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

2012/2013 EDUCATION GUIDE

Education, Training, Value-Added Consulting and Leadership Development to Build Your Nonprofit's Capability & Staff Competency

The Nonprofit Center: Layers of Expertise

WHY WE'RE DIFFERENT

Every year, the differences between The Nonprofit Center and "the other guys" becomes more evident, as more and more so-called experts appear on the scene, looking to cash in on nonprofit business.

That's not us. If you're looking for a quick fix, try the other guys. If you're looking for someone who thinks the for-profit world knows it all and has nothing to learn from nonprofits, that's not The Nonprofit Center.

But if you're looking for a nonprofit organization that has spent more than three decades immersed in building a sustainable nonprofit community, that's not those guys - that's us.

And if you're looking for professional development, consulting, and leadership advancement that lives in the same world as you do, The Nonprofit Center has the experience, the track record, the culture and the layers of expertise that make the difference between success and revisiting the same issues next year.

WHAT'S NEW IN 2012-13?

Our full-day core classes will always be part of our curriculum because they are the basic skills essential in any nonprofit. But, as we all continue to evolve, we complement these 60+ courses with new topics and new formats, to accommodate individual needs, schedules, skills and budgets and credentialing.

This year, we are introducing the "What's Next Series?" for individuals who may have completed multiple core courses or earned one of our four Certificates, but are committed to continued learning.

These two to three hour workshops will drill down into a particular subject that goes beyond fundamentals to enhance your expertise.

The "Shoestring Series" is exactly what it sounds like - workshops that show you how you can tackle a need with the limited budget of a nonprofit. These 2-3 hour workshops will demonstrate that you don't need to abandon efforts that can propel your organization forward just because you lack deep pockets.

As you explore our line-up, you'll see that some of our Certificate Programs include What's Next and Shoestring classes in their curricula to give you a practical and well-rounded education.

We're also bringing our time-tested Nonprofit Management Certificate to South Jersey, giving you two dates and two locations to choose from for each of these nine popular classes.

Recognizing the uniqueness of each of our organizations, we will now enable you to Build-A-Certificate that precisely fits your learning goals. We'll work with you to create a customized certificate that combines classes from our various certificate programs, yielding a curriculum branded to you.

Our classes are now eligible for both CFREs and Social Worker CEUs.

INTRODUCTION

ONE-STOP SHOPPING FOR NONPROFITS

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

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

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

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

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

JOBS WEBSITE

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

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

It is all these individual layers that come together to create the unique experience of working with The Nonprofit Center at La Salle University's School of Business.

The Nonprofit Center…In the Business of Nonprofits Since 1981

Look for these symbols to identify classes that qualify for our certificate programs

FINANCIAL MANAGEMENT | FUNDRAISING | MARKETING AND COMMUNICATIONS | NONPROFIT MANAGEMENT

ACKNOWLEDGEMENTS

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

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Laura Solomon, Esq. & Associates
Subaru of America

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Subaru of America

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THE VALUE+ADDED CONSULTING DIFFERENCE

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

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

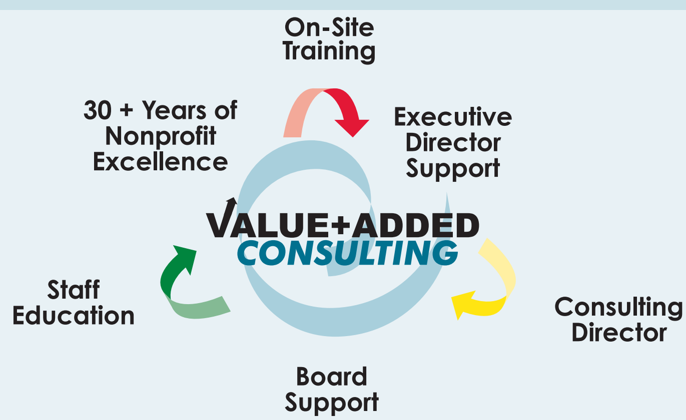
Underpinning every consulting project are layers of expertise, underscored by

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

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

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

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



COURSES

FINANCIAL MANAGEMENT

FINANCIAL MANAGEMENT

Basics of Financial Management

Nonprofit managers have to develop basic skills in financial management in order to effectively manage the organization's finances. Knowledge of key accounting responsibilities, financial reporting requirements, legal considerations, sustainability, and potential taxation issues provides nonprofit managers with the primary tools to build a solid foundation. An understanding of how each aspect of the organization (program, finance, development, human resources) and its impact on financial management is also integral to the overall success of the organization. This class will provide a basic understanding of nonprofit finances best practices, and cover the primary responsibilities and issues of the nonprofit manager's role in relation to fiscal management. Areas of focus will include accounting issues and standards specific to nonprofit organizations, budgeting concepts and tools, and the importance of financial reporting for your organization, both internal and external, including ways to measure and evaluate financial performance.

