

# THE NONPROFIT CENTER AT LA SALLE UNIVERSITY'S SCHOOL OF BUSINESS EDUCATION PROGRAMS 2015-16



## GUIDE TO EMPOWERING YOURSELF, YOUR STAFF, YOUR ORGANIZATION

Classes, Webinars,  
On-Site Group Training,  
Value-Added Consulting,  
Leadership Development

# INTRODUCTION

## EMPOWERMENT

It plays a role in nonprofit organizations in many key ways:

- Empowering Yourself Through Learning
- Empowering Your Organization to Have a Greater Impact
- Empowering Your Board to Protect Your Mission
- Empowering Your Staff to Excel

All of these result in a more powerful, impactful nonprofit community.

***“As we look ahead...leaders will be those who empower others.”***

***-Bill Gates***

The continued quest for knowledge is at the heart of self-empowerment. It gives you the power to control the course of your life and fulfill your potential. And that translates into doing the best work you can, for the benefit of those you work with, work for, and provide service to.

We can practice self-empowerment by fulfilling this quest for knowledge, continuing to grow as professionals. And we can empower those who work for us through continuous professional development, fostering an environment of trust and support.

The Nonprofit Center nurtures the need for empowerment by offering the tools that lead us to trust in our own skills and capabilities and of those around us. We do this through a broad range of educational opportunities, as well as services that build the capacity of organizations, including consulting, on-site group training and leadership development for current and aspiring board and staff leaders, thereby empowering everyone involved.

We make it easy for current nonprofit leaders to support a learning environment in their organizations, with economical ways to encourage your staff to expand their skills, abilities and confidence.

We encourage you, nonprofit professionals, to explore the possibilities that come from challenging yourself and then trusting in your capabilities, as you light the path for you own growth and that of others.

***“THE BEST POSSIBLE PREPARATION FOR  
SUCCESS IS TO EMPOWER YOURSELF WITH  
TRUST IN SELF CAPABILITIES.”***

# ACKNOWLEDGEMENTS

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

Community Foundation of South Jersey  
Geraldine R. Dodge Foundation  
Exelon PECO  
FFG Nonprofit Benefits Group  
Pottstown Area Health & Wellness Foundation  
Laura Solomon, Esq. & Associates  
Subaru of America, Inc.  
United Way of Southeastern PA and Southern NJ  
Your Part-Time Controller

## Thanks to the following for their generous donation of program space:

Alzheimer's Association  
Beneficial Bank  
Buchanan, Ingersoll & Rooney  
Children's Literacy Initiative  
Duane Morris  
Historical Society of PA  
International House Philadelphia  
Jewish Federation of Greater Philadelphia  
La Salle University  
Montgomery McCracken Walker & Rhodes  
The Philadelphia Foundation  
Schnader Harrison Segal & Lewis  
Smart Devine  
The Wilma Theater

# TABLE OF CONTENTS

<b>COURSES</b>	
Financial Management . . . . .	6
Fundraising . . . . .	9
Governance & Leadership Development . . . . .	15
Management & Human Resources . . . . .	16
Marketing & Communications. . . . .	18
Planning & Evaluation . . . . .	26
<b>CERTIFICATE PROGRAMS</b>	
FAQs. . . . .	28
Build Your Own. . . . .	29
Fundraising - <b>Sponsored by the La Salle University Master’s in Nonprofit Leadership</b> . . . . .	30
Marketing & Communications. . . . .	31
Nonprofit Management - <b>Sponsored by Laura Solomon, Esq. &amp; Associates</b> . . . . .	32
Certificate Program Application . . . . .	34
<b>SPECIAL PROGRAMS</b>	
e-learning.. . . .	36
Good Start Series . . . . .	39
Legal Guide to Social Media. . . . .	40
Panel Discussions - <b>Sponsored by FFG Nonprofit Benefits Group</b> . . . . .	41
<b>EXPERT CONNECTIONS</b> . . . . .	50
<b>CONSULTING</b> . . . . .	56
<b>FIND NONPROFIT JOBS</b> . . . . .	21
<b>LEADERSHIP</b> . . . . .	14
<b>MANAGEMENT ASSESSMENT</b> . . . . .	64
<b>MASTER OF SCIENCE IN NONPROFIT LEADERSHIP</b> . . . . .	19
<b>MEMBERSHIP</b> . . . . .	17
<b>ON-SITE GROUP TRAININGS</b> . . . . .	43
<b>PEER LEARNING CIRCLES</b> . . . . .	57
<b>REGISTRATION INFORMATION AND CLASS REGISTRATION</b> . . . . .	45,46
<b>INSTRUCTOR BIOGRAPHIES</b> . . . . .	46
<b>CALENDAR</b> . . . . .	51
<b>COURSE INDEX</b> . . . . .	58

*LS&A is Pleased to  
Sponsor The Nonprofit  
Center's Certificate in  
Nonprofit Management*

L S  
& A

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# COURSES

## FINANCIAL MANAGEMENT

### *Business Planning: What it is and Why You Need it*

Business planning serves as a practical pathway to organizational decision-making. No nonprofit 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:** 4/21/16, 9 am to 4 pm - Children's Literacy Initiative, 2314 Market St., Phila., PA

**Instructor:** Thomas Scurto-Davis, Director of Finance and Operations at the Main Line Art Center

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

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



### *Visualizing Your Finances: How Dashboards Convey their Meaning*

While your organization is generating all kinds of financial reports on a regular basis, are you confident that they are fully understood by the board and senior staff? Are sound and realistic business decisions being made based on the correct interpretation of this financial information? It's not uncommon for nonprofits to produce reports while failing to leverage their meaning to advance strategic decisions. Many nonprofits are successfully using dashboards to effectively manage their organization's financial affairs and make "metrics-driven" decisions.

Dashboards are reports that illustrate key pieces of data through easy to understand graphics, enabling you to "visualize your data." Just as we understand the value of story-telling in our marketing and fundraising, we should recognize that the graphs and visuals used in dashboards enable our data to tell stories too. They can explain variations, raise questions whose answers significantly impact operations, promote shared understanding and engagement and help define what success means in your organization.

Nonprofit accounting specialist Your Part-Time Controller, LLC will lead you through the process of understanding the difference between data and information to help you determine if dashboards will make reporting more understandable and therefore more useful and therefore worth the time, effort and expense.

**When and When:** 11/10/15, 9 to 11 am, Duane Morris, 30 S. 17th St., Phila.

**Presenters:** Eric Frait, CPA, President & Founder, Your Part-Time Controller, LLC

**Who Should Attend:** Anyone involved with finances and financial reporting

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

Register online at  
<http://www.lasallenonprofitcenter.org/Courses>

# COURSES

NONPROFIT  
MANAGEMENT

## *Foundations of Financial Management*

Few nonprofit managers come into their roles with expertise in finances. But to effectively manage an organization or a program, every nonprofit manager has to develop basic skills and an understanding of the fundamentals of nonprofit financial management. That encompasses financial reporting, internal controls, knowledge of key accounting responsibilities, legal considerations, sustainability, potential taxation issues and vocabulary, to build a solid foundation for management. This class establishes an understanding of how each key aspect of the organization and its impact on financial management is integral to the overall success of the organization. It provides the essential basis of best practices in nonprofit finances, covering the primary responsibilities of managers and the executive director, and highlighting the principle issues of nonprofit fiscal management. Areas of focus will include accounting issues and standards specific to nonprofit organizations, budgeting concepts and frameworks, and the importance of your organization's internal and external financial reporting, fiscal controls and measuring and evaluating financial performance. You will have the opportunity to send your financials (redacted for privacy) in advance to request discussion of a specific issue.

**When and Where:** 10/29/15, 9 am to 4 pm - International House, 3701 Chestnut St., Philadelphia, PA  
2/11/16, 9 am to 4 pm - La Salle Bucks County, 33 University Dr., Newtown, PA



**SNOW DATE 2/18/16**

**Instructor:** Thomas Scurto-Davis, Director of Finance and Operations at the Main Line Art Center

**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

## *How to Build a Budget for the Real World*

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 nonprofit 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. We'll also discuss the "overhead myth" and how to calculate your overhead costs in a way that realistically reflects your programs and activities. Practice creating a cash flow statement that can be used for monitoring and projecting cash flow on a monthly basis, and learning a method of allocating shared costs, are 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:** 1/12/16, 9 am to 4 pm - La Salle Montgomery Co., 4000 Chemical Rd., Plymouth Mtg., PA



**SNOW DATE 1/21/16**

**Instructor:** Nancy Knobel, CEO Easter Seals, Eastern Pennsylvania

**Who Should Attend:** Finance directors and staff, executive directors and board treasurers

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

Register online at

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

# COURSES

FUNDRAISING

## *Managing the Contribution – From the Finance & Fundraising Perspectives*

Responsibility and accountability to donors falls to both development and finance managers, stewarding every donor from the time of the first gift throughout the life of the relationship. Both fundraising and finance staff must understand and appreciate what is involved in the management of grants, individual donations and corporate gifts, and in recent years, crowdfunding and online contributions. This requires mastering the budgeting process, the different requirements and expectations among the various gift vehicles, the management of expenses and the role of recognition and accountability, in order to meet the full demands of each position. Proper contribution management means satisfying donors, regulators and program staff and creates opportunities for future gifts. Just as you have a plan for raising funds, you need a plan for managing them as well and there must be a strong partnership between the development and finance staff, to ensure accuracy, continuity and accountability to the funder. Real world examples will enable you to understand the significance of what's included in budgets, manage expenses, create positive donor relations, trouble-shoot potential problems and seal the deal for the future.

**When and Where:** 12/10/15, 9 am to 4 pm - Smart Devine, 1600 Market St., Philadelphia, PA



**SNOW DATE 12/16/15**

**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 and reporting on donations and grants

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

## *Risky Business: Protecting Your Organization in a Sea of Risk – 1/2 day class*

What is the biggest worry most nonprofits face? Most would say it's finances. If money is so critical to your mission, why would you neglect it by not having a plan in place to prevent potential losses and manage risk? Risk is all around us. A nonprofit may choose to assume the risk, reduce the risk, eliminate the risk or transfer the risk. But you cannot take any of these actions without the ability to identify, manage and insure against these possible threats that could severely impact your organization's finances, operations and very existence.

By being informed, you can be proactive in using sound financial policies to exert control over uncertainties and potential exposure. Implementing proven procedures in internal controls, fraud prevention processes, insurance coverage and investment policies is the only way to reduce risk and mitigate exposure, thereby protecting your mission. Even a small staff, faced with limited human and financial resources, can implement policies such as separation of duties that can have a huge return in protection your organization. You will take away actual documents with procedures you can implement immediately.

