



THE NONPROFIT CENTER EDUCATION PROGRAMS 2016-17

**GUIDE TO TAKING CHARGE OF
YOUR CAREER, YOUR STAFF
& YOUR ORGANIZATION**

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

INTRODUCTION

IT'S ABOUT TAKING CHARGE

When you look at your organization and your role in it, ask yourself the question: "How much better do you want to be?" Once you've asked that question, it's time to look to The Nonprofit Center.

For more than 35 years, we've been at the epicenter of this region's nonprofit community's efforts to do its best work. We offer you the tools and the knowledge you need to fulfill your commitment to your mission and purpose.

Through educational programs in the key major nonprofit skill sets, consulting that builds your organization's capacity and sustainability and leadership advancement programs, we enable individuals and nonprofit organizations to take charge. Take charge of their mission, their governance, their management, their skills and their operations. So ask yourself how much better you want to be. And then call The Nonprofit Center to help get you there.

ACKNOWLEDGEMENTS

Special thanks to our Generous Funders Who Make our Work Possible

Community Foundation of South Jersey
Geraldine R. Dodge Foundation
Dow
Exelon PECO
FFG Nonprofit Benefits Group
Pottstown Area Health & Wellness Foundation
Laura Solomon, Esq. & Associates
National Park Service

Thanks for the generous donations of program space

Beneficial Savings Bank
Buchanan, Ingersoll & Rooney
Children's Literacy Initiative
Duane Morris
First Financial Group
Historical Society of PA
Jewish Federation of Greater Philadelphia
Marcum, LLP
Montgomery McCracken Walker & Rhoads
The Philadelphia Foundation
Schnader Harrison Segal & Lewis
The Wilma Theater

INTRODUCING A NEW APPROACH TO STRATEGIC PLANNING

Affordable, Engaging, Realistic, Objective, Feasible, Durable

FROM THE NONPROFIT CENTER

This new approach to strategic planning can combat time and budget constraints while resulting in a practical and implementable plan.

Request an Application:

Lori Moffa
Consulting Director,
215-951-1709
moffa@lasalle.edu

See if *Strategic Planning Streamlined* is the right fit for your organization.

STRATEGIC PLANNING *STREAMLINED*



This new approach to strategic planning is ideal for the organization:

- that requires a compact strategic planning process that can be completed
- within six months, for a fraction of the price of traditional approaches
- that hasn't previously done strategic planning, or is seeking a fresh look at an existing plan
- whose board and staff are invested enough in the process to work with a specialized consultant to write their own plan that reflects organizational culture, with an expert's judicious guidance, advice and facilitation.

Our consultant collects the necessary data and facilitates a board retreat that yields agreed-upon goals, and then guides the board and staff through the process of writing its own plan, based on proven templates created by The Nonprofit Center through its experience with hundreds of strategic plans for nonprofits of every size and mission. The consultant brings objectivity while keeping participants on task and the project on track.

We know this approach isn't for everyone, which is why we've created an application process that can help determine if it is the right fit, based on type, size and complexity of your organization.

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

L S
& A

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COURSES

FINANCE

Fundamentals of Budgeting – 1/2 Day Class

The accuracy of your organization or program's budget is one of the key factors in an organization's 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. This essential class will demonstrate the components and qualities of an effective budget, the budgeting process, budgeting best practices and projecting cash flow.

We'll start with a brief overview of financial statements and learn how to read the story they tell and review basic financial terms and different types of financial systems. After these core concepts are reviewed, the class will consider a systematic approach to constructing a budget for a program or organization.

In addition to learning how to create a budget, this class will include strategies for monitoring actual income and expenses and comparing them to budget so that you're able to make important management decisions in real time, and be able to project where you will end up, based on good data. You'll learn about how cash flow statements can be used to monitor and project potential cash shortfalls so you are able to adjust and plan accordingly. We will also cover methods of allocating shared costs and explain how to incorporate that into your budget. With a deeper understanding of all the components of your budget, including those demonized administrative and overhead expenses, you'll be in a better position to make the case for being worthy of support from potential and current donors and other stakeholders.

When and Where: 3/29/17, 9:30 am to 12:30 pm, Location noted online at lasallenonprofitcenter.org/courses

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

Who Should Attend: All staff who need to understand fundamental budgeting practices, including executive directors, program directors and staff, newer finance staff and board members.

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



Fundamentals of Finance

While few nonprofit managers come into their roles with expertise in financial management, they need to be able to understand and effectively manage program or organizational finances and be able to read and analyze financial reports and use these numbers to their greatest organizational advantage. This class is designed to bring you the basic skills that make up nonprofit finances, and focuses on enabling you to understand and interpret your financial story. Not only will you know how to get the information you need, but you'll be able to use that information judiciously in financial decision-making. Through a deeper understanding of the role of the audit and notes, your organization will be in a stronger position to motivate financial investment. You will leave this class knowing how to read and interpret financials, how to capably separate financial duties and responsibilities to protect your organization and how to allocate expenses across programs for more effective resource management.

This class is highly recommended for organizations that lack a full-time finance professional, but are committed to best practices and transparency.

When and Where: 12/16/16, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

 **SNOW DATE 1/20/17**
4/16/17, 9 am to 4 pm

Instructor: Thomas Scurto-Davis, Director of finance and operations at the Main Line Art Center

Who Should Attend: Executive directors, newer finance staff, non-finance program directors and managers, board members, and others involved in financial interpreting and decision-making.