When:	11/8/12, 9 am to 4 pm
Where:	Clifton, Larson, Allen, LLP/1617 JFK Blvd., Phila, PA
Instructor:	Elizabeth Pilacik, CPA, Chair, Nonprofit and Tax-Exempt Services, Asher & Co., Ltd
Who Should Attend:	Executive directors, finance staff (especially new), program directors, board members, and others involved in financial decision-making
Fee:	Members: $119 Non-Members: $149

FINANCIAL MANAGEMENT

Building on the Basics of Financial Management

Once you possess the basic financial knowledge to support the financial reporting for your organization, what do you need to build upon that knowledge and to take it to the next level? This course will provide you with the tools to improve and enhance your organization's processes and internal controls, to enlist the support of your board, and to get your team excited about financial reporting. We will break down the complexity of internal controls to its five basic components: control environment; risk assessment; control activities; information and communication; and monitoring. Learn how to recognize and understand what the financial reporting is saying (and not saying!) about your organization, and other best practices. Bring a copy of your monthly/annual financial report for review.

When:	11/15/12, 9 am to 4 pm
Where:	Clifton, Larson, Allen, LLP/1617 JFK Blvd., Phila, PA
Instructor:	Elizabeth Pilacik, CPA, Chair, Nonprofit and Tax-Exempt Services, Asher & Co., Ltd
Who Should Attend:	Executive directors, finance staff (especially new), program directors, board members, and others involved in financial decision-making
Fee:	Members: $119 Non-Members: $149

COURSES

FINANCIAL MANAGEMENT

Business Planning: What it is and Why You Need it

Business planning serves as a practical approach to organizational decision-making. If you're not using business planning to align organizational strategy with human, financial, marketing and other resources, you are missing the chance to optimize your organization's effectiveness and efficiency. This course introduces the processes of business analysis and planning, including financial and marketing analysis; defining strategic impact; establishing strategic priorities; projecting required resources; and establishing performance measures. Working on an actual case study, you will develop an understanding of the concept of business planning and how it differs from other types of organizational planning (especially strategic planning); acquiring practical tools for analyzing your current program mix and evaluating the market and financial implications for new programs or ventures; and gaining knowledge of what to consider in assessing the full costs and benefits of creating programs or earned income ventures

When: 5/9/13, 9 am to 4 pm
Where: Clifton, Larson, Allen, LLP/1617 JFK Blvd., Phila, PA
Instructor: Steven P. Melick, Executive Director of the Center for Entrepreneurship at La Salle University
Who Should Attend: Executive directors, board members, CFO and development staff
Fee: Members: $119
Non-Members: $149

FINANCIAL MANAGEMENT | FUNDRAISING

Managing the Contribution - From the Finance and Development Perspectives

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

When: 11/30/12, 9 am to 4 pm
Where: Beneficial Bank/530 Walnut St., Phila., PA
Instructor: Richard Przywara
Who Should Attend: Development staff, finance staff, executive directors, board development and finance chairs, program staff involved in managing donations and grants
Fee: Members: $119
Non-Members: $149

PANO members can attend classes at the discounted member rate. When registering for a class, type "PANO member" in the ID number box.

COURSES

FINANCIAL MANAGEMENT

A Practical Guide to Financial Record Keeping

Why is a chart of accounts that reflects the activities and programs of your organization essential for funding, a clean audit, and financial reports that your Board understands? This class will show you how a clearly defined and accurate chart of accounts can make all finance reporting easier and more understandable, both internally and to funders. And a clearer financial picture makes financial management and oversight more efficient, and eases the audit process, facilitating the tracking of grants and restricted income, as well as expenses and unrestricted income. You will analyze charts of accounts that are less than ideal and learn how to create one that fits your organization. You will also learn how to create an accounting manual, an audit timeline and an audit book - all of which will help in keeping your financial records in good order. Accurate, well organized financial records will enhance fundraising efforts, as well as facilitate the audit process. Sample forms, manuals and timelines will be shared as part of your take-aways.

When: 12/6/12, 9 am to 4 pm
Where: Clifton, Larson, Allen, LLP/1617 JFK Blvd., Phila, PA
Instructor: Katherine Ann Reilly, Certified Management Accountant, Nonprofit Financial Consultant
Who Should Attend: Finance staff, executive directors, board members
Fee: Members: $119
Non-Members: $149

FINANCIAL MANAGEMENT

Program Budgeting for the Real World

Budgeting is a crucial component of planning and financial management. It provides an outline of how the mission and objectives of the organization will be actualized in the upcoming year. This lab-based class will provide you with the secrets of successful budgeting and with hands-on experience using Excel to create and adapt a budget to changing circumstances. Learn how to develop a budget, monitor actual income and expenses, and compare them to your budget. Practice creating a cash flow statement that can be used for monitoring and projecting cash flow on a monthly basis, and learn a method of allocating shared costs. This class also provides an opportunity to practice basic Excel commands, functions and formulas, as well as experience in linking spreadsheets and moving data to and from Excel.

When: 1/24/13, 9 am to 4 pm
Where: La Salle Montgomery County Center/2300 Chemical Rd., Plymouth Meeting, PA
Instructor: Katherine Ann Reilly, Certified Management Accountant, Nonprofit Financial Consultant
Who Should Attend: Finance directors and staff, executive directors who are interested in using Excel and/or budgeting; board treasurers
Fee: Members: $119
Non-Members: $149

"Material is clear and good reference after the course, and the trainer provided a process and a way of encouraging participation and the asking of questions that could meet the needs of quite a variety of people. Whether it was a refresher for some, but a starter for others, it felt to me that most of us were getting value from the day."

