials and feature films. Michael founded Primitive World Productions in 2000 with an emphasis on nonprofit organizations, helping them to convey their missions to the public through video communication. He enjoys consulting, speaking and teaching about the intersection between nonprofits, education and green organizations with video production and advocates for its most judicious and effective uses.

Jennifer Shropshire is a principal with Edward F. Swenson & Associates, Inc., a management and fundraising consulting firm, where she uses management and fundraising expertise to support nonprofit clients. She was formerly director of development for the Walnut Street Theatre. In addition to her consultant work with The Nonprofit Center, she was a CLEAR Circle facilitator, working with nonprofit executive directors. She holds an MBA from The Wharton School, University of Pennsylvania and a BS from the State University of New York at Oswego.

Rick Simmons is Chief Solutions Officer at SimmonsOnlineSolutions. For 7 years he grew Dinkum Interactive into one of the prestige internet marketing firms in Philadelphia. Now he's out to build a firm that works more closely with the needs and goals of small to mid-sized organizations that need help with their internet marketing. Rick was previously sales director at Educational Directories, developing Internet marketing for colleges and universities. He was also sales director at Investor Broadcast Network, one of the first companies to distribute information online. With 30+ years in advertising, marketing and sales, Rick brings passion, engagement, and enthusiasm to his role. He graduated from Temple University with a degree in Urban Studies and an MBA.

INSTRUCTOR BIOGRAPHIES

Michael Smith, Ph.D. teaches undergraduate and graduate courses in public relations, organizational communication and conflict at La Salle. During his 25 years as an educator, he has taught at several universities, including La Salle's graduate programs in Prague and Athens. In addition to his own nonprofit training and consulting, he has supervised over 100 student-run service learning public relations projects for area nonprofits. He earned a Ph.D. in Communication at Purdue University, and his MA, MS and undergraduate degrees at Central Michigan University.

Laura Solomon, Esq. has dedicated her legal career to advising charitable organizations, their management, and boards of directors. She understands the challenges facing charities and is uniquely qualified to help them maximize their missions and minimize their tax liability. Her practice is concentrated in the representation of exempt organizations, to make the highest quality corporate and tax legal services accessible to any nonprofit organization. Prior to starting her practice, Laura was associated with the law firm of Ballard Spahr Andrews and Ingersoll in Philadelphia. She has served as a volunteer nonprofit board member, as the development director of a major social services charity, and as a consultant to numerous charities based in the U.S. and abroad. She currently serves on the Pennsylvania Association of Nonprofit Organizations Standards for Excellence Advisory Committee and is a member of the American Bar Association Tax-Exempt Organizations Subcommittee. Laura received a B.A., magna cum laude, from Tufts University and a J.D. from the Law School of the University of Pennsylvania.

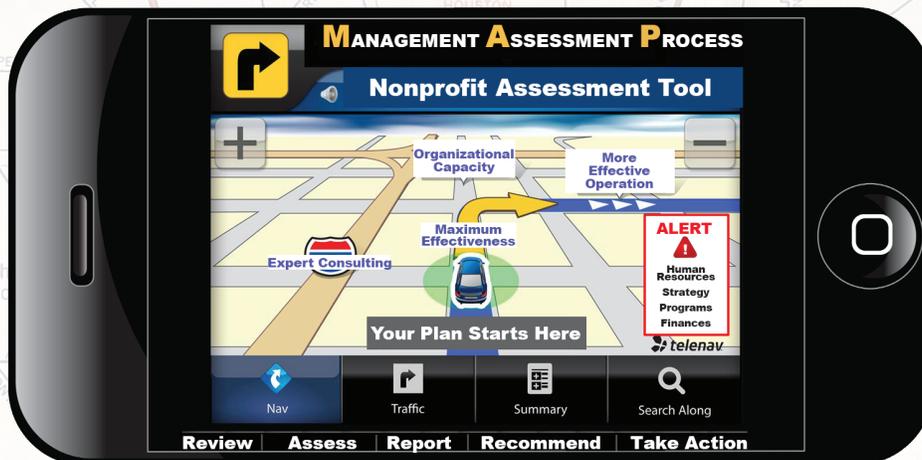
Edward F. Swenson is founder and principal of Edward F. Swenson & Assoc., Inc., a management and fundraising consulting firm that helps nonprofits design and implement strategic and fundraising plans. His firm performs organizational and feasibility assessments, strategic planning assignments and provides counsel to annual, major gifts and capital fundraising programs. He holds an MS from Columbia University and an MBA and BA from Yale University.