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

COURSES

FUNDRAISING

Managing the Contribution – From the Finance & Fundraiser 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: 3/18/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

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

Understanding Business Planning

Nonprofit leaders need to be able to confidently address fundamental questions like: Where are we now? Where are we going? How do we get there? Who is our target audience? Who is our competition? What do we do best? How much money do we need?

Business planning is that essential pathway to organizational decision-making. It's the way you connect the dots between your mission and strategic plan and your programs, identifying the specific resources required to deliver on them, establishing performance measures to determine if the desired results are being achieved. While it's not strategic planning (and this class will help you understand the important differences), it does foster strategic thinking while the business plan is created and then implemented.

We designed this class because business planning is such a vital piece of any organization, serving as a blueprint from which you develop or alter your programs. No organization should consider additions or substantial changes to programs and activities without a sound business plan that aligns organizational strategy with human, financial, marketing and other necessary resources.

Our class introduces the process of business analysis and planning, including financial and marketing analysis, defining impact, establishing 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 relates to other types of planning. You'll acquire practical tools for analyzing your current program mix and evaluating the marketing and financial implications for new ventures.

When and Where: 6/8/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

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

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

COURSES

FUNDRAISING



Building a Strong Corporate Fundraising Program

Corporate fundraising has been changing dramatically in recent years, making it essential for nonprofits who are seeking connections with businesses to change and adapt their approaches and offerings. The downturn in the economy, resulting in countless corporate mergers and restructuring that are now permanent parts of the landscape, makes it even more critical for you to target your efforts in reaching out to corporations to negotiate mutually beneficial relationships. This course will provide a broad overview of corporate philanthropy and fundraising to help you expand or diversify your organization's funding base. It will explore the traditional avenues of support through corporate foundations, matching gift programs, and corporate contributions budgets and 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 further benefit from a discussion about ethics in corporate fundraising.

When and Where: 4/21/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses
Instructor: Patrick Feeley, Executive Vice President and Chief Development Officer for Caron Treatment Centers


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

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



Creating Successful Individual and Major Donor Campaigns

Even when times are bad, individuals contribute more than 75% of the \$295 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: 2/1/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses
 **SNOW DATE 2/7/17**

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

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

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

Digital fundraisers may claim that direct mail is dead, but it still brings in the money. Not only do more than 61% of donations still come through direct mail, but studies indicate that online giving is inspired by receipt of a direct mail solicitation first. The inevitable conclusion is that direct mail needs to be part of a diverse, successful fundraising plan for the foreseeable future. The only remaining questions are how to make your campaigns memorable, cost-effective, and worthy of attracting new donors and retaining existing supporters.

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, stewardship and measuring success.

When and Where: 3/24/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

Instructor: Tina Barber, Vice President, Development, Esperanza, Inc.

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 organizations.

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 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: 11/16/16, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses
2/22/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses



SNOW DATE 2/24/17

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, submission process and understanding the funder-grantee relationship. 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, essential components of the grant package, how to approach different types of funders and how to match your requests to grant maker interests. 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: 11/30/16, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

 **SNOW DATE 12/2/16**

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

FUNDRAISING

How to Launch a Legacy Program for Planned Giving

Most people are uncomfortable talking about death, making planned giving, or Legacy Giving as it is becoming more popularly known, one of the oft-neglected tools of a development office. As the population ages, there's no better time to start having discussions about estate gifts. The economy further reinforces this message, demonstrating the importance of deferred gifts as a potential hedge against a volatile economy.

All of these make a strong case to implement Legacy Giving, allowing individuals of any means to support your organization for years to come, while also fulfilling their own financial goals, objectives and personal wishes. 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 Legacy 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. This class demystifies the various planned giving techniques and vehicles. With this knowledge, you can thoughtfully decide what will work for your organization, under the guidance of an experienced development leader.

After reviewing the various gift vehicles, you'll see how to implement a planned giving program easily and with little overhead. Make sure your organization is prepared to respond to potential Legacy Giving donors and not missing out on great opportunities to add an additional funding stream.

When and Where: 5/3/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

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

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

COURSES

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 realistic 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 roadmap that supports your organization's mission.

When and Where: 6/3/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

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

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

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

FUNDRAISING

Managing the Contribution – From the Finance & Fundraiser 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: 3/8/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

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

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

COURSES

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: 5/17/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

Instructor: Tina Barber, Vice President, Development, Esperanza, Inc.

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

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 and see what a difference the right hire can make.



215-951-1711, info@findnonprofitjobs.org

COURSES

-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 platforms. 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: 2/9/17, 12 pm to 1:30 pm

Instructor: Tina Barber, Vice President, Development, Esperanza, Inc.

Who Should Attend: All staff and board involved in fundraising.

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

-learning – *Speaking the Language of Millennials*

Did you know that by 2017, Millennials (those born in the 1980s to the early 2000s) will have the largest buying power in the U.S., trailing just behind baby boomers. That's because there are more Millennials in the U.S. than any other age group and they make up the largest share of the workforce.

Any nonprofit that doesn't tap into the power of the 80 million or so Millennials for donations (and other resources), is severely limiting its lifespan. The 2013 Millennial Impact Research Report found that 72 percent of Millennials are eager to join a non-profit organization and a little over 50 percent would like to give monthly to a charitable organization.

So what motivates Millennials – and specifically what motivates them to give? If you answer, "my organization," you might as well start packing now because you failed lesson one. Millennials give to causes, not organizations.

This class will help you appreciate the ways Millennials want to participate in causes - how they want to give, how they connect, what influences them, what engenders loyalty, what relationships are valued, and what kinds of communication they respond to, including how to be thanked. It will explore how much contact is too much and what vehicles are preferred, as well as the language that resonates with this target group. We'll show you how to increase your connection to Millennials by learning to operate at that key intersection of technology, transparency, and hands-on relationships that they seek.