-Tony Scott

COURSES

NEW 1/2 DAY CLASSES

FINANCIAL MANAGEMENT

A Formula for Nonprofit Financial Sustainability

Sustainability is one of those buzzwords that has caught fire in recent years. Nonprofit sustainability is dependent upon many factors, including governance, planning, outcomes measurement, and of course, financial stability. This class will define what financial stability means and tactics on how to manage it, all with the goal of having a financially sustainable organization.

It will look at the factors that are essential to your organization's financial stability beyond simply generating enough money to stay afloat, such as accumulating reserves and providing for contingency planning. Exploring the key concepts of financial stability, including those areas that put an organization at risk as well as the ability to invest in new services that meet the community's needs, will make those responsible for the management of an organization better armed to create a plan to ensure that it will endure and continue to perform its mission.

When:	3/27/13, 9:00 am to 12 pm
Where:	Check our website
Instructor:	John Nihill, Director and Nonprofit Practice Area Leader, Elko & Associates, Ltd.
Who Should Attend:	Check our Website
Fee:	Members: $ 69
	Non-Members: $ 75

FINANCIAL MANAGEMENT

Red Flags in Financial Management that could Sink your Organization

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

- internal controls
- fraud prevention processes
- insurance
- investment policies

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

When:	4/16/13, 9 am to 12 pm
Where:	CHECK OUR WEBSITE
Instructor:	Katherine Ann Reilly, Certified Management Accountant, Nonprofit Financial Consultant
Who Should Attend:	Board members, financial directors, finance staff; anyone involved in investment, insurance decisions for nonprofits
Fee:	Members: $ 69
	Non-Members: $ 75

COURSES

NONPROFIT MANAGEMENT

What Every Nonprofit Manager Should Know about Finances *

Nonprofit managers, who are not finance professionals, are still expected to be accountable for their program's finances, regardless of their previous accounting or finance education. We've designed this course to enable the non-finance professional to understand financial management basics and to interpret what financial reports say about the health of your program. It will take you through the basics of nonprofit accounting, including key terms, financial reports, reading balance sheets and income statements; audits and reviews, analysis of financial performance; basic internal controls; budget overviews and hands-on analysis of actual situations. You will walk away feeling more confident in understanding your organization's finances and able to address questions and make informed decisions.

When:	1/23/13 (Phila.), 1/29/13 (NJ) 9 am to 4 pm
Where:	Asher & Co./ 1801 Market St., Phila., PA Jewish Federation of Southern NJ/1301 Springdale Rd., Cherry Hill, NJ
Instructor:	Elizabeth Pilacik, CPA, Chair, Nonprofit and Tax-Exempt Services, Asher & Co., Ltd. Or
Who Should Attend:	This class is particularly valuable for managers who have responsibility for a program or organization's finances but do not have a finance education; excellent background for executive directors, board members
Fee:	Members: $119 Non-Members: $149

**Nonprofit Management Certificate students may substitute any other financial management classes (see pages 7-11) after taking a short survey to ensure that they have mastered the basic components of this class. Contact us at 215-951-1701 for more information on this option.*

SHOESTRING SERIES

+

WHAT'S NEXT?

+

PANEL DISCUSSIONS

EQUALS

Special Programs from The Nonprofit Center

See pages 44 - 52 for new ways to learn

COURSES

FUNDRAISING

FUNDRAISING

Building a Strong Corporate Fundraising Program

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

When: 3/6/13, 9 am to 4 pm
Where: CHECK OUR WEBSITE
Instructor: Patrick Feeley, Associate Vice President, Individual and Principal Giving, Children's Hospital of Philadelphia Foundation
Who Should Attend: Executive directors, development staff, special event managers and others interested in strengthening their corporate fundraising program.
Fee: Members: $119
Non-Members: $149

FUNDRAISING

Creating Successful Individual and Major Donor Campaigns

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

When: 10/30/12, 9 am to 4 pm
Where: Schnader, Harrison, Segal, Lewis/1600 Market St., Phila., PA
Instructor: Richard Pryzwara, Executive Director, West Chester University Foundation
Who Should Attend: Executive directors, board members, development staff and others interested in being successful in securing major gifts
Fee: Members: $119
Non-Members: $149

PANO members can attend classes at the discounted member rate. When registering for a class, type “PANO member” in the ID number box.

COURSES

FUNDRAISING | MARKETING AND COMMUNICATIONS

Designing & Implementing an Effective Direct Mail Program

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

When: 3/28/13, 9 am to 4 pm
Where: Buchanan, Ingersoll & Rooney/50 S. 16th St., Phila., PA
Instructor: Tina Rothfuss, Senior Manager, Major Gifts, Philabundance
Who Should Attend: Development staff who want a refresher, executive directors, marketing/communications staff, board members and others interested in fundraising and in communicating about their organization
Fee: Members: $119
Non-Members: $149

FUNDRAISING | NONPROFIT MANAGEMENT

Fundamentals of Fundraising

To be successful at fundraising you need to know all your options and pull together a diversified strategy for your organization. This program will give you a starting point by introducing the fundamental fundraising concepts and providing a snapshot of all the avenues open to you. Topics covered include funding trends, donor motivation, creating your case, planning, and an analysis of the pros, cons, and requirements of different fundraising strategies. You will leave with an understanding of all that is involved in fundraising so that you can decide where to spend your time and energy to achieve the best results.