**When and Where:** 3/10/16, 9:30 am to 12:30 pm - The Philadelphia Foundation, 1234 Market St., Phila., PA

**Instructor:** Thomas Scurto-Davis, Director of Finance and Operations at the Main Line Art Center

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

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

Register online at  
<http://www.lasallenonprofitcenter.org/Courses>



# COURSES

## FUNDRAISING

See our e-learning opportunities on pages 36-39 to further support your development goals

FUNDRAISING

### *Building a Strong Corporate Fundraising Program*

Don't be intimidated by the prospect of corporate fundraising and the negotiation of 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:** 3/18/16, 9 am to 4 pm - Duane Morris, 30 S. 17th St., Phila., PA

**Instructor:** Janis Glenn, Consultant and Instructor in resource leadership, management and performance development and advancement

**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 billion 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 as an essential part of your nonprofit professional development.

**When and Where:** 11/6/15, 9 am to 4 pm - Jewish Federation of Greater Philadelphia, 2100 Arch St., Phila., 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 gifts from individuals

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

Register online 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:** 4/15/16, 9 am to 4 pm - Schnader, Harrison, Segal & Lewis, 1600 Market St., Phila., PA

**Instructor:** Tina Barber, 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 Successful Fundraising*

To be successful at fundraising you need to know all the building blocks that comprise nonprofit resource development and then be able to craft a diversified strategy for your organization that includes all the areas where you have the greatest potential for success. This program gives you the starting point by thoroughly introducing the fundamental fundraising concepts, providing a snapshot of tools available to you and what it takes to implement them. 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 a realistic understanding of what the skills, techniques and resources involved in fundraising entail so that you can decide where to spend your time and energy to achieve the best results.

**When and Where:** 9/30/15, 9 am to 4 pm - International House, 3701 Chestnut St., Phila., PA  
1/27/16, 9 am to 4 pm - Historical Society of PA, 1300 Locust St., Phila., PA



**SNOW DATE 2/4/16**

**Instructor:** Allison Trimarco, Founder, Creative Capacity

**Who Should Attend:** All staff and board members who participate in, or are interested in learning more about fundraising

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

Register online at  
<http://www.lasallenonprofitcenter.org/Courses>

# COURSES

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 solid proposal, and how to approach different types of 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:** 10/28/15, 9 am to 4 pm - Schnader, Harrison, Segal & Lewis, 1600 Market St., Phila., PA

**Instructor:** Allison Trimarco, 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

## -learning : *Is Crowdfunding Right for your Nonprofit?*

One of the most visible ways that social media and the Internet have impacted fundraising is through the popularity of crowdfunding, raising small gifts from large numbers of people. It's easy to get carried along in all the buzz without really evaluating if this tool is right for you. Does it fit with your mission? How do you weigh the costs and benefits? How do you apply the rules of stewardship that are compatible with your overall development strategy?

After an introduction to the concept, this 90-minute e-learning session will help you determine if crowdfunding is a viable option for your organization, and review the ins-and outs of the most popular websites. Find out about the possibilities of putting the ability to support a cause into the hands of virtually anyone, encouraging people to connect with your organization, and inspiring others to do the same.

**When and Where:** 5/3/16, noon to 1:30 pm

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

**Who Should Attend:** Individuals involved in fundraising and setting resource development strategy

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

*"The beauty of empowering others is that your own power is not diminished in the process."  
-Barbara Colorose*

Register online at  
<http://www.lasallenonprofitcenter.org/Courses>

# COURSES

FUNDRAISING

## *How to Launch a Planned Giving Program*

Planned giving is a unique charitable tool that allows individuals of any means to support your organization for years to come, while also fulfilling their own financial goals and objectives. Terms like Charitable Gift Annuities, Charitable Remainder and Lead Trusts, Life Insurance, Retirement Accounts, Life Estate and Donor Advised Funds are intimidating, which is why planned giving is often something perpetually on the development officer's "to do" list. It's such a specialized topic that it is often missing from the fundraiser's curriculum and prior experience and thus, without this knowledge, we lack the confidence to go forward with a planned giving program.

But if you're not marketing the option of planned giving, you're probably leaving significant money on the table, especially since planned gifts can be 200 times greater than a 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. 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 as you learn the steps in launching a Planned Giving Program.

**When and Where:** 4/28/16, 9 am to 4 pm - Historical Society of PA, 1300 Locust St., Phila., PA  
**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

FUNDRAISING

## *Leveraging the Power of Fundraising Tools*

This course helps you take all the skills you've acquired – whether as a student in The Nonprofit Center's Certificate in Fundraising or as a development professional – and put them in context to create an integrated development strategy. Designed to look critically at the various components of the fundraiser's toolkit, this class focuses on the practical application of the fundamental knowledge of fundraising that you've acquired. 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 realist fundraising roadmap that supports your 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. As the class revisits the key fundraising tools, you will determine how to manage your time, define roles of those involved in resource 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 realistic fundraising strategy.

**When and Where:** 5/10/16, 9 am to 4 pm - Smart Devine, 1600 Market St., Philadelphia, PA  
**Instructor:** Edward F. Swenson & Jennifer Shropshire, Principals, Edward F. Swenson & Associates, 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

Register online at  
<http://www.lasallenonprofitcenter.org/Courses>

# COURSES

FUNDRAISING

## *Managing the Contribution – From the Finance & Fundraising Perspectives*

Responsibility and accountability to donors falls to both development and finance managers. That means both sets of professionals have to understand and appreciate both the stewardship and management of grants, individual donations and corporate gifts, and in recent years, crowdfunding and online contributions. This requires mastering the budgeting process, the different requirements and expectations among the various gift vehicles, the management of expenses and the role of recognition and accountability, in order to meet the full demands of each position. Proper contribution management means satisfying donors, regulators and program staff and creates opportunities for future gifts. Just as you have a plan for raising funds, you need a plan for managing them as well and there must be a strong partnership between the development and finance staff, to ensure accuracy, continuity and accountability to the funder. Real world examples will enable you to understand the significance of what's included in budgets, manage expenses, create positive donor relations, trouble-shoot potential problems and seal the deal for the future.

**When and Where:** 12/10/15, 9 am to 4 pm - Smart Devine, 1600 Market St., Philadelphia, PA



**SNOW DATE 12/16/15**

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

**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

FUNDRAISING

## *Recipes for 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 teach you how to design and run a successful event at the right time, with the right volunteer mix, that supports your overall development goals. We will study a variety of successful events to help you identify which might be right for your nonprofit. You will learn how to develop realistic budget and cost projections, how to secure organization buy-in and how to set expectations and measure success.

**When and Where:** 2/26/16, 9 am to 4 pm - Beneficial Bank, 1818 Market St., Phila., PA



**SNOW DATE 3/2/16**

**Instructor:** Tina Barber, Director of Development, Habitat for Humanity of Montgomery County, PA

**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, and new to, fundraising events

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

Register online at  
<http://www.lasallenonprofitcenter.org/Courses>

# Leadership Development Success Initiatives



*"Leadership and learning are indispensable to each other."*

*John Kennedy*

Leadership that has mastered both vision and implementation are essential in strong, sustainable nonprofit organizations. That strength comes from the partnership of mission and leadership. The Nonprofit Center provides programs designed exclusively to enhance nonprofit leadership of board, executive directors and emerging leaders. Programs include:

## **Board Leadership Advancement Sessions**

- Full-day public class in effective board governance
- On-site program customized to your board
- Free On-site program for MemberPlus members of The Nonprofit Center

## **Executive Director Professional Development**

- Peer Learning Circles
- Classes and a certificate program in Nonprofit Management
- Executive coaching

## **Future Leaders Development**

- Peer Learning Circle for Emerging Leaders
- Certificate programs in four nonprofit skill sets and 60 classes, webinars and panel discussions
- Developing your potential as a board member
- On-site training in multiple skills needed by aspiring leaders

**Reach your full potential as a leader  
Encourage your organization's leadership  
Contact The Nonprofit Center at 215-951-1701, [nonprofitcenter@lasalle.edu](mailto:nonprofitcenter@lasalle.edu)**

**Leadership Development for this Generation and the Next**

# COURSES

## GOVERNANCE & LEADERSHIP DEVELOPMENT

*“Without continuous personal development, you are now all that you will ever become.”*

### *Cultural Competency and Multicultural Skills-Building for Nonprofits – ½ day*

Nonprofit organizations have long been the leaders in struggles for equality, fairness and sensitivity, but this fact doesn't exclude us from needing to explore our attitudes values, stereotypes, practices and communication (both verbal and non-verbal) skills to embrace our capacity to work across cultures. Awareness and enhancement of our cultural competency enables us to improve our interactions with clients and staff, our communications, as well as board make-up. As today's workplace becomes increasingly diverse, the ability to work effectively with people who are different from us is important to career and organizational success. Looking at attitudes and behaviors about ethnicity and race, gender, sexual orientation, socio-economic status, age, physical abilities, religious belief, political leaning and other ideologies, participants will better understand the dimensions of diversity and their own perceived biases, while learning steps to overcome barriers and encourage inclusion.

**When and Where:** 11/17/15, 9:30 am to 12:30 pm  
**Instructor:** Susan Tyler, Principal Consultant, The Tyler Group  
**Who Should Attend:** Staff, volunteers and board members  
**Fee:** Members: \$69 Non-Members: \$75



### *Effective Nonprofit Governance: How Boards Should Work*

Being an effective board member is more than good intentions and attending meetings. This board course is the first step in appreciating the objective and true 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:** 11/5/15 - La Salle Bucks County, 33 University Dr., Newtown, PA  
3/17/16, 9 am to 4pm - International House, 3701 Chestnut St., Phila., PA  
**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

# 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:** 12/15/15, 9 am to 4 pm - International House, 3701 Chestnut St., Phila., PA  
3/3/16, 9 am to 4 pm - La Salle Bucks County, 33 University Dr., Newtown, PA  
 **SNOW DATE 12/17/15 and 3/10/16**

**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

NONPROFIT  
MANAGEMENT

### *Nonprofit Management 101*

This class immerses you in the individual areas/roles that every senior leader in a nonprofit must work in – including fundraising, finance, human resources, marketing, programming, and so on, while illustrating the importance of their connectedness and interplay. As an executive director (and often as a senior or mid-level manager), you will have to juggle various roles and responsibilities, always in the context of how the pieces must fit together with the organization-at-large. Performing well as a nonprofit manager in these circumstances requires both specific skills as well as the ability to solve problems and generate ideas as you manage mission, people, programs and resources. Running an organization or a program within a nonprofit isn't about just assigning tasks and telling people what to do, but is rooted in planning, organizing, leading and controlling. This course explains the key responsibilities of senior managers and executive directors as well as the critical relationship between staff and board in any nonprofit. Pathways to becoming an effective leader, manager and facilitator will be clarified, as will the ability to identify potential critical management issues and address them proactively. It serves as the ideal foundation for honing all your future management skills and individual capacity building.