Lynne A. Texter, Ph.D., is an associate professor and chair of the Department of Communication at La Salle University. An award-winning educator with over 20 years of teaching experience in the U.S., Czech Republic, Switzerland and Greece, she consults with a variety of organizations, including the New York State Department of Health, the Association of Government Accountants, JEVS, Habitat for Humanity/Germantown, Siloam Ministries, and the Kelly Anne Dolan Foundation. She received her Ph.D. from the State University of New York at Buffalo and her Master's from the Newhouse School of Communication at Syracuse University.

Allison Trimarco is the founder of Creative Capacity, a consulting firm that collaborates with nonprofits to solve management challenges, inspire people to participate and enhance an organization's ability to carry out its mission. Her practice focuses on strategic planning fundraising and board development projects. Prior to becoming a consultant, she worked for a wide range of nonprofit organizations, including performing arts groups, libraries and public television. She earned her MA in Arts Management at Carnegie Mellon University, and her BA in Theatre at Smith College.

Janis von Culin is the founder and president of von Culin Associates, a human resources consulting firm working in organizational effectiveness and human resource strategies. With more than 25 years of experience in industry and human services, she combines the knowledge of a hands-on human resources professional with that of a senior level business executive. Prior to starting her consulting practice, she spent 17 years with a Fortune 500 company, where she led the HR function for nine divisions operating in North America and Asia. She has a BA from Pacific Oaks College and an MA in Organizational and Industrial Psychology from California State University, Los Angeles.

MANAGEMENT ASSESSMENT PROCESS: The GPS for Nonprofit Organizations Now Even More Affordable



The GPS has made travel simpler, more efficient and less frustrating. The Nonprofit Center offers organizations a navigational system that pinpoints where your organization stands right now and recommends the best way to move forward. It's called MAP – the Management Assessment Process – and it's now available to nonprofits for literally 1/10 the actual cost.

When you join The Nonprofit Center at the MemberPlus level, one of the many benefits includes an on-site “Best Practices in Board Governance” leadership program for your board, or a MAP. Recognizing that most organizations would benefit vastly from both, MemberPlus members can now have both for just an additional \$150. That means you can get our acclaimed board program and then a MAP for \$150, or vice versa.

With MAP, our experienced consultants conduct interviews and review all the key areas of your organization's management, governance and operation. They use the information they collect on programs, finances, human resources, funding, communications, and other key elements, to formulate an accurate, quantifiable report card, resulting in a roadmap that details what it will take to overcome obstacles and challenges to move your organization toward achieving its goals.

If your organization is wrestling with issues related to performance, operations and systems and hasn't been able to move beyond them, MAP is the ideal tool to inform and engage. Armed with a comprehensive plan based on solid data, with the support of a team of objective experts, your organization will have a clearer vision of where it is, where it wants to go, and how to get there.

**NOW MAP IS AVAILABLE FREE OF CHARGE TO
MEMBERPLUS MEMBERS of The Nonprofit Center**

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“No Organization is Stronger than the Quality of its Leadership”

Edgar Powell

Nonprofit leadership expresses itself in many forms.

In its Board Membership
In its Executive Director
In its Emerging Leaders

At The Nonprofit Center, we know that strong, sustainable nonprofit organizations are dependent upon leadership that has mastered both vision and implementation.

Recognizing that an organization's strength comes from a partnership of both its mission and its leadership, we provide programs to enhance leadership at every level, including:

Board Leadership Advancement Programs that meet boards where they are and give them the tools to excel

- Free, on-site professional presentation for Member-Plus Members of The Nonprofit Center
- Full-day class in Board Best Practices

Executive Director Professional Advancement

- Peer Learning Circles – Professional Development Peer Learning Groups for Executive Directors at all stages of their careers
- Certificate Programs and individual classes in Nonprofit Management
- Executive coaching by expert leadership consultants

Future Leaders Professional Development

- Emerging Leaders Peer Learning Circles
- Certificate Programs in four nonprofit skill sets and 60+ classes, webinars and panel discussions
- Leadership development by supporting board membership
- On-site training for multiple staff in common skills, such as problem-solving, negotiation, diversity, supervision, fundraising, communication, etc.

If you want to reach your full potential and nurture your organization's leadership, contact The Nonprofit Center

The Nonprofit Center

Leadership Development for this Generation and the Next

215-951-1701

www.lasallenonprofitcenter.org

CALENDAR

PROGRAMS CALENDAR 2014-2015

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
SEPTEMBER 2014	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
			Nonprofit Management 101, 9:00 am - 4:00pm pg. 16				
OCTOBER 2014	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
				1	2	3	4
				Social Enterprise Readiness Assessment, 9:00 am - 11:00 am pg. 34	Fundamentals of Fundraising, 9:00 am - 4:00 pm pg. 10 How to Find & Keep Board Members, 12:00 pm - 1:30 pm pg. 38		
	5	6	7	8	9	10	11
						Building a Successful Marketing Program, 9:00 am - 4:00 pm pg. 18	
	12	13	14	15	16	17	18
					"Meet the Funders" Panel Discussion 8:30 am - 10:30 am pg. 40		
19	20	21	22	23	24	25	
				Foundations of Financial Management, 9:00 am - 4:00 pm pg. 6 Guide to Finding and Getting Grants, 12:00 pm - 1:30 pm pg. 11			
26	27	28	29	30	31		
			Conquering the Employee Handbook, 9:00 am - 11:00 am pg. 36	Ethical & Legal Issues in Fundraising, 9:00 am - 11:00 am pg. 39			