When: 4/4/17, 12 pm to 1:30 pm

Instructor: Tina Barber, Vice President, Development, Esperanza, Inc.

Who Should Attend: Development staff, marketing/communications staff and anyone involved in your organization's messaging.

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

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

COURSES

GOVERNANCE & LEADERSHIP DEVELOPMENT



Effective Nonprofit Governance: How Boards Should Work

Being an effective board member is more than good intentions and attending meetings. This board training 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: 11/29/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

SNOW DATE 12/1/16

3/21/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

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

Who Should Attend: Board members, executive directors.

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

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 35 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
- 50 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

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: 2/16/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

 **SNOW DATE 2/24/17**

5/9/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

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

BUILD-
YOUR-OWN

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: 10/11/16, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

2/8/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

 **SNOW DATE 2/24/17**

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

Program Design – 1/2 Day Class

Your organization's programs translate your mission into action and are its lifeblood. Program planning is essential to demonstrate that you understand and meet constituent needs, make an impact through measurable outcomes and have strategies for sustainability. This class will teach you best practices in program design and in developing measurable outcomes that match available resources and accommodate feedback mechanisms for continual improvement.

This class will help you pull together all these essential elements of resources, needs and staff so that you develop plans that reflect both your community and your organization, that are reality-based and are created with measurable outcomes that can be evaluated to determine their success.

When and Where: 10/19/16, 9 am to 12 pm noon, Location noted online at lasallenonprofitcenter.org/courses
Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University's School of Business
Who Should Attend: Senior staff and board.
Fee: Members: \$69 Non-Members: \$75



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

Your skills and experience have prepared you to serve as an executive director or board leader. But education and experience don't necessarily prepare us for the specific demands of 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 leader their organization deserves: one who motivates, inspires, earns trust and get results. We will explore the essence of nonprofit leadership while looking at the leadership styles of others to develop an understanding of the traits that make for successful leaders and distinguish them from managers, 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: 1/24/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

SNOW DATE 2/2/17

4/25/17, 9 am to 4 pm

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

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

COURSES

-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. 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: 11/1/16, 12 pm to 1:30
Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University's School of Business
Who Should Attend: Board members, executive directors and senior leadership.
Fee: Members: \$20 Non-Members: \$25

Our Place or Yours



The Nonprofit Center offers more than 50 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)
call 215-951-5194
or email: clarkt@lasalle.edu

COURSES

MARKETING & COMMUNICATIONS



The Art of Persuasive Nonprofit Story-Telling

Bring your cause to life with good story-telling. Discover how to motivate, persuade and make your cause memorable by using stories to bring your organization to life for any audience.

While statistics and data are important and meaningful, it is stories that truly convey who we are, who we serve and what results from our work

Story-telling is an art that is shared through publications and direct mail solicitations; verbally, from the elevator speech to a funder presentation; and online via today's social media tools.

A well told story inspires and compels action and distinguishes your organization from the competition. This class explores the factors that make a story-telling presentation successful so that you are utilizing various communication tools effectively, maximizing support for your organization.

Practicing your story-telling will reinforce your skills and raise your confidence level as you speak on behalf of your organization.

When and Where: 5/12/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

Instructor: Mark Eyerly, Founding 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



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 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?

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: 10/27/16, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

3/10/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

Instructor: David Brown, Assistant Professor of Instruction at Temple University's School of Media and Communication

Who Should Attend: All staff, including executive directors who are ultimately their organization's chief marketing officers and board members who want to enhance their ability to chart a successful marketing strategy for their organizations.

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

COURSES

FUNDRAISING

MARKETING &
COMMUNICATIONS

Designing & Implementing an Effective Direct Mail Program

Digital fundraisers may claim that direct mail is dead, but it still brings in the money. Not only do more than 61% of donations still come through direct mail, but studies indicate that online giving is inspired by receipt of a direct mail solicitation first. The inevitable conclusion is that direct mail needs to be part of a diverse, successful fundraising plan for the foreseeable future. The only remaining questions are how to make your campaigns memorable, cost-effective, and worthy of attracting new donors and retaining existing supporters.

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, stewardship and measuring success.

When and Where: 3/24/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

Instructor: Tina Barber, Vice President, Development, Esperanza, Inc.

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 organizations.

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

MARKETING &
COMMUNICATIONS

Developing a Communications Plan

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

When and Where: 12/9/16, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses



SNOW DATE 2/2/17

Instructor: Jean Dolan, Adjunct Faculty, Communication Area, Bucks County Community College

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

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

COURSES

MARKETING &
COMMUNICATIONS

NONPROFIT
MANAGEMENT

BUILD-
YOUR-OWN

Effective Communications to Build Relationships, Engagement and 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, 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: 1/10/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

 **SNOW DATE 2/2/17**

6/16/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

Instructor: Lynne Texter, Ph.D., Interim Dean, School of Arts & Sciences, La Salle University

Who Should Attend: All staff, including marketing, development and communications managers, leaders and others seeking to improve the way they communicate.

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

COURSES



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 of good writing and compelling story-telling 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: 4/28/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

Instructor: Jean Dolan, Adjunct Faculty, Communication Area, Bucks County Community College

Who Should Attend: Communications, marketing public relations staff involved in media relations and messaging.

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



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: 6/22/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

Instructor: Rick Simmons, Founder, Simmons Online Solutions

Who Should Attend: Non-technology staff involved in marketing/communications, executive directors, development staff.