**When and Where:** 9/17/15, 9 am to 4 pm - International House, 3701 Chestnut St., Phila., PA  
1/15/16, 9 am to 4 pm - Buchanan, Ingersoll & Rooney, 50 S. 16th St., Phila., PA  
 **SNOW DATE 1/28/16**

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

**Who Should Attend:** Newer executive directors, mid-level to senior managers, board members, those new to the sector and interested in working in management positions

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

Register online at

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



# COURSES


NONPROFIT  
MANAGEMENT

## *What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style*

***“If you never challenge yourself, you will never know your potential.”***

Your skills and experience have prepared you to serve as an executive director or board leader with skills and experience in your field. But education and experience don't necessarily prepare us for the specific demands of nonprofit 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 leaders their organization deserves: one who motivates, inspires, earns trust and gets 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, understanding 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:** 12/3/15, 9 am to 4 pm - International House, 3701 Chestnut St., Phila., PA  
5/5/16, 9 am to 4 pm - Buchanan, Ingersoll & Rooney, 50 S. 16th St., Phila., PA  
 **SNOW DATE 12/9/15**

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

Q:

Why Join The Nonprofit Center?

A:

To save money while accessing the services you need to build a stronger nonprofit organization.

We could give you a long list of the many valuable benefits and numerous discounts from Membership in The Nonprofit Center, but we're going to cut to the chase and tell you that you can save thousands of dollars a year by joining The Nonprofit Center. Really.

Discounts on every program we give for everyone in your organization. Discounts on consulting and on-site group training. A free hour of consulting. Two free admissions to our popular grantmaker panels.

Now here's the big stuff:

- We bring our signature “Best Practices in Board Governance” program to your site for your board of directors, free with MemberPlus
- Or we conduct a comprehensive Management Assessment of your organization, free with MemberPlus
- Or you get both for MemberPlus membership +\$150.

Find out how Membership in The Nonprofit Center can help propel your nonprofit forward or enable you to afford one of our valuable Certificates  
Call 215-951-1710 or email [ulmer@lasalle.edu](mailto:ulmer@lasalle.edu)

# 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:** 4/8/16, 9 am to 4 pm - Beneficial Bank, 1818 Market St., Phila., PA

**Instructor:** Mark Eyerly, Principal, Remarkable Communications

**Who Should Attend:** Executive directors, board members, marketing/communications and fundraising staff; appropriate for any level of experience

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



## Save Money while Growing Your Nonprofit Skills

The Nonprofit Center puts your professional development goals within your reach with several ways to save while getting the high quality, practical, valued skills you need to be more effective.

- Buy 5/Get 1 free – Join The Nonprofit Center (memberships as low as \$125 for qualified candidates) and register and pay for 5 classes at once and get a coupon for the 6th class free.
- Sign up for a Certificate package and save about 20% over the non-member rate while earning one of our valued credentials in a nonprofit skill.

Contact The Nonprofit Center for details on these cost-savings packages at  
215-991-3676 or [fennell@lasalle.edu](mailto:fennell@lasalle.edu)

# Unlock Your Leadership Potential



**100 percent online  
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.

Classes begin in August, January, and May.  
Inquire today.

**[www.lasalle.edu/nonprofitleadership](http://www.lasalle.edu/nonprofitleadership)**

For more information, please contact:  
215.991.2442  
NPL@lasalle.edu



*Never stop exploring*

# COURSES

**Best Practices in Social Media Suite** series of four e-learning experiences, delves into the four most widely used social media tools for nonprofits – Facebook, Twitter, LinkedIn and Blogs.

## Facebook

81 percent of nonprofit communications professionals recognize Facebook as the most important social media tool. But having a Facebook page does not ensure that it's fulfilling its potential as a tool for engagement, calls to action and an information channel. 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:** 2/2/16, noon to 1:30 pm  
**Instructor:** Mark Lashley, Ph.D., assistant professor of communication at La Salle University  
**Fee:** Members: \$20 Non-Members: \$25

## LinkedIn

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:** 2/16/16, noon to 1:30 pm  
**Instructor:** Mark Lashley, Ph.D., assistant professor of communication at La Salle University  
**Fee:** Members: \$20 Non-Members: \$25

## Twitter

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:** 3/1/16, noon to 1:30 pm  
**Instructor:** Mark Lashley, Ph.D., assistant professor of communication at La Salle University  
**Fee:** Members: \$20 Non-Members: \$25

## Blogs

Blogs have become essential tools for nonprofits to communicate their missions, their positions, engage readers and to get themselves known as a relevant force in their community. The format makes it simple to update and therefore easy to provide fresh content to both your audience and search engines.

Blogs fulfill several functions, including increasing your credibility as a voice for relevant issues; building your online community to leverage support; creating awareness; attracting support, including volunteers and increasing traffic to your website.

This Webinar will take you through the steps of creating a blog, including choosing a platform and developing procedures for writing, posting and monitoring. Make sure you are utilizing this valuable communications tool to engage, inform, advocate and demonstrate your leadership role.

**When:** 3/15/16, noon to 1:30 pm  
**Instructor:** Mark Lashley, Ph.D., assistant professor of communication at La Salle University  
**Fee:** Members: \$20 Non-Members: \$25

# COURSES

MARKETING &  
COMMUNICATIONS

NONPROFIT  
MANAGEMENT

## *Building a Successful Marketing Program*

Every day, nonprofits face challenges that come from an ever-increasing number of organizations, creating greater competition for attention and for shrinking dollars. Marketing is key to differentiating yourself so that you become - and stay - competitive. A clear, focused marketing strategy based on branding and positioning your nonprofit among your competitors, enables you to cut through the clutter and gain critical support from key stakeholders. You know what you want to accomplish, but how do you get there? How do you analyze your current marketing efforts (if any) and transform them into a more strategic and comprehensive approach? How do you customize marketing tactics for donors and other stakeholders? And how do you articulate your brand to various stakeholders?

This course will enable participants to understand the fundamental principles of marketing and its various components with the purpose of applying them as part of a strategic knowledge base required of any high-level or aspiring nonprofit. By the end of the course, participants will be proficient in auditing their communications, developing a marketing plan and putting principles that best meet the needs of your organization into practice.

**When and Where:** 10/15/15, 9 am to 4 pm - International House, 3701 Chestnut St., Phila., PA  
2/23/16, 9 am to 4 pm - Historical Society of PA, 1300 Locust St., Phila., PA



**SNOW DATE 3/1/16**

**Instructor:** Sherry Carmella Hicks, Communications Consultant and Adjunct Professor, Rowan University

**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

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, and the role of cause-related marketing in direct mail, all relevant to both the development and communications staff responsible for disseminating your message to the public.

**When and Where:** 4/15/16, 9 am to 4 pm - Schnader, Harrison, Segal & Lewis, 1600 Market St., Phila., PA

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

**Who Should Attend:** Development staff who want a refresher, executive directors, marketing/communications staff, board members and others interested in fundraising and in communicating about their organization

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

Register online at

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

# COURSES

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:** 12/4/15, 9 am to 4 pm - Schnader, Harrison, Segal & Lewis, 1600 Market St., Phila., PA

 **SNOW DATE 12/11/15**

**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

## -learning : *Developing a Win-Win Business Partnership Program – 90 minute webinar*

Part of any nonprofit's development strategy should include serious discussion of partnerships with for-profit businesses. For some organizations, the best match is in working with smaller more local businesses, rather than larger corporations. Each side of this relationship has motivations for entering into collaborations and to be successful, you have to consider the benefits to both parties. For the business, motivation could be creating or improving brand awareness, visibility and loyalty as well as ways to drive business, satisfying employees and appeal to consumers. On the other side, a nonprofit is always seeking resources, awareness, and various kinds of support. The partnership needs to be fashioned in a manner that supports the goals of both sides, without compromising the integrity of your organization's brand or identity. This session will focus on the core concepts that determine your readiness for business partnerships, finding the balance between what businesses are looking for and what you have to offer, how to seek out appropriate potential partners, how to build an appealing package, all from the perspective of finding creative ways to work with smaller businesses. This session is an ideal companion to the full-day course on corporate sponsorship and the e-learning session on utilizing corporate volunteers.

**When:** 5/4/16, noon to 1:30 pm

**Instructor:** Allison Trimarco, Founder, Capacity for Change

**Who Should Attend:** Development staff, executive directors and board members

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

Register online at  
<http://www.lasallenonprofitcenter.org/Courses>

# COURSES

MARKETING &  
COMMUNICATIONS

NONPROFIT  
MANAGEMENT

## *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:** 11/18/15, 9 am to 4 pm - Duane Morris, 30 S. 17th St., Phila., PA

3/30/16, 9 am to 4 pm - International House, 3701 Chestnut St., Phila., PA

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

**Who Should Attend:** Marketing, development, communications managers, leaders and others seeking to improve the way they communicate

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

MARKETING &  
COMMUNICATIONS

## *The Essentials of Media Relations in a Digital World*

While the world of media has changed drastically in recent years, the fact that all media are swamped with requests for coverage remains constant and those who give the media what they want, when and how they want it, are the ones who will prevail. Working with the media offers tremendous value to organizations in conveying their messages, promoting events, and communicating with huge audiences, for minimal cost. 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 from both long-established media and the so-called new media. This class embraces those time-honored skills that include good writing that remain constant, while recognizing the new strategies and approaches that new media demand of those who want to be successful in disseminating their organization's message.

**When and Where:** 3/4/16, 9 am to 4 pm - Beneficial Bank, 1818 Market St., Phila., PA



**SNOW DATE 4/1/16**

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

**Who Should Attend:** Communications, marketing and PR staff involved in promoting your organization

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

Register online at

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

# COURSES

MARKETING &  
COMMUNICATIONS

## *Maximizing the Impact of your Website on Marketing and Fundraising*

Surveys of nonprofit communications professionals consistently cite an organization's website as its most important communications tool. Are you making the most of this, your premier marketing tool for reaching donors and prospective supporters and other key stakeholders? 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 fundraising, communications and marketing, giving you ideas you can implement immediately and include in your longer term strategy.

You will leave knowing the key elements of an effective nonprofit website, including the role of the sitemap, how to increase your visibility, key social media policies, using your website to build your database and coordinating your site with your offline activities for consistency and maximum impact. Discussion will also include the various online social media tools and how they integrate with your overall digital strategy. You'll learn from studying actual nonprofit websites and can even offer yours up for review.