CALENDAR

PROGRAMS CALENDAR 2014-2015

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
NOVEMBER 2014							1
	2	3	4	5	6	7 Best Practices Guide to Effective Board Governance, 9:00 am - 4:00 pm pg. 15	8
	9	10	11	12 Creating Successful Individual and Major Donor Campaigns, 9:00 am - 4:00 pm pg. 9	13	14	15
	16	17	18	19 Creating and Mastering a Successful Leadership Style, 9:00 am - 12:00 pm pg. 15	20	21	22
	23	24	25	26	27	28	29
DECEMBER 2014	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
		1	2	3	4 Fundamentals of Human Resources, 9:00 am - 4:00 pm pg. 16	5	6
	7	8	9	10 Effective Communications to Build Relationships, Engagement & Understanding, 9:00 am - 4:00 pm pg. 18	11 Managing the Contribution, 9:00 am - 4:00 pm pg. 7, 12	12 Developing a Communications Plan, 9:00 am - 4:00 pm pg. 19	13
14	15	16	17	18	19	20	

CALENDAR

PROGRAMS CALENDAR 2014-2015

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
					1	2	3
	4	5	6	7	8	9	10
JANUARY 2015	11	12	13 Tools for Building a Nonprofit Budget, 9:00 am - 4:00 pm pg. 7	14 Hiring Employees You'll Want to Stay, 9:00 am - 11:00 am pg. 35	15	16 Nonprofit Branding on a Shoestring, 9:00 am - 12:00 am pg. 22	17
	18	19	20 Making your Website and Social Media Tools Work for You, 9:00 am - 4:00 pm pg. 20	21 Nonprofit Management 101, 9:00 am - 4:00 pm pg. 16	22	23 "Meet the Funders" Panel Discussion, 8:30 am - 10:30 am pg. 40	24
	25	26	27	28 Fundamentals of Fundraising, 9:00 am - 4:00 pm pg. 10	29	30	31

CALENDAR

PROGRAMS CALENDAR 2014-2015

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
FEBRUARY 2015	1	2	3	4 Keys to Successful Strategic Planning, 9:00 am - 4:00 pm pg. 23	5 Social Media Suite: Facebook, 12:00 pm - 1:30 pm pg. 21	6 Building a Successful Marketing Program, 9:00 am - 4:00 pm pg. 18	7
	8	9	10	11	12 Foundations of Financial Management, 9:00 am - 4:00 pm pg. 6	13	14
	15	16	17	18 Evaluating the Impact of Your Programs, 9:00 am - 4:00 pm pg. 23	19 Social Media Suite: Twitter, 12:00 pm - 1:30 pm pg. 21	20	21
	22	23	24	25 Creating and Mastering a Successful Leadership Style, 9:00 am - 12:00 pm pg. 15	26	27 Organizing Successful Special Events, 9:00 am - 4:00 pm pg. 12	28
MARCH 2015	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
	1	2	3	4	5 Social Media Suite: LinkedIn, 12:00 pm - 1:30 pm pg. 21 Fundamentals of Human Resources, 9:00 am - 4:00 pm pg. 16	6	7
	8	9	10	11 Best Practices Guide to Effective Board Governance, 9:00 am - 4:00 pm pg. 15	12 Red Flags in Financial Management that Could Sink your Organization, 9:00 am - 12:00 pm pg. 8	13	14
	15	16	17	18	19	20 Building a Strong Corporate Fundraising Program, 9:00 am - 4:00 pm pg. 9 Effective Media Relations, 9:00 am - 12:00 pm pg. 20	21
22	23	24	25	26	27 Designing an Effective Direct Mail Program, 9:00 am - 4:00 pm pg. 10, 19	28	