When: 10/4/12 (Phila.), 10/9/12 (NJ) 9 am to 4 pm
Where: Check our Website
Jewish Federation of Southern NJ/1301 Springdale Rd., Cherry Hill, NJ
Instructor: Allison Trimarco, Founder, Capacity for Change
Who Should Attend: Development staff who want a refresher, executive directors, marketing/communications staff, board members and others interested in fundraising and in communicating about their organization
Fee: Members: $119
Non-Members: $149

> *"Thank you to the Nonprofit Center for yet another "masterpiece theater" opportunity!!"*
>
> **Sister Linda Filipponi,**
> **Development Director, IHM Center for Literacy**

COURSES

The Fundraiser's Roadmap: Putting All the Pieces Together

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

When:	5/14/13, 9 am to 4 pm
Where:	Schnader, Harrison, Segal, Lewis/1600 Market St., Phila., PA
Instructor:	Ted Swenson & Jennifer Shropshire
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: $119 Non-Members: $149

Guide to Finding & Getting Grants*

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

When:	10/23/12, 9 am to 4 pm
Where:	Buchanan, Ingersoll & Rooney/50 S. 16th St., Phila., PA
Instructor:	Allison Trimarco, Founder, Creative Capacity
Who Should Attend:	Executive directors, development staff (especially those new to the field), program staff, board members
Fee:	Members: $119 Non-Members: $149

Looking for a different kind of experience in learning grantwriting? Check out The Grantwriter's Three-Part Power Series described on page 30 for an alternative to the six-hour Guide to Finding & Getting Grants with the same popular instructor.

COURSES

FUNDRAISING FINANCE

Managing the Contribution - From the Finance & Development Perspectives

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

When: 11/30/12, 9 am to 4 pm
Where: Beneficial Bank, 530 Walnut St., Phila., PA
Instructor: Richard Przywara, Executive Director, West Chester University Foundation
Who Should Attend: Development staff, finance staff, executive directors, board development and finance chairs, program staff involved in managing donations and grants
Fee: Members: $119
Non-Members: $149

FUNDRAISING

Organizing Successful Special Events

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

When: 2/26/13, 9 am to 4 pm
Where: Buchanan, Ingersoll & Rooney/50 S. 16th St., Phila., PA
Instructor: Linda Kligman, Director for Advancement, Institute for Restorative Practices
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: $119
Non-Members: $149

Check out our "SHOESTRING SERIES" in fundraising workshops on page 45

FUNDRAISING

Planned Giving: Realizing the Potential

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

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

When:	4/26/13, 9 am to 4 pm
Where:	Schnader, Harrison, Segal, Lewis/1600 Market St., Phila., PA
Instructor:	Lise Twiford, Vice President for Development, Lehigh Valley Health Network
Who Should Attend:	Development staff, executive directors, board members and others involved in fundraising events
Fee:	Members: $119 Non-Members: $149

COURSES

GOVERNANCE & BOARD DEVELOPMENT

NONPROFIT MANAGEMENT

Best Practices Guide to Effective Board Governance

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

When:	11/8/12 (Phila.); 11/27/12 (NJ), 9 am to 4 pm
Where:	Buchanan, Ingersoll & Rooney/50 S. 16th St., Phila., PA Jewish Federation of Southern NJ/1301 Springdale Rd., Cherry Hill, NJ
Instructor:	Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University's School of Business
Who Should Attend:	Executive directors, board members, senior staff
Fee:	Members: $119 Non-Members: $149

Build Your Own Certificate

Every nonprofit is unique and some jobs may have responsibilities that overlap more than one skill set. An executive director may also be the primary fundraiser. A development director may also have significant management responsibilities. A communications professional may be intensely involved in fundraising. A program director responsible for handling his/her program may benefit from a selection of finance courses.

Many clients choose to take more than one Certificate (some take all four), but for some people, a combination of courses from multiple Certificates may best suit their individual situation.

We urge you to contact us to collaborate on a customized Certificate uniquely tailored to your individual role. Call Stepfon Wallace at 215-991-3676 or email wallaces@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: 3/15/13 (Phila.); 3/22/13 (NJ), 9 am to 4 pm
Where: Check our Website
Alice Paul Institute, 128 Hooten Rd., Mt. Laurel, NJ
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: $119
Non-Members: $149

NONPROFIT MANAGEMENT

Nonprofit Management 101

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

When: 9/25/12 (Phila); 10/3/12 (NJ), 9 am to 4 pm
Where: Buchanan, Ingersoll & Rooney/50 S. 16th St., Phila., PA
Alice Paul Institute, 128 Hooten Rd., Mt. Laurel, NJ
Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University's School of Business
Who Should Attend: Mid-level managers, board members, those new to the sector and interested in working in management positions
Fee: Members: $119
Non-Members: $149

"This class was incredibly informative, interactive and a great value for the cost! Thank you for making it affordable!"