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

HotTip: Enhance your abilities in individual social media apps with our Social Media Suite (p. 23)

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

COURSES

MARKETING &
COMMUNICATIONS

Nonprofit Branding on a Shoestring

Most of us recognize branding as a potential tool for fundraising, for marketing, for communications. But the most successful nonprofits have learned to think about branding playing a more strategic role, involving all the key players in your organization. Every day we see the power 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.

Your brand is a key way you can distinguish yourself from similar organizations and how 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 your brand before it can have any impact on your audiences.

As Nathalie Kylander, Harvard Fellow with the Hauser Center for Nonprofit Organizations, explains: "I am often asked the question whether brand is more important for larger organizations than smaller ones. The answer is no. Brand... is equally important to both small and large organizations...You are a brand whether you like it or not...you're going to leave some impression in a person's mind [and] it's your choice whether you want to actively manage that impression or whether you want them to come to their own conclusions of what they think about you."

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. Get 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: 11/18/16, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

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, executive directors and board members.

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

MARKETING &
COMMUNICATIONS

Telling your Story Via Video—1/2 Day Class

Every day, one out of five people visits YouTube and you need to be reaching this vast audience with visually compelling messages. Don't be intimidated by the idea of video production because we can show you how anyone can create engaging videos that actively tell your nonprofit's story, while recognizing the limits of the nonprofit budget. Find out how you, in 90 seconds or less, you can increase your fundraising, awareness levels, event attendance and more. This in-person 3-hour workshop, includes lots of video viewing examples to solidify your thinking.

When and Where: 6/6/17, 9 am to 12 pm, Location noted online at lasallenonprofitcenter.org/courses

Instructor: Michael Schweisheimer, Founder of Primitive World Productions

Who Should Attend: All staff involved in digital messaging.

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

COURSES



e-learning *The Social Media Suite*

Who Should Attend: For all staff involved with digital organizational messaging.



BUILDING A SUCCESSFUL BLOG

A blog has become an essential tool for nonprofits to communicate their missions, their positions, engage readers and to make 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: 2/14/17, 12 am to 1:30
Instructor: Mark Lashley, Ph.D., Assistant professor of communication, La Salle University
Fee: Members: \$20 Non-Members: \$25



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: 1/17/17, 12 am to 1:30
Instructor: Mark Lashley, Ph.D., Assistant professor of communication, 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: 1/31/17, 12 am to 1:30
Instructor: Mark Lashley, Ph.D., Assistant professor of communication, La Salle University
Fee: Members: \$20 Non-Members: \$25



WRITING FOR THE WEB

There are big differences between how you should write for print and writing for the web. Learning to write effective online content begins with understanding how online readers behave. This Webinar will show you how to meet the needs of your online audience by understanding why writing for the web differs from other kinds of writing, how to create content, style and structure, maximizing readability and comprehension and maintaining and conveying your organizational culture and tone in the context of today's online media tools. This Webinar is especially complimentary to the Blogging Webinar.

When: 2/28/17, 12 am to 1:30
Instructor: Mark Lashley, Ph.D., Assistant professor of communication, La Salle University
Fee: Members: \$20 Non-Members: \$25

COURSES

PLANNING AND 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: 3/15/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses
6/28/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

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 members, development staff, program administrators, data managers.

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: 3/1/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

 **SNOW DATE 2/2/17**

5/24/17, 9 am to 4 pm, Location noted online at lasallenonprofitcenter.org/courses

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

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

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



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

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

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

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

Member Rate: \$1,032*

Non-Member Rate: \$1431*

*Prices based on nine full-day classes; price may differ depending upon course choices.

For more information about how to defy the cookie-cutter model and build a Certificate that's as unique as you are, contact your education advisor, Rob Fennell at 215-991-3676 or fennell@lasalle.edu

CERTIFICATE PROGRAMS

The Certificate Experience

Whether you are seeking to amplify your skills in your current field or expanding into other areas of nonprofit work, The Nonprofit Center has developed four Certificate Programs for the professional who is serious about developing deeper competency in an essential nonprofit skills set. Our programs provide an in-depth, progressive learning experience, valuable credentials and a supportive cohort for that professional seeking a competitive edge.

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 at least nine 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. ***They are especially valuable for those who are not formally trained 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?

More than 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), the nationally recognized standard unit of measurement for participation in a continuing education activity that is not for academic credit. All 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). Certificate graduates receive a framed certificate in recognition of their achievement.

WHAT DOES A CERTIFICATE DO FOR MY ORGANIZATION?

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

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

CERTIFICATE PROGRAMS

HOW MUCH DOES IT COST?

Now you can save a bundle on our package price – you can get the equivalent of 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). Our Certificate Packages provide additional cost savings for those who choose to complete their certificates in one academic year (see Certificate Packages on page pp. 33 and 36).

If you're not able 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.

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.

THE CERTIFICATE ADVANTAGE

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

Building Your Own Customized 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 a development director who also has significant management responsibilities who wants to know more about business planning and evaluation; or you're a communications professional who is intensely involved in fundraising. The possibilities are as varied as the sector is itself.

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

We urge you to contact us to create a customized Certificate uniquely tailored to your individual role. Call Rob Fennell at 215-991-3676 or email fennell@lasalle.edu

CERTIFICATE PROGRAMS

Certificate in Fundraising

5.4 Continuing Education Units



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, 54 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and features nine courses, listed below. Many other classes are eligible for CFRE points for fundraising professionals seeking to earn and maintain that advanced credential. Call 215-991-3677 for more information.