**When and Where:** 5/18/16, 9 am to 4 pm  
La Salle Montgomery County, Metroplex, 4000 Chemical Rd., Plymouth Meeting

**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


MARKETING &  
COMMUNICATIONS

## *Nonprofit Branding on a Shoestring – ½ day*

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:** 1/20/16, 9:30 am to 12:30 pm - Children's Literacy Initiative, 2314 Market St., Phila., PA

 **SNOW DATE 1/29/16**

**Instructor:** Mark Eyerly, Principal, Remarkable Communications

**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

Register online at  
<http://www.lasallenonprofitcenter.org/Courses>



# COURSES

MARKETING &  
COMMUNICATIONS

## *Telling your Nonprofit's Story via Video – ½ day*

Every day, one out of five people visits YouTube and you need to be reaching this vast audience with visually compelling messages, as well as posting video on your website and other sites. 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. This expanded workshop, which includes lots of video viewing to illustrate how it can be done, is the perfect complement to the Social Media Suite.

**When and Where:** 5/12/16, 9:30 am to 12:30 pm - Jewish Federation of Greater Philadelphia, 2100 Arch St., Phila., PA

**Instructor:** Michael Schweisheimer, Founder of Primitive World Productions

**Who Should Attend:** Development, communications, marketing, public relations staff involved in promoting your organization and executive directors

**SPECIAL LOW PRICE:** Members: \$36 Non-Members: \$45

It's Not  
Always Easy  
Being Green

That's why we created the Good Start Series - programs exclusively for new executive directors, new or aspiring board members and new supervisors. Get the details on page 38.



# COURSES

## PLANNING & EVALUATION

NONPROFIT  
MANAGEMENT

### *Evaluating the Impact of your Programs*

Program evaluation has become part of the nonprofit lexicon, particularly when dealing with funders. Although we may have reluctantly entered into the world of evaluation, it does provide information useful to understanding our programs and making choices and decisions. Thus, the evaluation process is about more than pleasing a funder. It enables you to understand, verify or increase the impact of your services, demonstrating outcomes. The process forces us to move beyond our instincts, or anecdotal information, or educated guesses to know what clients really need, whether we are providing that and whether our resources are being directed effectively. With evaluation and the accurate data it provides, we can improve our delivery systems and become more efficient, as we identify strengths and weaknesses. This class provides an overview of program evaluation tools, including a step-by-step model, as you engage in focused dialogue about concrete ways to assess your programs. You will leave with proven tools, approaches, techniques, and ideas that are customizable to the evaluation of a wide range of programs within your organization.

**When and Where:** 2/3/16, 9 am to 4 pm - International House, 3701 Chestnut St., Phila., PA  
4/22/16, 9 am to 4 pm - La Salle Bucks County, 33 University Dr., Newtown, PA



**SNOW DATE 2/9/16**

**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:** 1/22/16, 9 am to 4 pm - La Salle Bucks County, 33 University Dr., Newtown, PA  
5/25/16, 9 am to 4 pm - International House, 3701 Chestnut St., Phila., PA



**SNOW DATE 1/26/16**

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

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

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

**Register online at**

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

# The Right Hire Changes Everything

*Finding the right hire starts with reaching the people who connect with your organization's mission and culture.*

*At **findnonprofitjobs.org**, connecting candidates with nonprofits is all we do. Whether you're doing a job search, posting a position, seeking board members and other volunteers, **findnonprofitjobs.org** filters out all the noise so you can concentrate on finding the right fit.*



**Check out [findnonprofitjobs.org](http://findnonprofitjobs.org) and see what a difference the right hire can make.**



**215-951-1711, [info@findnonprofitjobs.org](mailto:info@findnonprofitjobs.org)**

# CERTIFICATE PROGRAMS

## Why Earn a Certificate?

We created Certificate Programs for the professional who is serious about developing deep competency in an essential nonprofit skill set. Our three Certificate Programs (plus the customized, build-your-own option), provide in-depth, progressive learning, valuable credentials and a supportive cohort. There are also cost savings for those who complete their certificates in one academic year (see Certificate Packages on page 33).

### *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
- Participation 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 Certificates requires between nine and ten courses in a recommended sequence, to progressively build expertise. Adding to this real world professional education are 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 (Build-Your-Own).

### 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 to 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?

Nearly 35 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 some shorter sessions and e-learning opportunities), 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.

### 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](http://www.nasw-pa.org)). Certificate graduates receive a framed certificate in recognition of their achievement.

# CERTIFICATE PROGRAMS

## 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 – you can get the equivalent of at least 1.5 classes free when you register and pay for your certificate at once. This package is only available to Members of The Nonprofit Center (Basic, MemberPlus and Individual).

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 30-33 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 core courses that every nonprofit professional needs regardless of position, and then add 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 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 Rob Fennell at 215-991-3676 or email [fennell@lasalle.edu](mailto:fennell@lasalle.edu)

# CERTIFICATE PROGRAMS

## Certificate in Fundraising 5.4 Continuing Education Units



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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](http://www.nasw-pa.org)) and features nine courses, listed below. Many other classes are eligible for CFRE points for fundraising professionals seeking to earn that advanced credential. Call 215-991-3676 for more information.

### Classes

- Building a Strong Corporate Fundraising Program
- Creating Successful Individual and Major Donor Campaigns
- Designing and Implementing an Effective Direct Mail Program
- Fundamentals of Successful Fundraising
- Guide to Finding and Getting Grants
- How to Launch a Planned Giving Program
- Leveraging the Power of Fundraising Tools
- Managing the Contribution – From the Development and Finance Perspectives
- Recipes for Successful Special Events

### Fees

**Package Price:** \$929 (requires Individual, Basic or MemberPlus Organizational Membership)

**Member Rate:** \$1,032

**Non-Member Rate:** \$1,431

*Insider Tip:* Consider these additional e-learning opportunities

- ☞ Developing a Win-Win Business Partnership Program (p. 38)
- ☞ Is Crowdfunding right for you? (p. 38)

# CERTIFICATE PROGRAMS

## Certificate in Marketing & Communications

### 5.4 Continuing Education Units



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 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](http://www.nasw-pa.org)) and features seven full-day classes, two 1/2 day classes and four 90-minute webinars, listed below

### Classes

- Building a Successful Marketing Program
- Developing a Communications Plan
- Effective Communications to Build Relationships, Engagement & Understanding
- The Essentials of Media Relations in a Digital World
- Nonprofit Branding on a Shoestring (1/2 day)
- The Art of Persuasive Nonprofit Story-Telling
- Designing & Implementing an Effective Direct Mail Program
- Maximizing the Impact of your Website on Marketing & Fundraising
- The Social Media Suite (4 e-Learning experiences)
- Telling your Nonprofit’s Story via Video (1/2 day)

### Fees

**Package Price:** \$870 (requires Individual, Basic or MemberPlus Organizational Membership)

**Member Rate:** \$959

**Non-Member Rate:** \$1,333

# CERTIFICATE PROGRAMS

## Certificate in Nonprofit Management 6 Continuing Education Units



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LAURA SOLOMON  
AND ASSOCIATES

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 6 Continuing Education Units from The Nonprofit Center at La Salle University's School of Business, 60 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers ([www.nasw-pa.org](http://www.nasw-pa.org)) and requires 10 full-day classes, listed below:

### Classes

Nonprofit Management 101  
Effective Nonprofit Governance: How Boards Should Work  
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  
What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style

### Fees

**Package Price:** \$1,032 (requires Individual, Basic or MemberPlus Organizational Membership)  
**Member Rate:** \$1,161  
**Non-Member Rate:** \$1,590

*Insider Tip:* Consider these additional related learning opportunities:

- ☞ Cultural Competency and Multicultural Skills-Building
- ☞ E-Learning: Finding & Keeping Good Board Members
- ☞ The Good Start Series for New & Aspiring Board Members; for New Executive Directors; for New Supervisors





## Package Deals on the Certificate Experience

We're making it even easier and more cost effective for you to earn a valuable Certificate in a nonprofit skill set, with our certificate experience packages.

You'll save time and money with our one-step registration process, confirm your schedule for the entire series and launch yourself on a path to greater success and service.

The Certificate Package is for Nonprofit Center Members at any level (Individual, Basic or MemberPlus) who want to register and pay for their entire certificate at one time, with the goal of completing it in the same academic year (September to June).

- ✓ Additional savings of between 10% and 35% over our lowest rate.
- ✓ One-step registration process
- ✓ Applicable to Build-Your-Own customized certificate

For more information about our new Certificate Packages,  
contact Rob Fennell at  
215-991-3676 or [fennell@lasalle.edu](mailto:fennell@lasalle.edu)

# CERTIFICATE APPLICATION

## Mandatory Certificate Program Application\* Submit with Class Registration Form on p. 45 or Register online

Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Organization/Affiliation: \_\_\_\_\_

Street Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Business Phone \_\_\_\_\_

E-mail: \_\_\_\_\_

Please enroll me in the following Certificate Program(s) [check all that apply]:

Fundraising \_\_\_\_ Marketing & Communications \_\_\_\_ Nonprofit Management \_\_\_\_

Build Your Own Customized Certificate \_\_\_\_ (contact Rob Fennell to design curriculum at  
(215) 991-3676 or fennell@lasalle.edu)

Are you a Nonprofit Center Member? \_\_\_\_ Yes \_\_\_\_ No

Unsure? Contact Rob Fennell, 215-991-3676, fennell@lasalle.edu

If yes, what Membership level? \_\_\_\_ Basic \_\_\_\_ MemberPlus \_\_\_\_ Individual

Please return completed form to:

The Nonprofit Center at La Salle University's School of Business,  
1900 West Olney Avenue, Philadelphia, PA 19141-1199 or via fax at 215-991-2967  
or email to fennell@lasalle.edu

\*Use *Certificate Package Application* on page 35 instead of this form if you are planning to register and pay for your certificate at one time for an additional discount with a Certificate Package.

# CERTIFICATE REGISTRATION

## CERTIFICATE PACKAGE REGISTRATION (FOR CURRENT NONPROFIT CENTER MEMBERS ONLY)

Please submit this form only if you are using the Certificate Package to register and pay for all classes at one time to receive discount. Note – 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: \$1,032     Fundraising Certificate Package: \$929

Marketing/Comm. Package: \$870     Build-Your-Own. Call 215-991-3676 to discuss curriculum.

### MEMBERSHIP:

You must be a current Member of The Nonprofit Center to qualify for the Certificate Package.

Check here if your membership is current \_\_\_

If you wish to become a member, indicate the membership level: \_\_\_ Individual\* \_\_\_ Basic \_\_\_ MemberPlus

See Membership benefits and costs here <http://www.lasallenonprofitcenter.org/membership/membership-types/>

Submit your Membership application online.

Indicate budget:

\_\_\_ Under \$250,000 \_\_\_ \$250,001-\$500,000 \_\_\_ \$500,001-\$1M \_\_\_ \$1M-\$2M \_\_\_ \$2M-\$5m \_\_\_ Over \$5M

Please call 215-991-3676 if you are unsure of your Membership status or have other questions.