-Brenda Jackson-Koehler

COURSES

NONPROFIT MANAGEMENT

What Every Nonprofit Manager Should Know about Finances

Nonprofit managers are expected to be accountable for their program's finances, regardless of their previous accounting or finance education. We've designed this course to enable the non-finance professional to understand financial management basics and to interpret what financial reports say about the health of your program. It will take you through the basics of nonprofit accounting, including key terms, financial reports, reading balance sheets and income statements; audits and reviews; analysis of financial performance; basic internal controls; budget overviews and hands-on analysis of actual situations. You will walk away feeling more confident in your ability to understand your organization's finances and to be able to address questions and make informed decisions.

When:	1/23/13 (Phila); 1/29/13 (NJ) 9 am to 4 pm
Where:	Asher & Co./ 1801 Market St., Phila., PA Jewish Federation of Southern NJ/1301 Springdale Rd., Cherry Hill, NJ
Instructor:	Elizabeth Pilacik, CPA, Chair, Nonprofit and Tax-Exempt Services, Asher & Co., Ltd.
Who Should Attend:	Managers who have responsibility for a program or organization's finances but do not have a finance education; excellent background for executive directors, board members
Fee:	Members: $119 Non-Members: $149

Free is Good!

We Like Free

Here's How to Get Free

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

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

FREE.

<u>The fine print:</u> To qualify for this special offer, you must be either an Individual, Basic or MemberPlus Member of The Nonprofit Center. You must register and pay for 5 courses at one time. The coupon is worth a maximum of $119. Panel discussions, Shoestrings and What's Next programs are excluded from this offer (except for redemption). Coupons will not be replaced if lost or expired. This offer cannot be combined with any other special offers, other than the Member discount. This offer may be discontinued at any time.

COURSES

MARKETING & COMMUNICATIONS

MARKETING AND COMMUNICATIONS

The Art of Persuasive Nonprofit Story-Telling

One of the most effective tools a nonprofit has to raise funds and win support is through story-telling. It is an art that can be shared via publications and direct mail; verbally, from the elevator speech to a funder presentation; and online, using today's social networking tools. A well-told story inspires and compels action and distinguishes your organization from the masses. This course will explore the factors that make each type of presentation successful, so that you are utilizing all these communication tools effectively, maximizing support for your organization through skilled external communications. Practicing presentations will reinforce your skills and raise your confidence level.

When: 3/5/13, 9 am to 4 pm
Where: Check our Website
Instructor: Patrick Feeley, Associate Vice President, Individual and Principal Giving, Children's Hospital of Philadelphia Foundation
Who Should Attend: Executive directors, board members, marketing/communications and fundraising staff; appropriate for any level of experience
Fee: Members: $119
Non-Members: $149

> *"Your workshop on nonprofit story-telling...dramatically improved our annual campaign letters...I feel much clearer about what we're attempting to do when we tell our organization's story."*
> **Ellen Sopmekawa, Executive Director, Asian Americans United**

MARKETING AND COMMUNICATIONS

Building a Successful Marketing Program

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

When: 10/19/12 (Phila.); 10/30/12 (NJ), 9 am to 4 pm
Where: Beneficial Bank/530 Walnut St., Phila., PA
Jewish Federation of Southern NJ/1301 Springdale Rd., Cherry Hill, NJ
Instructor: David Brown, Vice President, Sales & Community Relations, Pennsylvania Health Plan, United Healthcare Community Plan
Who Should Attend: Staff and board members who want to increase the effectiveness of their organizations build or extend services and grow their organizations
Fee: Members: $119
Non-Members: $149

MANAGEMENT ASSESSMENT PROCESS

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

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

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

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

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

For more information about how the Management Assessment Process can get your organization on the right path, contact Ellen Funk at The Nonprofit Center at 215-951-1711 or funk@lasalle.edu

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

COURSES

MARKETING AND COMMUNICATIONS

Communicating Effectively with Internal and External Audiences

The ability to communicate well and clearly is an increasingly valued and necessary competency for organizational and professional success and an absolute essential for those whose work includes marketing their organizations to the media and other key audiences. We communicate with a variety of people in the workplace every day - peers, superiors, subordinates, clients, and board members - and all of these people can help or hinder our work. As communications options continue to grow and morph, we need to make choices, not only about what to communicate, but also about how to communicate our messages. Understanding how most effectively to communicate and using the most appropriate communication vehicle is essential to success, and this course will help you learn to adapt to different communication styles, overcome barriers to communication, and develop approaches for dealing with resistance to ideas or proposals.