Classes

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

Fees

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

Member Rate: \$1,032

Non-Member Rate: \$1,431

Hot Tip: Consider these additional e-learning opportunities

- ☞ Speaking the Language of Millennials (p. 13)
- ☞ Is Crowdfunding right for your Nonprofit? (p. 13)

CERTIFICATE PROGRAMS

Certificate in Marketing & Communications

5.7 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 5.7 Continuing Education Units from The Nonprofit Center, 57 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and features eight full-day classes, one 1/2 day class 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
- 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 through Video - 1/2 day

Fees

Package Price: \$917 (requires Individual, Basic or MemberPlus Organizational Membership)

Member Rate: \$1,019

Non-Member Rate: \$1,417

Hot Tip: Consider this additional e-learning opportunity

- ☞ Speaking the Language of Millennials (p. 13)

CERTIFICATE PROGRAMS

Certificate in Nonprofit Management 6 Continuing Education Units



SPONSORED BY

L S
& A

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, 60 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers (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

HotTip: Consider these additional learning opportunities

☞ The Good Start Series for New Executive Directors; for New Supervisors (p. 34)

THE NEXT STEP IN YOUR ORGANIZATION'S HUMAN RESOURCES EVOLUTION

" The number-one resource for a great social sector organization is having enough of the right people willing to commit themselves to the mission."

-Jim Collins, Good to Great and Good to Great and the Social Sectors

You've taken the first step in solidifying your skills in human resources by taking a Nonprofit Center class. So what's next in ensuring that your organization is addressing key issues in human resources that make the difference between a productive and satisfying work environment and one that's just a temporary staff layover before moving on?

Because many nonprofits operate without human resources personnel and those with HR departments likely have limited resources to implement practices and training common in the for-profit world, The Nonprofit Center created a variety of on-site training programs on the top human resources issues.

Organizations, associations and foundations recognize that bringing together groups of staff, members or organizations to share a learning experience common and relevant to all of them is an effective and affordable way to teach essential skills, including:

- Supervisory Management
- Effective Communication
- Leadership
- Team Building
- Conflict in the Workplace
- Negotiation, Problem-Solving and Decision-Making

A Nonprofit Center on-site training enables you to bring in an expert who can work with your staff to address the specific areas of training your organization needs to be effective.

A conversation with our on-site training staff will help you crystallize the scope of your HR training needs and determine the most effective way to tackle them.

For more information, contact Terri Clark
215-951-5194/clarkt@lasalle.edu

CERTIFICATE APPLICATION

2016-17

Submit this mandatory program application
with your class registration form on p. 39 or register online at
www.lasallenonprofitcenter.org/courses

Name: _____

Title/Position: _____

Organization/Affiliation: _____

Street Address: _____

Phone: _____ E-mail _____

PLEASE ENROLL ME IN THE FOLLOW CERTIFICATE PROGRAM(S):

Fundraising _____ Marketing & Communications _____ Nonprofit Management _____

Build Your Own Customized _____

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 application to:

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

Fax at 215-991-3676, fennell@lasalle.edu

***IF YOU WANT TO SAVE MORE BY REGISTERING AND PAYING FOR YOUR
CERTIFICATE AT ONE TIME, USE THE
CERTIFICATE PACKAGE APPLICATION ON PAGE 33**

CERTIFICATE PACKAGE REGISTRATION

DISCOUNT 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: \$917 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 ___ \$1,000,001-\$2M ___ \$2,000,001-\$5M ___ \$5M or over

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 215-991-3676

SPECIAL PROGRAMS

THE GOOD START SERIES

- *For New Executive Directors*
- *For New Supervisors*

Roadmap for New Executive Directors – Expanded Session

You've earned the right to be 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 experience 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 and Where: 12/8/16, 9 am to 3 pm, Location noted online at lasallenonprofitcenter.org/courses

 **SNOW DATE 2/2/17**

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

Who Should Attend: Executive Directors with less than two years' experience who want to excel as leaders.

Fee: Members: \$86 Non-Members: \$106

Guide for First-Time Supervisors – Expanded Session

As a new supervisor, there are additional demands put upon you that are unrelated to your skills in your particular field. Suddenly you've gone from working in a group to supervising others (perhaps including former peers), and ultimately being held accountable for your team's performance. This class will present, and allow you to practice, techniques that address the common concerns of new supervisors. The tools you will learn will ease this transition, addressing top challenges such as learning to delegate while ensuring that the task gets done correcting, providing both positive and negative feedback, establishing trust, energizing staff, setting goals and having productive meetings. This four-hour class will help you own your new role of supervisor, while interaction with people in similar situations will leave you better prepared and more confident to master the challenges of your new role.

When and Where: 11/3/16, 9 am to 3 pm, Location noted online at lasallenonprofitcenter.org/courses

Instructor: Janis Von Culin, Owner, Von Culin Associates

Who Should Attend: First-Time Supervisors.

Fee: Members: \$86 Non-Members: \$106

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

SPECIAL PROGRAMS

A new approach to peer interchange

INTRODUCING ROUND TABLE DISCUSSION GROUPS

Sponsored By



- A meeting of parties or people on equal terms for discussion
- A meeting of peers for discussion and exchange of views
- A discussion among participants who have an agreed (serious) topic

Nonprofit professionals value peer relationships. They enjoy learning with and from one another. This year, we are building on this interest by adding Round Table discussions to our event schedule.

Several times a year, we will invite various peer groups – executive directors, managers, board members, development staff, emerging leaders, and other select groups to gather together to interact... interface...intersect on a topic of mutual interest.

They'll be timely, so we'll be announcing them via email. We hope you'll join The Nonprofit Center as we build our community through Round Table discussions.



WHAT WOULD YOU DO?