\*Individual membership is for those who are not employed by a nonprofit.

PLEASE SEND THE COMPLETED FORM TO:  
THE NONPROFIT CENTER AT LA SALLE UNIVERSITY'S SCHOOL OF BUSINESS  
1900 W. OLNEY AVE.  
PHILADELPHIA, PA 19141

BY FAX: 215-991-2967

BY EMAIL: FENNELL@LASALLE.EDU

ONCE WE HAVE PROCESSED THIS COMPLETED FORM, WE WILL CONTACT YOU TO REVIEW CLASS REGISTRATION AND MAKE PAYMENT ARRANGEMENTS. QUESTIONS: CALL 215-951-3676

# SPECIAL PROGRAMS

## -learning

### **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 Blogs – while making use of their free resources for nonprofits.

Each of the four 90-minute e-learning sessions, described on page 37, 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. Presenting them as Webinars will give you the opportunity to view the tools as they exist in the real world – online – for a more impactful learning experience.

*Insider Tip:* Our in-person workshop on YouTube has been expanded to 3 hours, by popular demand (see p. 25)

***“An empowered organization is one in which individuals have the knowledge, skill, desire, and opportunity to personally succeed in a way that leads to collective organizational success.”***

Register online at  
<http://www.lasallenonprofitcenter.org/Courses>

# SPECIAL PROGRAMS

## Facebook

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:** 2/2/16, noon to 1:30 pm  
**Instructor:** Mark Lashley, Ph.D., assistant professor of communication at La Salle University  
**Fee:** Members: \$20 Non-Members: \$25

## LinkedIn

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:** 2/16/16, noon to 1:30 pm  
**Instructor:** Mark Lashley, Ph.D., assistant professor of communication at La Salle University  
**Fee:** Members: \$20 Non-Members: \$25

## Twitter

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:** 3/1/16, noon to 1:30 pm  
**Instructor:** Mark Lashley, Ph.D., assistant professor of communication at La Salle University  
**Fee:** Members: \$20 Non-Members: \$25

## Blogs

A blog has become an essential tool for nonprofits to communicate their missions, their positions, engage readers and to get themselves known as a relevant force in their community. Its format makes it simple to update and therefore easy to provide fresh content to both your audience and search engines.

Blogs fulfill several functions, including increasing your credibility as a voice for relevant issues; building your online community to leverage support; creating awareness; attracting support, including volunteers and increasing traffic to your website.

This Webinar will take you through the steps of creating a blog, including choosing a platform and developing procedures for writing, posting and monitoring. Make sure you are utilizing this valuable communications tool to engage, inform, advocate and demonstrate your leadership role.

**When:** 3/15/16, noon to 1:30 pm  
**Instructor:** Mark Lashley, Ph.D., assistant professor of communication at La Salle University  
**Fee:** Members: \$20 Non-Members: \$25

# SPECIAL PROGRAMS

## e-learning - *Corporate Volunteer Programs: Everybody Wins*

Corporate volunteerism caught on during the recession as a way for businesses to supplement and expand their existing community-giving initiatives, and has since made its way into mainstream business practices. Nearly ¾ of companies enable/encourage/allow their employees to volunteer with nonprofit organizations during paid working hours, recognizing that Millennials especially value corporate social responsibility in an employer. Nonprofits that effectively tap into that existing commitment benefit from both people power and the relationship that comes from the connections a corporate volunteer program builds. This e-learning experience will demonstrate the win-win scenario of taking advantage of established corporate volunteer programs, ensuring that the corporations get the civic engagement they seek, that the employees make a meaningful connection to your organization and that you benefit from the skills, energy, motivation and commitment they bring to the process. With this knowledge, you will be able to proceed with confidence in selecting the right partners and ensuring that each side finds value in the relationship.

**When:** 4/20/16, noon to 1:30 pm  
**Instructor:** Allison Trimarco, Founder, Capacity for Change  
**Fee:** Members: \$20 Non-Members: \$25

## e-learning - *Is Crowdfunding Right for your Nonprofit?*

One of the most visible ways that social media and the Internet have impacted fundraising is through the popularity of crowdfunding, raising small gifts from large numbers of people. It's easy to get carried along in all the buzz without really evaluating if this tool is right for you. Does it fit with your mission? How do you weigh the costs and benefits? How do you apply the rules of stewardship that are compatible with your overall development strategy?

After an introduction to the concept, this 90-minute e-learning session will help you determine if crowdfunding is a viable option for your organization, and review the ins-and outs of the most popular websites. Find out about the possibilities of putting the ability to support a cause into the hands of virtually anyone, encouraging people to connect with your organization, and inspiring others to do the same.

**When:** 5/3/16, noon to 1:30 pm  
**Instructor:** Tina Barber, Director of Development, Habitat for Humanity, Montgomery County  
**Fee:** Members: \$20 Non-Members: \$25

## e-learning - *Developing a Win-Win Business Partnership Program*

Part of any nonprofit's development strategy should include serious discussion of partnerships with for-profit businesses. For some organizations, the best match is in working with smaller more local businesses, rather than larger corporations. Each side of this relationship has motivations for entering into collaborations and to be successful, you have to consider the benefits to both parties. For the business, motivation could be creating or improving brand awareness, visibility and loyalty as well as ways to drive business, satisfy employees and appeal to consumers. On the other side, a nonprofit is always seeking resources, awareness, and various kinds of support. The partnership needs to be fashioned in a manner that supports the goals of both sides, without compromising the integrity of your organization's brand or identity. This session will focus on the core concepts that determine your readiness for business partnerships, finding the balance between what businesses are looking for and what you have to offer, how to seek out appropriate potential partners, how to build an appealing package, all from the perspective of finding creative ways to work with smaller businesses. This session is an ideal companion to the full-day course on corporate sponsorship and the e-learning session on utilizing corporate volunteers.

**When:** 5/4/16, noon to 1:30 pm  
**Instructor:** Allison Trimarco, Founder, Capacity for Change  
**Fee:** Members: \$20 Non-Members: \$25

# SPECIAL PROGRAMS

## e-learning - *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. Tell me something I don't know, right?

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

This webinar 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:** 10/9/15, 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

## e-learning - *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 may be in denial and hasn'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. You'll learn about building your bench strength by identifying talented people and developing them for future leadership. And whether you're the executive director or a board member, you'll learn how to start the conversation so that everyone – and especially your mission – benefits.

**When:** 4/6/16, 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

 e-learning: *Good Start series for new or aspiring board members (see How to be an Amazing Board Member on p. 40)*

# SPECIAL PROGRAMS

## The Good Start Series

- For New and Aspiring Board Members
- For New Executive Directors
- For New Supervisors

### -learning: *How to be an Amazing Board Member*

Most people who join nonprofit boards are attracted by the mission and that's the passion that drives them. Effective boards should be fluid with new members joining and veterans rotating off. And so while you may be a leader in your business or your community, you're a newcomer to a board where people may already have established working relationships. This series will help you be a best practicing board member from the outset who understands how high performing nonprofit boards function in 2015-16, putting you in a position to wield positive influence on your colleagues and have a more satisfying experience yourself. This two-part e-learning series will show you what to expect, how to adapt, and how to make your board engagement more meaningful. Peer-to-peer online interactivity built into the programs will create a forum to present challenges and issues, address concerns, and offer opportunities to observe other new board members' situations and approaches, solidly orienting you to this new and important role, which no matter your experience in the business world or your community, will be a unique one.

**When:** 4/27/16 and 5/11/16, noon to 1:30 pm

**Instructor:** Laura Otten, Ph.D., Director of The Nonprofit Center and Director of La Salle University's Master of Science in Nonprofit Leadership and La Salle University's Masters in Nonprofit Management

**Who Should Attend:** New (within two years) or aspiring board members

**Fee:** Members: \$40 for both                      Non-Members: \$50 for both

**YOU MUST ATTEND BOTH SESSIONS!**

### *Roadmap for New Executive Directors*

You've earned the right to become an executive director, but that means all eyes are on you – the board, the staff, key stakeholders. The early days of your tenure are a delicate balance of projecting confidence, while having so much to learn; of establishing relationships and developing insights; of needing to exercise control without alienating others. It involves knowing what needs to be done to lead effectively and then actually seeing that it's done. Additional pressure comes from the expectation that you must be proficient in so many aspects of nonprofit management, including fundraising, human resources, finances and governance. This class isn't designed to teach you these skills, but rather to prepare you for what to expect and to present executive-level management practices that you must have in order to navigate the demands you are expected to meet. Our three decades of nonprofit leadership development have shown us that executive directors thrive in an environment of peer support to counteract the sense of isolation and thus, we have designed this ½ day program to include a roundtable discussion among new executives who are facing many of the same scenarios and environmental conditions as you. This mix of professional instruction and peer support will help pave your way to confident and informed leadership.

**When:** 10/22/15, 9:30 am to 12:30 pm, The Philadelphia Foundation, 1234 Market St., Phila.

**Instructor:** Laura Otten, Ph.D., Director of The Nonprofit Center and Director of La Salle University's Master of Science in Nonprofit Leadership and La Salle University's Masters in Nonprofit Management

**Who Should Attend:** New (within two years) or executive directors

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



# SPECIAL PROGRAMS

MARKETING &  
COMMUNICATIONS

## *Guide for First-Time Supervisors*

People are usually promoted to supervisor because of their hard skills. And suddenly you've gone from working with a group, to supervising others and ultimately being held accountable. Without the appropriate preparation, stress, isolation, lack of confidence and other discomforts can be the result. Learning to delegate, handle administrative duties, cope with personalities, and manage your time and your pressures all contribute to your ultimate success and satisfaction as a supervisor. Techniques for dealing with potential minefields, such as supervising former colleagues and/or friends and giving negative feedback to them, will prepare you to address these issues when they occur. This three-hour class will help you outfit your toolkit of supervisory techniques you can use to plan, organize, communicate and provide feedback so you will feel confident in handling everyday interactions with your supervisees. Class interaction with people in similar situations will also leave you better prepared for the challenges of your new role.

**When and Where:** 4/13/16, 9:30 am to 12:30 pm, The Philadelphia Foundation, 1234 Market St., Phila.

**Instructor:** Stephanie Kindt, Attorney and Human Resources Consultant/Instructor

**Who Should Attend:** Anyone new to a supervisory role

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

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LAURA SOLOMON  
AND ASSOCIATES

## *The Legal Guide to Social Media: Reducing the Legal Risks of Social Media*

Social media is a powerful tool for advocacy, for creating awareness, harnessing support, fundraising and engagement. But like most powerful tools, there are also pitfalls and risks. Laura Solomon, Esq., an attorney specializing in nonprofits, has gathered together a panel of attorneys to share their wisdom and experience in what you should consider when formulating a social media policy to guide your employees and volunteers about online behavior.