When: 2/20/13, 9 am to 4 pm
Where: Check our Website
Instructor: Lynne Texter, Ph.D., Assoc. Prof. and Chair, Dept. of Communication, La Salle University
Who Should Attend: Staff and board members who are involved in communicating about their organization to various audiences
Fee: Members: $119
Non-Members: $149

MARKETING AND COMMUNICATIONS

FUNDRAISING

Designing & Implementing an Effective Direct Mail Program

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

When: 3/28/13, 9 am to 4 pm
Where: Buchanan, Ingersoll & Rooney/50 S. 16th St., Phila., PA
Instructor: Tina Rothfuss, Senior Manager, Major Gifts, Philabundance
Who Should Attend: Development staff or want a refresher, executive directors, marketing/communications staff, board members and others interested in fundraising and in communicating about their organization
Fee: Members: $119
Non-Members: $149

PANO members can attend classes at the discounted member rate. When registering for a class, type "PANO member" in the ID number box.

COURSES

MARKETING AND 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: 12/7/12, 9 am to 4 pm
Where: Check our Website
Instructor: Michael Smith, Ph.D., Associate Professor of Communication, La Salle University
Who Should Attend: Marketing/development/communication managers, board members responsible for providing communication guidance, or anyone seeking ways to improve their organization's strategic use of communication
Fee: Members: $119
Non-Members: $149

MARKETING AND COMMUNICATIONS

The Essentials of Media Relations

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

When: 2/15/13, 9 am to 4 pm
Where: Check our Website
Instructor: Michael Smith, Ph.D., Associate Professor of Communication, La Salle University
Who Should Attend: Marketing and communications staff
Fee: Members: $119
Non-Members: $149

Check out our "SHOESTRING SERIES" in Marketing and Communications on page 46.

COURSES

MARKETING AND COMMUNICATIONS

Making your Website and Social Media Tools Work for You

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

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

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

When:	1/18/13, 9 am to 4 pm
Where:	La Salle Montgomery County Center/2300 Chemical Rd., Plymouth Metting, PA
Instructor:	Rick Simmons, Chief Solutions Officer, Dinkum Interactive
Who Should Attend:	Anyone involved in marketing/communications, executive directors, development staff
Fee:	Members: $119
	Non-Members: $149

MARKETING AND COMMUNICATIONS

Nonprofit Branding on a Shoestring - New 1/2 day class

Most of us understand the concept of branding as it relates to Apple or Starbucks but we often make the fundamental mistake of believing that there's no value in a brand unless you can sink lots of money into marketing it.

Even in a nonprofit, your brand is a key way you can distinguish yourself from similar organizations and the way you establish your personality and the experience of working with you. As a nonprofit, you are in a position to create a powerful brand that moves people to want to support you. But that means everyone in the organization must recognize and understand its brand - what it is and why you need it - before it can have any impact on your audiences.

This class will make you appreciate the power of your brand so you can harness it, even without a big budget to back it up. You'll go from the basics of what makes a brand to what your brand can do for you, who is in charge of it, and how you can strengthen it.

You will be excited by the prospects of how to shape and articulate your brand, with limited resources, and how to manage and evaluate branding strategies so that they support your message and your mission

When:	12/19/13, 9 am to noon
Where:	Clifton, Larson, Allen, LLP/1617 JFK Blvd., Phila, PA
Instructor:	David Brown, Vice President, Sales & Community Relations, Pennsylvania Health Plan, United Healthcare Community Plan
Who Should Attend:	Staff responsible for marketing and communications and others involved in defining and communicating a clear brand and message, such as development officers and executive directors
Fee:	Members: $ 69
	Non-Members: $ 75

COURSES

MARKETING AND COMMUNICATIONS

Using Advanced Internet Marketing to Support your Mission - New 1/2 day class

This program is designed for people who recognize the importance of online marketing in promoting their organization, and have begun leveraging the power of the Web to support their mission and goals. Online tools, including your website, social media and email marketing campaigns are among today's strongest methods for promoting your mission and message to your key audiences. Even the smallest (and poorest) nonprofit can reach out to the public via a strong and deliberate online presence. But are you taking full advantage of what the Web has to offer as a branding and marketing medium? Find out about changes you can make to maximize the effectiveness of your online presence. Among the topics covered will be the role of landing pages in securing leads (whether they be donors, clients, volunteers, etc) , the options for cost effective online ads, how to use your website to tell a story, how to increase email deliverability, how to use analytics to monitor and measure the success of your efforts, and more. This course may stand alone or be an excellant companion to build on “Making Your Website and Social Media Tools Works for You”

When: 2/6/13, 9 to 11 am
Where: Check our Website
Instructor: David Sonn, Founder and President, Arc Intermedia
Who Should Attend: Anyone involved with the development and maintenance of your organization's website and social media sites, communications and marketing staff
Fee: Members: $ 35
Non-Members: $ 42

Build Your Own Certificate

Every nonprofit is unique and some jobs may have responsibilities that overlap more than one skill set. An executive director may also be the primary fundraiser. A development director may also have significant management responsibilities. A communications professional may be intensely involved in fundraising. A program director responsible for handling his/her program may benefit from a selection of finance courses.

Many clients choose to take more than one Certificate (some take all four), but for some people, a combination of courses from multiple Certificates may best suit their individual situation.