An Interactive Workshop on Critical Nonprofit Legal Issues

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& A

LAURA SOLOMON
AND ASSOCIATES

While WWYD is an acronym that's made it into our daily language, you've probably never thought to apply it to legal issues in your nonprofit – but nonprofits routinely face complicated challenges. This entertaining, interactive workshop will test your knowledge of some of the most important legal and tax issues facing nonprofits today.

Laura Solomon, Esq., founder of Laura Solomon, Esq. & Associates, works exclusively with nonprofit organizations and will use actual case studies from her practice to share valuable insights and information on topics such as:

1. disclosing and reporting embezzlement and other misuses of charitable funds;
2. thorny issues involving charitable solicitations;
3. problems with naming rights;
4. challenges in honoring donor intent when investing, managing, and using restricted funds;
5. unique considerations in nonprofit affiliations, mergers, and acquisitions;
6. cautionary tales involving conflicts of interest;
7. choices and tax implications (unrelated business income tax) of social enterprises.

Join us for this useful game of WWYD that could prevent you from hearing IJNE*

*Ignorance of the Law is no excuse (ignorantia juris non excusat)

When and Where: 5/4/17, 9 am to 10:30 am, Location noted online at lasallenonprofitcenter.org/courses

Instructor: Laura Solomon, Esq., Laura Solomon & Assoc., Inc.

Who Should Attend: Staff and board concerned with legal protections of your organization.

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

SPECIAL PROGRAMS

MEET THE FUNDER GRANTMAKER PANELS

Sponsored By



Twice each year, we offer the opportunity to hear from key funders from private and corporate foundations about what makes a grant request successful.

What are they looking for? What are the current trends? What are the do's and don't's.

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.



#1 –October 21, 2016, 8:30 to 10:30 am at the Wilma Theater, 265 S. Broad St., Phila.

#2 –January 27, 2017, 8:30 to 10:30 am at the Wilma Theater, 265 S. Broad St., Phila (snow date 2/3/17).



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 Certificate Packages, contact Rob Fennell at 215-991-3676 or fennell@lasalle.edu

INTERIM LEADERSHIP PROGRAM: Preparing your Organization for the Next Step in Executive Leadership

- INTERIM EXECUTIVE DIRECTORS
- INTERIM CHIEF FINANCIAL OFFICERS
- INTERIM CHIEF OPERATING OFFICERS



When an organization is facing a key leadership change in an essential position – executive director, CFO or COO – one of the costliest and most damaging mistakes it can make is to hire a permanent replacement before the organization is ready. Bringing in a permanent executive while the organization is in transition, even turmoil, further threatens board and staff stability and often results in a mismatch.

Our Interim Executive Leadership model provides the critical transition between the departed and the permanent executive, bringing all the expertise needed to be able to act quickly at this pivotal and vulnerable time for an organization.

The Nonprofit Center has a corps of experienced nonprofit executive directors, CFOs and COOs, who can step in to fill the gap, stabilizing the organization while the essential work to ensure a permanent replacement is done. With our more than 35 years of capacity-building experience, The Nonprofit Center's Interim model incorporates organizational assessment, work plan design, board advancement and transitional steps such as drafting a new job description for the permanent position, reflective of what the board has learned.

OUR UNIQUE MODEL PROVIDES:

- Objectivity and no personal agenda, since our interim will never become the permanent replacement
- Time and support as the organization reflects, begins a deliberate and informed search process and prepares for the right permanent replacement
- Stability in a time of confusion and possible turmoil while important capacity-building work goes on
- Economic incentives since interims save money by not collecting benefits or working full-time
- Support and expertise before, during and after this pivotal period in an organization's lifecycle

These are just a few of the advantages of utilizing an Interim Executive Director, CFO or COO during a transition.

To find out how this program can work for your board and organization, contact:

Lori Moffa, 215-951-1709 or moffa@lasalle.edu

REGISTRATION POLICIES

How to register and confirmation process: You may register and pay online on our secure website at: www.lasallenonprofitcenter.org/. If you prefer to register by mail, a registration form is included on page 39 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.

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. Unregistered walk-ins are not admitted.

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

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

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

If you cancel before 48 hours prior to the class, you may send another participant from your organization or receive a credit coupon. **If you cancel fewer than 48 hours prior**, or fail to attend, you will be considered a "no show" and are responsible for payment, since we have held space for you. If you cancel 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 **email: 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. Nonprofit Center Members pay a discounted rate for every program and also are eligible for our Members-Only **Buy 5/Get 1 Free** offer when you register for six classes but pay for only five. Credit coupons will be issued for refunds for cancelled classes that were part of the Buy 5/Get 1 Free offer. Please read about certificate packages below for additional savings.

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

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

Class Cancellations: Occasionally circumstances require that The Nonprofit Center 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. You must notify us in writing to receive a refund.

Waiting Lists: It is not unusual for our classes to fill to capacity quickly, at which time we create waiting lists. If there is sufficient interest in a class, we will add an additional session. If you are interested in a class that is full, we encourage you to email us at **fennell@lasalle.edu** or call 215-951-1701 to be included on the waiting list to be informed 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 33

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

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"/> \$86	<input type="checkbox"/> \$106
		<input type="checkbox"/> \$105	<input type="checkbox"/> \$130
		<input type="checkbox"/> \$	<input type="checkbox"/> \$
Cancellation Policy: All cancellation requests must be made in writing to and received by The Nonprofit Center at least two business days prior to the program to receive a refund or credit coupon.		Subtotal	
		TOTAL DUE	

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 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>

FFG Nonprofit Benefits Group

An *Innovative* Approach to Nonprofit Benefits

In the nonprofit world, innovation is key. When you have limited resources but often unlimited need, it's your creativity, your resilience and your innovativeness that propel you. But it's your people that allow you do that. To function effectively in this increasingly competitive world, your organization needs to be able to attract and retain employees who are truly committed to your mission.