Together they'll provide recommendations and suggested guidelines to help you to avoid the potential legal and social landmines that exist in the virtual world.

Although social media might often feel like a separate realm, it is still subject to the laws of the real world. The context might be different, but the obligations to which a nonprofit is subject generally apply online as well. Social media may be more informal, but that does not excuse illegal activity, which could include trademark and copyright violations, human resources issues that may involve harassment and discrimination, lobbying and political activity, charitable solicitation requirements, sharing of confidential information and understanding what are protected activities on social media.

This panel is a first step in fashioning and implementing a realistic social media policy in your organization to govern use of social media by employees and volunteers to prevent potential problems before they happen.

**When and Where:** 11/13/15, 8:30 to 10:30 am - Historical Society of PA, 1300 Locust St., Phila.

**Presenters:** Laura Solomon, Esq., Laura Solomon and Associates; Jamie B. Bischoff, Esq. and Denise Keyser, Esq., Partners, Ballard Spahr

**Who Should Attend:** Anyone involved with setting policies, including HR staff, executive directors, risk managers and communications staff

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

# SPECIAL PROGRAMS

## Meet The Funders Grantmaker Panels

Sponsored By



Twice this year, you'll get the opportunity to hear from key funders from foundations and businesses about what makes a grant request successful.

What are they looking for? What are the current trends? What are the dos and don'ts.

Fundraising is all about relationships and our grantmaker panels are always a good place to start. Bring questions and your business cards for a brief personal meet-and-greet at the end of each program.

**MEMBERS RECEIVE TWO FREE ADMISSIONS ANNUALLY**

**#1 – October 16, 2015, 8:30 to 10:30 am at the Wilma Theater, 265 S. Broad St., Phila.**

**#2 – February 5, 2016, 8:30 to 10:30 am at the Wilma Theater, 265 S. Broad St., Phila**

**Christopher Otten, CLTC**  
Founder  
610.766.3331  
cotten@financialguide.com

**Jeff Chipper, ChFC, CEBS**  
Employee Benefits Specialist &  
Wealth Advisor  
610.766.3317  
jchipper@financialguide.com

**Howard Cohen, ChFC**  
Risk Management Specialist &  
Financial Planner  
610.766.3051  
howardcohen@financialguide.com

**Zachary Golen, AIF**  
Retirement Plan Specialist  
610.766.3016  
zgolen@financialguide.com



**FFG Nonprofit Benefits Group**  
2 Bala Plaza, Suite 901  
Bala Cynwyd, PA 19004  
www.TheFirstFinancialGroup.com



### Who We Are

FFG Nonprofit Benefits Group is located in Bala Cynwyd, Pennsylvania, and serves nonprofits in our community and throughout the country. We are a group of highly skilled professionals with many years of experience in financial planning, retirement plans, employee benefits, college saving, executive benefits, endowments and investments.

FFG Nonprofit Benefits Group was formed to provide quality benefits with the highest level of service to nonprofits and their employees. Our *innovative* approach focuses on the nonprofit's benefits and their employees financial needs. We recognize nonprofit employees strive to meet the organization's mission, often losing sight of their own financial wellbeing. We strive to be a resource for these employees and offer them the opportunity to put themselves first.

### Our Key Differentiator

Our clients receive comprehensive, coordinated, and personalized service on an ongoing basis. We understand it is essential for nonprofits and their employees to have advisors capable and willing to provide the education and planning needed to meet their goals.

### The difference we bring to the nonprofit:

- Dedicated Resources to those responsible for their Company Benefits, Easing the Administrative Burden
- Coordinate, Enhance and Maintain a Comprehensive Benefits Program
- Gain Proactive Support in their Fiduciary Responsibility
- Increase Plan Participation and Employee Satisfaction
- Enhance Employee Education and Opportunity to Meet their Financial Goals

### The difference we bring to employees:

- Comprehensive Retirement and Financial Planning
- Dedicated Team of Advisors
- Employee Benefits Review
- Educational Workshops
- Social Security Education

Not all products offered through MassMutual or its affiliated companies. Securities, investment advisory and financial planning services offered through qualified registered representatives of MML Investors Services, LLC, Member SIPC. (www.sipc.org) Supervisory office: Two Bala Plaza, Suite 901, Bala Cynwyd, PA 19004 Tel: 610-660-9922. FFG Nonprofit Benefits Group is not a subsidiary or affiliate of MML Investors Services, LLC or its affiliated companies. CRN201707-194826



# CONSIDER ON-SITE GROUP TRAINING

- Save time
- Save money
- Create a shared learning experience
- Fit your schedule and your organization
- Minimize downtime
- Empower staff

The Nonprofit Center offers more than 60 education, training, and professional development programs each year and we can delivery any of them directly to you, tailored to your organization - virtually or in-person.

Our On-Site Group Training programs fit your organization's priorities, needs and schedule, as anyone associated with your organization - staff, board, volunteers, grantees, etc.- participate in a shared learning experience.

We offer an ever-increasing range of topics in

- Human Resources (including, but not limited to supervision, team building, cultural competency, employee performance management, interpersonal skills and communications, harassment in the workplace, diversity, employee benefits, managing change, effective teamwork and problem-solving/decision making)
- Fundraising
- Volunteer Program Creation & Management
- Financial Management, including Asset Management and Business Planning
- Board of Directors Leadership Advancement, including best practices in board governance, fundraising, board recruitment and retention, and financial management
- Strategic planning
- Marketing & Communications

**Have a conversation about how The Nonprofit Center can help you meet your nonprofit's training needs while stretching your limited resources:**

**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/](http://www.lasallenonprofitcenter.org/) If you prefer to register by mail, a registration form is included on page 45 which should be mailed to The Nonprofit Center with your payment. After your registration is processed, you will receive a confirmation email that contains acknowledgement of payment or invoice, directions to the class and other relevant information. If you do not receive this within four days of registering, call 215-951-1701 to ensure that you are registered. Unregistered walk-ins are not admitted.

**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/invoice.

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: [fennell@lasalle.edu](mailto:fennell@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 registration page for the class on our website.

**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**. 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.

**Certificate Packages:** A package price has been created for each of our four certificates, to provide additional savings to students who wish to plan their experience and schedule. Only members 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. A certificate package application and registration form are available online.

**Weather Policy:** Programs (except Webinars) 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/](http://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). Winter classes have a snow date, so please reserve them on your calendar. You will be advised of snow date locations.

**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.

**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 [wilborn@lasalle.edu](mailto:wilborn@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 35**

Name \_\_\_\_\_

Organization \_\_\_\_\_

Job Title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ County \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Are you enrolled in a Certificate Program?  YES  NO

If yes, which one: Fundraising  Marketing/Comm  Nonprofit Management  Build Your Own

CLASS TITLE(S)	DATE	FEE MEMBER	FEE NON
		<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
		<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
		<input type="checkbox"/> \$20	<input type="checkbox"/> \$25
		<input type="checkbox"/> \$20	<input type="checkbox"/> \$25
		<input type="checkbox"/> \$	<input type="checkbox"/> \$
		<input type="checkbox"/> \$	<input type="checkbox"/> \$
<b>Cancellation Policy:</b> 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.		<b>Subtotal</b>	
		<b>TOTAL DUE</b>	

**Payment Method:**

\_\_\_\_\_ Check # \_\_\_\_\_ payable to "The Nonprofit Center" \_\_\_\_\_ Money Order # \_\_\_\_\_ payable to "The Nonprofit Center" \_\_\_\_\_ Coupon/Credit Certificate (originals only) \_\_\_\_\_ Credit Card (We will contact you with further instructions)

*You may contact [fennell@lasalle.edu](mailto:fennell@lasalle.edu) or call 215-991-3676 if unsure about membership*

*Please note* that we are unable to accept credit card payments via email or mail.

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

**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/courses>

# INSTRUCTOR BIOGRAPHIES

**Tina Rothfuss Barber, 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 and communications strategy for the affiliate and its Restore business. Prior to joining the Habitat Montco team, Tina was a Development Officer for Major Gifts at the United Way of Greater Philadelphia and 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.

**Mark Eyerly** founding principal of Remarkable Communications, LLC. He began his career as a journalist and went on to have an extensive career in higher education, serving as the top communications executive for Temple University, the Law School at the University of Pennsylvania, and the LeBow College of Business at Drexel University. He also led communications and served as chief of staff at the William Penn Foundation. Mark was a writer, editor and manager at Cornell University and PNC Financial. Mark earned an MS in organizational dynamics from the University of Pennsylvania and a BA in journalism from Temple.

**Eric Frait**, CPA, founded Your Part-Time Controller, LLC. in 1993 to provide nonprofits with controller services on an as-needed basis. They now have offices in Washington DC, New York and Philadelphia. His extensive experience with nonprofits includes serving as treasurer or as a board member for numerous organizations including the Greater Philadelphia Cultural Alliance, the Grand Canyon Association, the Young Playwrights' Theater of Washington, D.C., the Philadelphia Foundation, the Philadelphia Jewish Archives Center, the Jewish Publication Society, Creative Access, the Kellman Brown Academy, and Temple Beth Shalom. He has taught nonprofit financial management courses in Drexel University's Graduate Arts Administration program, the Fels Institute of Government at the University of Pennsylvania and The Nonprofit Center. He blogs regularly about financial best practices for nonprofit organizations. Eric graduated from The Wharton School of Business.

**Janis Glenn** brings a wide range of nonprofit skills to her work as both a consultant and instructor, with expertise not only in resource development but also in leadership, management and performance development and advancement. Her extensive experience in national service includes the executive directorship of the Delaware Commission, director of the Maryland Service Exchange and adjunct faculty for the National Service Leadership Institute. She has worked with multiple nonprofits to build their capacity through volunteers, and has been a trainer for VISTAs. She earned her Bachelor's from Bryn Mawr College and a Master's in Public Policy from the University of Pennsylvania.

**Sherry Carmella Hicks** has had an extensive career in communications, encompassing public relations, marketing, community outreach, writing, media relations, communications planning, public speaking and event planning, for a range of nonprofits and for-profits. In addition to her teaching responsibilities as an adjunct professor at Rowan University, she also does communications consulting. Previous positions have included the Pennsylvania Humanities Council, the American Public Health Association and Big Brothers/Big Sisters of America. She was also assignment editor for KYW-TV. Sherry holds an MA in public relations, an MA in Student Personnel Service, and a BA in Communication, all from Rowan University.

**Stephanie Kindt** has skillfully paired her expertise as an attorney with her human resources leadership roles, working in such diverse areas as human resources compliance, leadership development, policy development, performance management, employee communications, HR audits, and diversity and inclusion strategies and programs. She previously worked for 11 years at GlaxoSmithKline where she designed and implemented programs and also served as a trainer. Stephanie is a certified administrator of the MBTI (Myers Briggs Type Indicator) and the Neuro PQ assessment tool. Stephanie has a Master's degree in industrial and organizational psychology and a law degree from Widener University Law School.