CALENDAR

PROGRAMS CALENDAR 2014-2015

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
APRIL 2015				1 Effective Communications to Build Relationships, Engagement & Understanding, 9:00 am - 4:00 pm pg. 18	2	3	4
	5	6	7	8 Keys to Successful Strategic Planning, 9:00 am - 4:00 pm pg. 23	9	10 Securing Your Mission through Succession Planning, 12:00 pm - 1:30 pm pg. 39	11
	12	13	14	15	16	17	18
	19	20 Planned Giving: Realizing the Potential, 9:00 am - 4:00 pm pg. 13	21	22 Evaluating the Impact of Your Programs, 9:00 am - 4:00 pm pg. 23	23 How and Why to Create a Business Plan, 9:00 am - 4:00 pm pg. 6 Harnessing the Power of Younger Volunteers, 9:00 am - 11:00 am pg. 38	24	25
MAY 2015	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
						1	2
	3	4	5	6	7 Social Media Suite: YouTube, 9:00 am - 11:00 am pg. 21	8	9
10	11	12	13	14 The Fundraiser's Toolkit: Putting all the Pieces Together, 9:00 am - 4:00 pm pg. 11	15	16	

Check our website for July class dates

THE VALUE+ADDED CONSULTING DIFFERENCE

When you hire a consultant, you get an individual consultant.

When you hire The Nonprofit Center, you get The Nonprofit Center. The result: A whole that's even greater than the sum of its parts, with the client as beneficiary - provided by a consulting practice that works exclusively with nonprofits. As a nonprofit ourselves, we understand and value our shared culture and appreciate the unique challenges.

Underpinning every consulting project are layers of expertise, underscored by

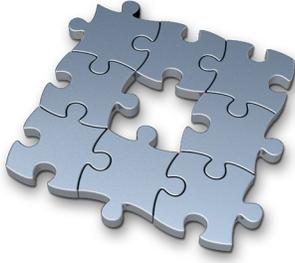
- More than 30 years of experience in every aspect of nonprofit operations, governance and management on some 1,800 projects
- Project management by The Nonprofit Center's consulting staff that's as much about the process as the product
- Access to the services that ensure long-term success of your project including programs designed specifically for your board and executive director
- Group Training opportunities that provide consistency in the expertise of your staff, delivered on-site, on your schedule
- The promise of building the capabilities of your organization
- More than 60 educational programs to select from each year
- Specific supports for the Executive Director and the Board

What you won't get is a quick fix, that really isn't a fix at all, but merely a band-aid, masking the real issues. So you won't be back a year or so later still wrestling with the same stubborn problems that were never properly addressed.

That's the value-added plus of working with The Nonprofit Center and no single consultant can give you that.

**For more information about Value-Added Consulting,
contact Lori Moffa, 215-951-1709, moffa@lasalle.edu**





Introducing...Expert Connections

Cost-effective, timely, targeted expert assistance from a nonprofit consultant

The Need

How many times did you wish you had access to a nonprofit expert who could answer your questions and give advice in a specific area of management and operations? Your job is to be an expert in your programs and mission delivery, but questions frequently arise in any organization that you may not feel equipped to address.

Questions about board policies and practices, how to handle a troublesome board member, clarifying temporarily restricted vs. permanently restricted funds, best approaches to budget development, dealing with a problem employee, what is the best way to develop a budget, what you need to know before starting a corporate sponsorship program – the topics are as diverse as the nonprofit sector. And that's why we created "Expert Connections," a support package that gives you access to consultant expertise.

How Expert Connections Helps You

You simply subscribe (Members of The Nonprofit Center save \$100 on the package) to have year-long affordable access to an expert to address questions that require in-depth knowledge of nonprofit operations, governance and management. As a complement to our consulting service, which has been providing nonprofit capacity-building services, such as strategic planning, organizational and leadership development and organizational assessment for more than three decades, this telephone access package is a resource for when you "just have a question," but don't know where to go for advice.

We've made it simple and affordable to have access, usually within 48 hours via phone or email, to a professional who can answer your questions. Based on what nonprofits have told us they need, we've packaged five hours of expert advice to utilize over the 12-month membership period, giving you support for all your questions throughout the year.

Affordability and No Hoops

Each time you contact us for assistance, you'll be matched with the appropriate Nonprofit Center expert to address your question and help you resolve your dilemma. Your calls will be charged in thirty minute increments and for best use of this service, we suggest that you use this help for issues that can be addressed in under 90 minutes, at most.

Cost

For a total of \$375 annually, (\$275 for Members), you receive five hours of expert telephone or email advising, provided by people whose hourly rate is normally more than twice what you'll be paying through this package.

Typical questions include:

- Strategic planning (such as evaluation, readiness, guidelines)
- Best practices for your board of directors
 - ✧ Bylaws, policies and procedures
 - ✧ Board meetings
 - ✧ Board development and orientation
- Fundraising (we can't find you donors, but we're experienced in every aspect of resource development)
- Media relations, marketing, communications, social media best practices
- Human resources basics (exclusive of legal issues)
- Financial management/policies/procedures

What we don't do:

- Legal questions
- Technology

**For more information about what Expert Connections can do for you, contact
Lori Moffa, moffa@lasalle.edu, 215-951-1709**

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