A successful nonprofit requires a stable workforce which means balancing the desire to make employees feel appreciated with the need to direct maximum resources into your programs.

That's where innovation comes in. And that's where FFG Nonprofit Benefits Group excels, by combining our expertise in employee benefits and financial planning with our personal connections and commitments to the nonprofit community.

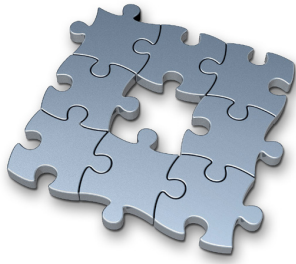


Let's have a conversation about how our knowledge of the nonprofit community enables us to offer you the products and benefits that will reduce employee turnover, raise morale, improve productivity, attract and retain talent to enhance your organization's ability to serve its mission.

Just as it's your people who keep your organization on target and fulfilling its mission, it's our people at FFG who are committed to ensuring that your employees can meet their financial goals while receiving the benefits that they deserve.

**Christopher Otten,
CLTC, Founder
610-766-3331
cotten@financialguide.com**

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.



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, 215-951-1709**

INSTRUCTOR BIOGRAPHIES

Tina M. Barber, MPA, has a varied and robust fundraising background that includes leadership positions at some of the Delaware Valley's most well-known nonprofit organizations such as Livengrin Foundation for Addiction Recovery, Habitat for Humanity, The United Way, and Philabundance. She is currently vice president of development at Esperanza, Inc. As a highly skilled individual giving strategist, Tina has been a key part of multi-million dollar capital campaign projects as well as boutique fundraising initiatives. Her training experience includes development and communications planning, board management & development, volunteer motivation & engagement, and special events organization. She is an active member of the Association of Fundraising Professionals and chairs the Development Committee for the Board of Providence Center, a community organization that provides varied resources and after school activities for the Latino population of Fairhill. She earned her BA in Political Science from Eastern University and her MPA from West Chester University.

David W. Brown has helped guide the strategic marketing direction for nonprofit and other mission-focused organizations throughout his 30+ year career. He founded BrownPartners, which became one of the most decorated minority-owned ad agencies in the history of Philadelphia's advertising industry. His career also includes serving as General Manager for 900 AM WURD – Pennsylvania's only black-owned talk radio station. Brown was also named a "Champion of Change" by the Obama Administration and was invited to the White House to share his insights on empowering nonprofits to make a difference in the communities they serve. He is currently the Assistant Professor of Instruction at Temple University's School of Media and Communication and helped craft the strategic marketing course for La Salle University's MS in Nonprofit Leadership. He was awarded the 2016 David Ferguson Award for Outstanding Contributions to Public Relations Education the Public Relations Society of America (PRSA). David graduated from Eastern Baptist Theological Seminary (now Palmer Theological Seminary), where he received a Master's in Theology, focusing on Public Policy and is an ordained Reverend in the United Methodist Church, serving on the staff of Wharton-Wesley United Methodist Church.

Jean Dolan has worked as a communication professional for more than 30 years in a career that spans journalism, public relations, marketing and teaching. For more than 15 years she's directed public relations at a nonprofit community college that serves more than 10,000 students, a position that includes media relations outreach and internal communication to more than 500 employees. She has also served on the board of directors of the Newtown Library Company, a nonprofit subscription library that is among the oldest in the state of Pennsylvania. Jean earned her Master of Arts in professional communication at La Salle University, where she volunteers on the alumni advisory board to the communication department. She returned to La Salle as adjunct faculty to teach accelerated communication courses, and also teaches part-time at a community college. She earned her Bachelor of Arts in English/Professional Writing at La Salle, and her Associate of Arts in Journalism at Bucks County Community College.

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.

Patrick J. Feeley, MBA, CFRE, has been fundraising in the nonprofit sector since 1993. He is currently the executive vice president and chief development officer for Caron Treatment Centers where he oversees a team of 18, which raises funds for Caron's "Open the Door" \$65 million campaign aimed at helping patients and families impacted by addiction and substance abuse. Prior to Caron, Pat worked in development at The Children's Hospital of Philadelphia in several management positions overseeing a wide range of areas from major gifts to special events. Prior to that he was director of corporate and foundation relations at La Salle University. He previously held several fundraising and management positions with Junior Achievement. Pat earned a BA in History from Millersville University, MBA from La Salle University and received a Certified Fundraising Executive (CFRE) designation from CFRE International.

INSTRUCTOR BIOGRAPHIES

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.

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.

INSTRUCTOR BIOGRAPHIES

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.

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.