**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 College and his Ph.D. from the Medical College of Pennsylvania.

# INSTRUCTOR BIOGRAPHIES

**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 from the Wharton School and her Bachelor's Degree from 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.

**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. 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 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.

**Michael Schweisheimer**, 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.

**Thomas Scurto-Davis**, director of finance and operations at the Main Line Art Center in Haverford, has been committed to promoting nonprofits through enhanced education and management, for more than 30 years, with a special interest in arts and culture. Thomas got hooked on the arts through his school's arts programs, and then successfully pursued his professional artistic goal with a career as an operatic baritone. He left his performing career to concentrate his energies on raising his son and promoting and supporting the important work of nonprofit arts and culture organizations. He developed his financial and management expertise through positions at TechRocks, a nonprofit technology firm, the Darlington Arts Center, Commonwealth Youth Choirs and the Asian Arts Initiative. In his current position at the Main Line Art Center, Thomas is responsible for all finance functions as well as technology, human resources and physical plant. Thomas holds a B.M. in vocal performance from the University of Michigan and an M.S. in arts administration from Drexel University.

**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 Peer 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.

# INSTRUCTOR BIOGRAPHIES

**Rick Simmons** is Chief Solutions Officer at SimmonsOnlineSolutions. For seven 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 midsized 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.

**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.**, Laura Solomon, Esq. and Assoc., has dedicated her 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. She received a BA, magna cum laude from Tufts University and a JD 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.

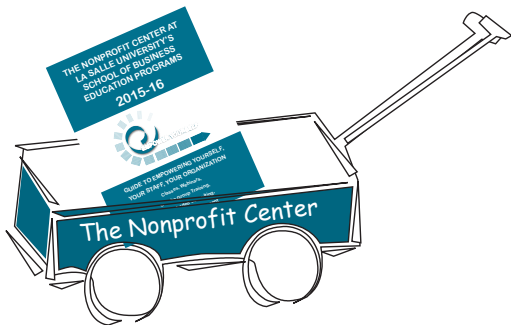
**Susan Tyler** is the owner and principal consultant of The Tyler Group, an organization and development consulting firm. Her extensive experience in both nonprofit and for-profit organizations has enabled her to effectively partner with clients in change management, strategy deployment, organizational effectiveness, leadership development and cultural awareness, by implementing innovative problem-solving techniques. Her background in human resources compliments her organizational development experience, as she is able to provide consultation in workforce planning, staffing, compensation practices, talent management and team building. In 2001, Susan founded a nonprofit which provides support to women and children in homeless shelters in Philadelphia. She is a strong advocate for diversity and inclusion and believes that organizations are best served when they have learned to understand and appreciate the value that differences in thought, experience, culture, learning styles and personal preferences have in enhancing the organization's effectiveness. She holds a Master's in organization development from American University and the National Training Laboratories and is a certified Myers Briggs practitioner.



# INSTRUCTOR BIOGRAPHIES

**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.

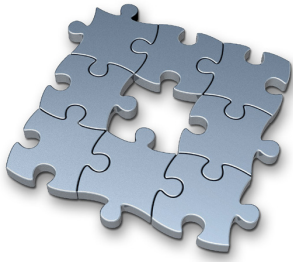
## Our Place or Yours



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 (in person or virtual), or any of our educational offerings, call 215-951-5194 or email: [clarkt@lasalle.edu](mailto:clarkt@lasalle.edu)



# Making Expert Connections

*Cost-effective, timely, targeted phone 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, 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.

## **No Hoops and Affordability**

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. Each inquiry will be charged in 30-minute increments and no single call should last more than 90 minutes. I'm still struggling with the best way to say this so it doesn't sound too restrictive. 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](mailto:moffa@lasalle.edu), 215-951-1709**

# CALENDAR

## PROGRAMS CALENDAR 2015-2016

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
<b>SEPTEMBER 2015</b>	13	14	15	16	17 Nonprofit Management 101, 9:00 am - 4:00pm pg. 16	18	19
	20	21	22	23	24	25	26
	27	28	29	30 Fundamentals of Fundraising, 9:00 am - 4:00pm pg. 10			
<b>OCTOBER 2015</b>					1	2	3
	4	5	6	7	8	9 How to Find & Keep Board Members, 12:00 pm - 1:30 pm pg. 37	10
	11	12	13	14	15 Building a Successful Marketing Program, 9 am - 4:00 pm pg. 21	16 "Meet the Funders" Panel Discussion 8:30 am - 10:30 am pg. 42	17
	18	19	20	21	22 Roadmap for new executive directors, 9:30 am - 4pm pg. 21	23	24
	25	26	27	28 Guide to Finding and Getting Grants, 9:00 am - 4:00pm pg. 11	29 Foundations of Financial Mgmt., 9:00 am - 4:00pm pg. 7	30	31

# CALENDAR

## PROGRAMS CALENDAR 2015-2016

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
NOVEMBER 2015	1	2	3	4	5 Effective Board Governance, 9:00 am - 4:00 pm pg. 15	6 Creating Successful Individual and Major Donor Campaigns, 9:00 am - 4:00 pm pg. 9	7
	8	9	10 Visualizing Your Finances: Dashboards, 9:00 am - 11:00 am pg. 6	11	12	13 Legal Guide to Social Media, 8:30 am - 10:30 am pg. 41	14
	15	16	17 Cultural Competency, 9:30 am - 12:30 pm pg. 15	18 Effective Communications to Build Relationships, Engagement & Understanding, 9:00 am - 4:00 pm pg. 22	19	20	21
	22	23	24	25	26	27	28
	29	30					
	DECEMBER 2015	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday
			1	2	3 What Makes a Superior Leader?, 9:00 am - 4:00 pm pg. 17 Snow Date 12/9/15	4 Developing a Communications Plan, 9:00 am - 4:00 pm pg. 22 Snow Date 12/11/15	5
6		7	8	9	10 Managing the Contribution, 9:00 am - 4:00 pm pg. 13 Snow Date 12/16/15	11	12
13		14	15 Fundamentals of Human Resources, 9:00 am - 4:00 pm pg. 16 Snow Date 12/17/15	16	17	18	19

# CALENDAR

## PROGRAMS CALENDAR 2015-2016

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
<b>JANUARY 2016</b>	10	11	12 How to Build a Budget for the Real World, 9:00 am - 4:00 pm pg. 7 Snow Date 1/21/2016	13	14	15 Nonprofit Management 101, 9:00 am - 4:00 pm pg. 16 Snow Date 1/28/2016	16
	17	18	19	20 Nonprofit Branding, 9:30 am - 12:30 pm pg. 24 Snow Date 1/29/2016	21	22 Keys to Successful Strategic planning, 9:00 am - 4:00 pm pg. 26 Snow Date 1/26/2016	23
	24	25	26	27 Fundamentals of Successful Fundraising, 9:00 am - 4:00 pm pg. 10 Snow Date 2/4/2016	28	29	30
	31						
<b>FEBRUARY 2016</b>	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
		1	2 Social Media Suite: Facebook, 12:00 pm - 1:30 pm pg. 20	3 Evaluating the Impact of Your Programs, 9:00 am - 4:00 pm pg. 26 Snow Date 2/9/2016	4	5 Meet the Funders, 8:30 am - 10:30 am pg. 42	6
	7	8	9	10	11 Foundations of Financial Management, 9:00 am - 4:00 pm pg. 7 Snow Date 2/18/2016	12	13
	14	15	16 Social Media Suite: LinkedIn, 12:00 pm - 1:30 pm pg. 20	17	18	19	20
	21	22 Building a Successful Marketing Program, 9:00 am - 4:00 pm pg. 21 Snow Date 3/1/2016	23	24	25	26 Recipes for Successful Special Events, 9:00 am - 4:00 pm pg. 13 Snow Date 3/2/2016	27
28	29						

# CALENDAR

## PROGRAMS CALENDAR 2015-2016

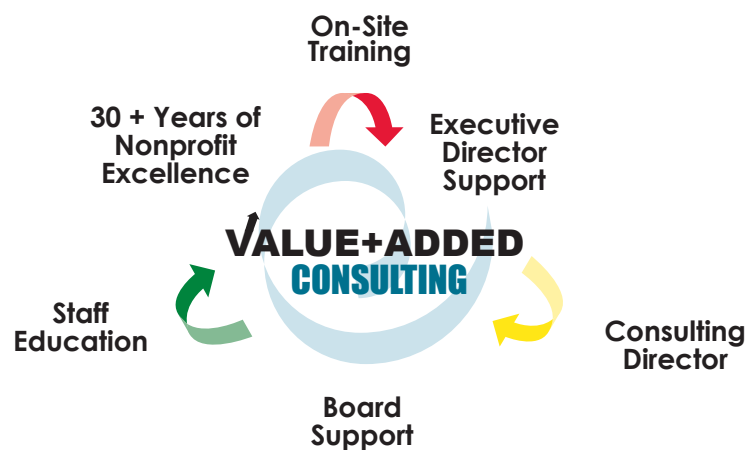
	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
			<b>1</b> Social Media Suite: Twitter, 12:00 pm - 1:30 pm pg. 20	<b>2</b>	<b>3</b> Fundamentals of Human Resources, 9:00 am - 4:00 pm pg. 16 Snow Date 3/10/2016	<b>4</b> The Essentials of Media Relations in a Digital World, 9:00 am - 4:00 pm pg. 23 Snow Date 4/1/2016	<b>5</b>
	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b> Risky Business: Protecting Your Organization in a Sea of Risk , 9:30 am - 12:30 pm pg. 8	<b>11</b>	<b>12</b>
<b>MARCH 2016</b>	<b>13</b>	<b>14</b>	<b>15</b> Social Media Suite: Blogs, 12:00 pm - 1:30 pm pg. 20	<b>16</b>	<b>17</b> Effective Nonprofit Governance: How Boards Should Work , 9:00 am - 4:00 pm pg. 15	<b>18</b> Building a Strong Corporate Fundraising Program, 9:00 am - 4:00 pm pg. 9	<b>19</b>
	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>
	<b>27</b>	<b>28</b>	<b>29</b> Effective Communications to Build Relationships, Engagement & Understanding, 9:00 am - 4:00 pm pg. 23	<b>30</b>	<b>31</b>		