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PLANNING & EVALUATION

NONPROFIT MANAGEMENT

*Evaluating the Impact of Your Programs**

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

When:	4/12/13 (Phila.); 4/23/13 (NJ), 9 am to 4 pm
Where:	Buchanan, Ingersoll & Rooney/50 S. 16th St., Phila., PA Jewish Federation of Southern NJ/1301 Springdale Rd., Cherry Hill, NJ
Instructor:	John Kelley, Ph.D., founder of both Villanova University's Human Organization Science Institute and its Office of Planning and Institutional Research
Who Should Attend:	Executive directors, board members, development staff, program administrators, data managers and consultants
Fee:	Members: $119 Non-Members: $149

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 critical and often daunting subject, to get you started on the path to a good planning process. How-to topics include: gathering stakeholder data, hiring a consultant, 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:	1/10/13 (Phila.); 1/17/13 (NJ), 9 am to 4 pm
Where:	CHECK OUR WEBSITE Alice Paul Institute, 128 Hooten Rd., Mt. Laurel, NJ
Instructor:	John Kelley, Ph.D., founder of both Villanova University's Human Organization Science Institute and its Office of Planning and Institutional Research Executive Director of Planning, Training and Institutional Research, Villanova University
Who Should Attend:	Executive directors, board leaders, program staff
Fee:	Members: $119 Non-Members: $149

If you prefer a multi-part progressive program, taught by the same great instructor, consider our three-part Power Series: "Building a Framework for Advanced Evaluation and Outcome Measurement of your Organization" described on page 29.

COURSES

NONPROFIT MANAGEMENT

Planning and Designing Programs for Maximum Impact

Programs translate mission into action. Program planning is critical to the development of mission-driven programs that meet constituent needs, demonstrate impact through measurable outcomes and have sustainable marketing and funding strategies. This class will teach you best practices in program design, development and implementation. Key topics include: mission and program alignment, how to involve stakeholders in the planning process, defining outcomes, collaborative programming, program budgeting and measuring impact. Activities will help you develop a matrix of your organization's current and potential programs and get you started on the path to future program planning, so bring your mission statement, strategic plan and program descriptions to get the most out of this hands-on course.

When:	**2/13/13 (Phila.); 2/19/13 (NJ), 9 am to 4 pm**
Where:	**Check our Website**
	Jewish Federation of Southern NJ/1301 Springdale Rd., Cherry Hill, NJ
Instructor:	**Abigail McMahon, Consulting associate in organizational capacity and effectiveness**
Who Should Attend:	**Executive directors and program managers/directors**
Fee:	**Members: $119**
	Non-Members: $149

Membership in The Nonprofit Center
At La Salle University's School of Business

Mem•ber (mem′ bər)

1 A distinct part or element of a whole.

2 A savvy, cost-conscious nonprofit organization or individual who joins The Nonprofit Center at La Salle University's School of Business to gain substantial discounts on professional education, consulting services, and access to a comprehensive network of expert resources while investing in professional development.

With three levels of membership, The Nonprofit Center can help you and your organization meet – and exceed – your goals.

Find out more about the benefits and advantages of Membership in The Nonprofit Center.
Call 215-951-1710
email: ulmer@lasalle.edu
or log onto www.lasallenonprofitcenter.org/membership

POWER CLASSES

POWER CLASSES

Building a Framework for Advanced Evaluation and Outcome Measurement of Your Organization: A Three-Part Immersion

The pressure to demonstrate your organization's effectiveness and document your program outcomes continues to grow and often presents a daunting challenge. Foundations, government entities, and other funders expect evaluation and performance measurement data, even though most nonprofit organizations struggle to achieve the capacity to implement meaningful evaluation and outcomes measurement.
This Power Class, presented in three progressive l/2 day sessions, will walk you through the steps that will result in each participant having honed a clear and specific evaluation map for at least one program, as well as an enhanced ability to formulate and guide additional evaluations.

Session I: **Participants will work through a time-tested 6 step model for developing a comprehensive evaluation plan. Numerous examples from real evaluations as well as an authentic case study will punctuate each of the 6 steps. Logic modeling will also be reviewed and several variations shared. During the two weeks before the next session, participants will sharpen their logic models and draft a brief evaluation plan following the 6 step model, including such tools and techniques as developing measurable outcomes, evaluation designs and data collection methods.**

Session II: **This session features sharing and refining of logic models and evaluation plans with participants raising and resolving questions and challenges. A collaborative peer environment will encourage discussion on topics raised by participants such as designing survey items, evaluation costs and the role of consultants.**

Session III: **The discussion of individual projects will continue, and several selected interventions/techniques will also be addressed, in particular focus groups, cost-benefit analysis and sensitivity tables.**

With a focus on leadership knowledge and skills essential to guiding evaluation design and managing implementation, rather than instruction in statistics and computers, participants will gain a new ability and confidence that ensures that your organization's evaluation and outcome measurement processes accurately reflect your organization's achievements. You will also leave with a tangible product, a comprehensive draft evaluation plan for one of your programs.