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

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

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

CALENDAR

PROGRAMS CALENDAR 2016-2017

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
OCTOBER 2016	9	10	11 Nonprofit Management 101, 9:00 am - 4 pm pg. 15	12	13	14	15
	16	17	18	19 Program Design, 9 am - 12:00 pm pg. 16	20	21 "Meet the Funders" Panel Discussion 8:30 am - 10:30 am pg. 36	22
	23	24	25	26	27 Building a Successful Marketing Program, 9:00 am - 4pm pg. 18	28	29
NOVEMBER 2016			1 Securing Your Mission through Succession Planning, 12:00 pm - 1:30 pm pg. 17	2	3 Guide for First-Time Supervisors, 9:00 am - 3:00 pm pg. 34	4	5
	6	7	8	9	10	11	12
	13	14	15	16 Fundamentals of Successful Fundraising, 9:00 am - 4:00 pm pg. 9	17	18 Nonprofit Branding on a Shoestring, 9:00 am - 4 pm pg. 22	19
	20	21	22	23	24	25	26
	27	28	29 Effective Nonprofit Governance: How Boards Should Work, 9:00 am - 4:00 pm pg. 14 Snow Date 12/1/16	30 Guide to Finding and Getting Grants, 9:00 am - 4 pm pg. 10 Snow Date 12/14/16			

CALENDAR

PROGRAMS CALENDAR 2016-2017

		Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
DECEMBER 2016						1	2	3
	4	5	6	7	8 Roadmap for New Executive Directors, 9:00 am - 3:00 pm pg. 34 Snow Date 12/14/16	9 Developing a Communications Plan, 9:00 am - 4:00 pm pg. 19 Snow Date 12/15/16	10	
	11	12	13	14	15	16 Fundamentals of Finance, 9:00 am - 4:00 pm pg. 6 Snow Date 1/20/17	17	
JANUARY 2017	8	9 Effective Communications to Build Relationships, Engagement & Understanding, 9:00 am - 4:00 pm pg. 20 Snow Date 1/18/17	10	11	12	13	14	
	15	16 Best Practices in Social Media: Facebook, 12 pm - 1:30 pm pg. 23	17	18	19	20	21	
	22	23 What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style, 9:00 am - 4:00 pm pg. 16 Snow Date 2/2/17	24	25	26	27 "Meet the Funders" Panel Discussion, 8:30 am - 10:30 am pg. 36 Snow Date 2/3/17	28	
	29	30 Twitter Webinar, 12 pm - 1:30 pm pg. 23	31					

CALENDAR

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Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
			1 Creating Successful Individual and Major Donor Campaigns, 9:00 am - 4:00 pm pg. 8 Snow Date 2/7/17	2	3	4
5	6	7	8 Nonprofit Management 101, 9:00 am - 4:00 pm pg. 15 Snow Date 2/15/17	9 Is Crowdfunding Right for your Nonprofit?, 12:00 pm - 1:30 pm pg. 13	10	11
12	13 Building a Successful Blog Webinar, 12:00 pm - 1:30 pm pg.	14	15	16 Fundamentals of Human Resources, 9:00 am - 4 pm pg. 15 Snow Date 2/23/17	17	18
19	20	21	22 Fundamentals of Successful Fundraising, 9:00 am - 4:00 pm pg. 9 Snow Date 2/24/17	23	24	25
26	27 Writing for the Web Webinar, 12 pm - 1:30 pm pg. 23	28				

FEBRUARY 2017

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MARCH 2017

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
			1 Keys to Successful Strategic Planning, 9:00 am - 4:00 pm pg. 24 Snow Date 3/30/17	2	3	4
5	6	7	8 Managing the Contribution – From the Finance & Fundraiser Perspectives, 9:00 am - 4:00 pm pp. 7,11	9	10 Building a Successful Marketing Program, 9:00 am - 4:00 pm pg. 18	11
12	13	14	15 Evaluating the Impact of Your Programs, 9:00 am - 4:00 pm pg. 24	16	17	18
19	20	21 Effective Nonprofit Governance: How Boards Should Work, 9:00 am - 4:00 pm pg. 14	22	23	24 Designing & Implementing an Effective Direct Mail Program, 9:00 am - 4:00 pm pp. 9,19	25
26	27	28	29 Fundamentals of Budgeting, 9:30 am - 12:30 pm pg. 6	30	31	

APRIL 2017

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
2	3	4 Speaking the Language of Millennials, 12:00 pm - 1:30 pm pg. 13	5	6 Fundamentals of Finance, 9:00 am - 4:00 pm pg. 6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21 Building a Strong Corporate Fundraising Program, 9:00 am - 4:00 pm pg. 8	22
23	24 What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style, 9:00 am - 4:00 pm pg. 16	25	26	27	28 The Essentials of Media Relations in a Digital World, 9:00 am - 4:00 pm pg. 21	29

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	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
MAY 2017		1	2	3 How to Launch a Legacy Program for Planned Giving, 9:00 am - 4:00 pm pg. 10	4 An Interactive Workshop on Critical Legal Issues 9:00 am - 10:30 am pg. 35	5	6
	7	8	9 Fundamentals of Human Resources, 9:00 am - 4:00 pm pg. 15	10	11	12 The Art of Persuasive Nonprofit Story-Telling 9:00 am - 4:00 pm pg. 18	13
	14	15	16	17 Recipes for Successful Special Events, 9:00 am - 4:00 pm pg. 12	18	19	20
	21	22	23	24 Keys to Successful Strategic Planning, 9:00 am - 4:00 pm pg. 24	25	26	27
JUNE 2017	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
	4	5	6 Telling your Nonprofit's Story via Video, 9:00 am - noon pg. 22	7	8 Understanding Business Planning, 9:00 am - 4:00 pm pg. 7	9	10
	11	12	13 Leveraging the Power of Fundraising Tools, 9:00 am - 4:00 pm pg. 11	14	15	16 Effective Communications to Build Relationships, Engagement & Understanding, 9:00 am - 4:00 pm pg. 20	17
	18	19	20	21	22 Maximizing the Impact of your Website on Marketing and Fundraising, 9:00 am - 4:00 pm pg. 21	23	24
	25	26	27	28 Evaluating the Impact of Your Programs, 9:00 am - 4:00 pm pg. 34	29	30	

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For more information, contact Lori Moffa, 215-951-1709/moffa@lasalle.edu



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