# CALENDAR

## PROGRAMS CALENDAR 2015-2016

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
APRIL 2016	3	4	5	6 Securing Your Mission through Succession Planning, 12:00 pm - 1:30 pm pg. 39	7	8 Art of Persuasive Story Telling 9:00 am - 4:00 pm pg. 18	9
	10	11	12	13 Guide for First Time Supervisors, 9:30 am - 12:30 pm pg. 41	14	15 Designing & Implementing an Effective Direct Mail Program 9:00 am - 4:00 pm pg. 21	16
	17	18	19	20 Corporate Volunteer Programs: Everybody Wins, 12:00 pm - 1:30 pm pg. 38	21 Business Planning: What it is and Why You Need it 9:00 am - 4:00 pm pg. 6	22 Evaluating the Impact of Your Programs 9:00 am - 4:00 pm pg. 26	23
	24	25	26	27 How to be an Amazing Board Member, 12:00 pm - 1:30 pm pg. 40	28 How to Launch a Planned Giving Program 9:00 am - 4:00 pm pg. 12	29	30
MAY 2016	1	2	3	4 Is Crowdfunding Right for your Nonprofit?, 12:00 pm - 1:30 pm pg. 38	5 Developing a Win-Win Business Partnership Program, 12:00 pm - 1:30 pm pg. 38	6 What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style 9:00 am - 4:00 pm pg. 17	7
	8	9	10 Leveraging the Power of Fundraising Tools, 9:00 am - 4:00 pm pg. 12	11 How to be an Amazing Board Member, Part 2, 12:00 pm - 1:30 pm pg. 40	12 Telling your Nonprofit's Story via Video, 9:30 am - 12:30 pm pg. 25	13	14
	15	16	17	18 Maximizing the Impact of your Website on Marketing and Fundraising, 9:00 am - 4:00 pm pg. 24	19	20	21
	22	23	24	25 Keys to Successful Strategic Planning, 9:00 am - 4:00 pm pg. 26	26	27	28

# 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 nearly 2,000 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 in diverse skills.
- 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](mailto:moffa@lasalle.edu)**



# 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

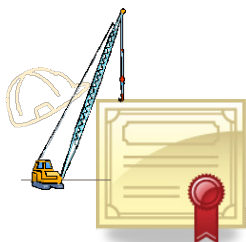
**For more information, call 215-991-3676 for email [fennell@lasalle.edu](mailto:fennell@lasalle.edu)**

# INDEX

The Art of Nonprofit Story-Telling.....	9
Building a Strong Corporate Fundraising Program.....	9
Building a Successful Marketing Program.....	21
Business Planning.....	6
Corporate Volunteer Program.....	36
Creating Successful Individual and Major Donor Campaigns.....	9
Crowdfunding.....	11
Cultural Competency.....	15
Designing an Effective Direct Mail Program.....	10,21
Developing a Communications Plan.....	22
Developing a Win-Win Business Partnership.....	38
<b>e-learning</b>	
Corporate Volunteer Programs: Everybody Wins.....	38
Developing a Win-Win Business Partnership Program.....	38
Finding and Keeping Good Board Members.....	39
How to Be an Amazing Board Member.....	38
Is Crowdfunding Right for your Nonprofit?.....	38
Securing Your Mission through Succession Planning.....	39
Social Media Suite.....	35
Effective Communications to Build Relationships, Engagement & Understanding.....	23
Essentials of Media Relations.....	23
Evaluating the Impact of Your Programs.....	26
Finding Good Board Members.....	37
Foundations of Financial Management.....	7
Fundamentals of Fundraising.....	10
Fundamentals of Human Resources.....	16
<b>GOOD START SERIES</b>	
Board, Executive Director, Supervisors.....	39
Guide for First Time Supervisors.....	39
Guide to Finding and Getting Grants.....	11
How to Build a Budget.....	7
How to Launch Planned Giving.....	12
Keys to Successful Strategic Planning.....	26
Legal Guide to Social Media.....	39
Leveraging the Power of Fundraising Tools.....	12

# INDEX

Managing the Contribution .....	8,13
Maximizing the Impact of Your Programs .....	24
“Meet the Funders” Panel Discussions.....	42
Nonprofit Branding on a Shoestring .....	24
Nonprofit Management 101 .....	16
Recipe for Successful Special Events.....	13
Risky Business .....	8
Roadmap for New EDs.....	38
Securing Your Mission through Succession Planning .....	37
Social Media Suite: Blogs.....	35
Social Media Suite: Facebook.....	35
Social Media Suite: LinkedIn .....	35
Social Media Suite: Twitter .....	35
Telling Your Story Via Video .....	25
Visualizing Your Finances: Dashboards .....	6
What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style .....	17



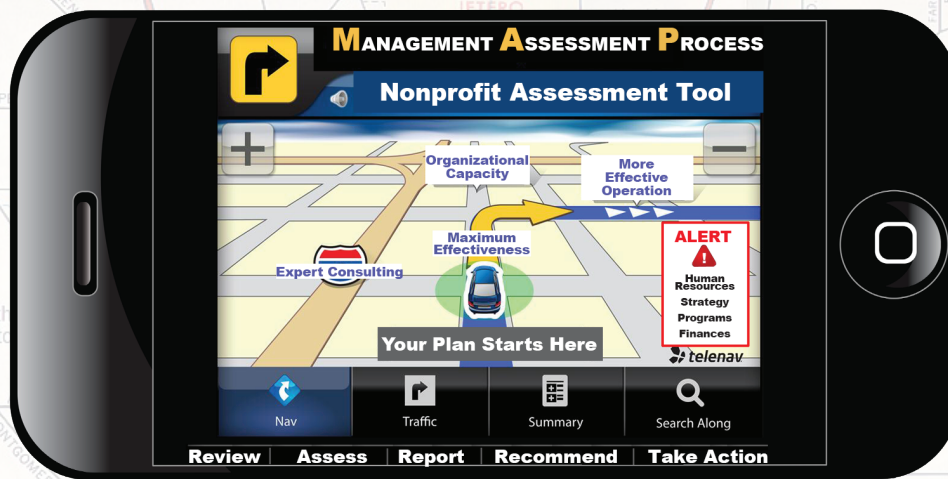
## You Can Build Your Own Certificate

**You can Build a Certificate that Meets your Needs, Goals, Interests and Responsibilities. Here are some examples of customized certificates created by some of our successful “graduates.”**

- \* Certificate in Nonprofit Management and Finance included Nonprofit Management 101, Board Governance, Fundamentals of Financial Management, Business Planning, Budgeting, Risky Business, Strategic Planning, Fundamentals of Fundraising, Fundamentals of HR, Managing the Contribution
- \* Certificate in Fundraising and Marketing/Communication included Fundamentals of Fundraising, Grant-writing, Direct Mail, Social Media Suite, Individual Giving, Marketing, Communications Plan, Website, Media Relations
- \* Certificate in Marketing/Communications and Nonprofit Management included Effective Communications, Nonprofit Management 101, Board Governance, Marketing, Strategic Planning, Fundamentals of HR, Social Media Suite, Communications Plan, Story-Telling

Contact Rob Fennell at 215-991-3676, [fennell@lasalle.edu](mailto:fennell@lasalle.edu) to help design your best fit certificate. Read about Build-Your-Own certificates on page 29.

# MANAGEMENT ASSESSMENT PROCESS



The GPS has made travel simpler, more efficient and less frustrating. Do you ever wish there were a navigational system that could pinpoint where your organization stands right now, where it's going and the best way to get there?

Appreciating that need, The Nonprofit Center at La Salle University's School of Business now offers an innovative organizational review process applicable to every nonprofit, no matter its size or mission. Aptly called "MAP," for Management Assessment Process, it's an economical, realistic approach to measuring your organization's capacity, identifying areas for improvement and ultimately receiving a roadmap of turn-by-turn instructions that moves you toward the changes necessary to achieve your organizational goals.

Our experienced, objective consultants conduct interviews and use your organization's data on programs, finances, human resources, funding, communications, and other key elements, to formulate an accurate, quantifiable plan directed toward achieving your goals. The resulting report details what it will take to overcome obstacles and frustrations to move your organization forward.

If your organization is wrestling with issues related to performance, operations and systems and hasn't be able to move beyond them, MAP is the ideal jumpstarter. Armed with a 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\***

For more information about how the Management Assessment Process can get your organization on the right path, contact Lori Moffa at The Nonprofit Center at 215-951-1709 or [moffa@lasalle.edu](mailto:moffa@lasalle.edu)

**\*MemberPlus benefit includes either an on-site "Best Practices in Board Governance" customized session or a MAP project**

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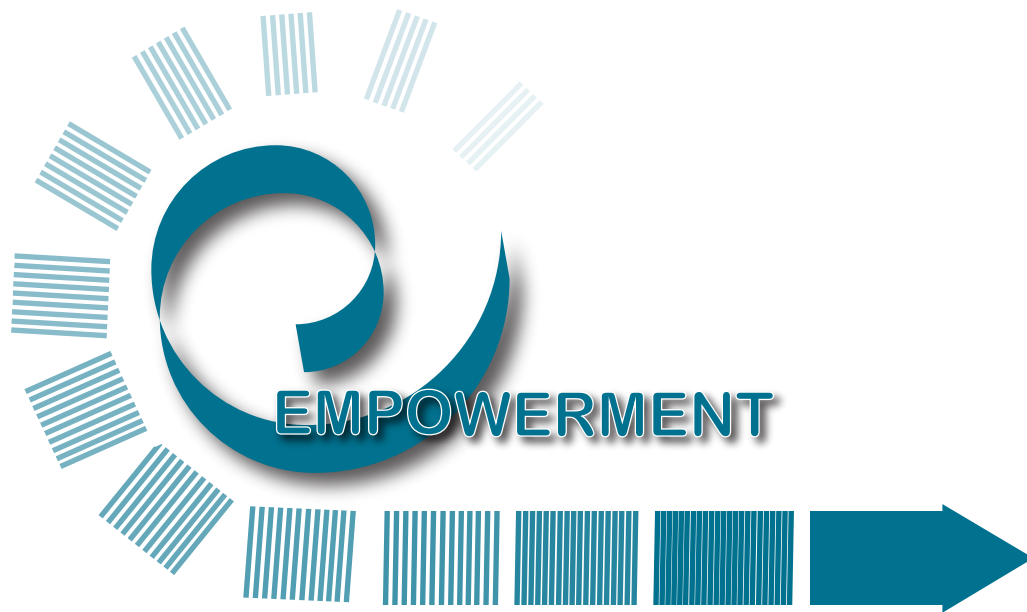
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The Nonprofit Center at La Salle University's School of Business helps strengthen nonprofit organizations throughout the Greater Philadelphia region so they can better serve their constituents. Through educational programs, leadership development,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



1900 W. Olney Avenue

Philadelphia, PA 19141-1199

tel: 215-951-1701

fax: 215-991-2967

[nonprofitcenter@lasalle.edu](mailto:nonprofitcenter@lasalle.edu)

[www.lasallenonprofitcenter.org](http://www.lasallenonprofitcenter.org)