When:	2/13, 2/27, 3/13/13, 9 am to 12 pm. Attendance at all three sessions is required to ensure a logical, effective continuum of learning	
Where:	Check our Website	
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 and program managers/directors	
Fee:	Members:	$225 for all three sessions
	Non-Members:	$275 for all three sessions

Insider tip: Check out John Kelley's "Survey Research on a Shoestring" for continued learning in this field (see page 47)

POWER CLASSES

The Grantwriter's Three-Part Writing Clinic

This progressive series of three l/2 day sessions is designed for the grantwriter who wants a clinic format that results in the creation of an actual grant request that will undergo peer review. The goal is to take the grantwriter from a focus on writing grants to a focus on getting grants. Assignments after each session will provide a continuum of skills development and a serious opportunity to build upon this new expertise. You will walk away with a carefully crafted and analyzed grant request that you can begin submitting.

Session I: How grantsmanship really works (i.e. relationship building, etc); foundations, corporations, and government grants (similarities, differences, pros and cons); figuring out your program priorities so you can conduct effective research for grant prospects; how to research and find which grants are right for you. This session sets people up to actually get the grants they apply for by being well-prepared to present themselves and choose their prospects wisely. The homework will be to research at least three grant prospects; participants would come to Session II with questions about that process.

Session II: Quality grantwriting: how to define the need, how to set objectives, understand your evaluation options, describing your program activities well. A take-home assignment will require participants to either select one of the grants they researched or complete the narrative of the DVG common application. You will come to the third session with a grant draft for peer review.

Session III: Peer review of drafts and time for questions about challenges encountered while writing; how to write good executive summaries; how to build your budget; how to craft grant reports and nurture relationships with funders in the long-term.

When:	1/29, 2/19, 3/5/13, 9 am to 12 am. Attendance at all three sessions is required to ensure a logical, effective continuum of learning	
Where:	Clifton, Larson, Allen, LLP/1617 JFK Blvd., Phila, PA	
Instructor:	Allison Trimarco, Founder, Creative Capacity	
Who Should Attend:	Development staff, Executive Directors, Program staff	
Fee:	Members:	$225 for all three sessions
	Non-Members:	$275 for all three sessions

"The material was extremely helpful especially for me as I'm new to this specific skill set. Allison was an excellent "teacher" - enthusiastic, knowledgeable and managed the class time well. I typically measure the success of a class by the practical knowledge gained that can be readily put to use and in this case I would give the course an "A".

-Mike Daly

POWER CLASSES

NEW!

Creating & Managing a Successful Volunteer Program

Few nonprofits can exist without volunteers, but like any relationship, there are approaches, techniques and processes that contribute to the success of your volunteer programs - from both sides of the equation. This new three-part series will take you from the formatting of an engaging, productive volunteer program to capitalizing on the richness of volunteer energy to managing and retaining this power-source. Each class will result in the creation of a product essential to the development and maintenance of a strong volunteer program that will serve your organization well.

Session I: Effective Volunteer Programs

Learning Objectives Include:

- Understanding the elements of a strong volunteer program
- Preparing your organization to use volunteers effectively
- Building commitment at all levels of your organization
- Determining how volunteers best fit in to your organization's work

Project: Developing your philosophy for how volunteers will contribute to your organization's mission. Draft job descriptions for volunteer positions and their role in a volunteer manual.

Session II: Recruiting Volunteers and Putting Them to Work

Learning Objectives Include:

- Understanding why people volunteer, and how to capitalize on these motivations to strengthen your volunteer program
- Techniques for inspiring both short-term and long-term participation
- Developing systems for matching the right volunteer to the right job
- Planning for successful volunteer training and orientation

Project: Creating your recruiting plan. Developing procedures for interviewing and placing new volunteers.

Session III: Successfully Managing Volunteers

Learning Objectives Include:

- Effective techniques for supervising volunteers and handling common challenges
- Developing an evaluation system that strengthens your relationship with long-serving volunteers
- Managing relationships between paid staff and volunteers
- Learning techniques for retaining volunteers

Project: Developing your volunteer evaluation plan. Developing and implementing practices to improve volunteer retention.

When:	4/2/13, 4/16/13, 4/30/13, 9 am to noon. Attendance at all three sessions is required to ensure a logical, effective continuum of learning
Where:	Check our Website
Instructor:	Allison Trimarco, Founder, Creative Capacity
Who Should Attend:	Executive directors, program managers/directors, volunteer and HR staff
Fee:	Members: $225 for all three sessions
	Non-Members: $275 for all three sessions

MEMBERSHIP IN THE NONPROFIT CENTER

Just 

Things to Remember

Membership in The Nonprofit Center is about  things:

- Saving Money
- Getting Access

We could give you a long list of the many valuable benefits and numerous discounts from Membership in The Nonprofit Center, but we're going to cut to the chase and tell you that a nonprofit can save more than $5,000 a year by joining The Nonprofit Center.

And if access is what you want, Membership in the Nonprofit Center gives you a direct line to knowledge, information, skills, expertise, and it bears repeating – savings – on all the services that build your organization's capability and your sta and board's competency.

So if you only remember 1 "Thing" today, make it the 2 "Things" you get from Membership in The Nonprofit Center.

Find out how to get a FREE MANAGEMENT ASSESSMENT FOR YOUR ORGANIZATION (VALUE: $3500)

CERTIFICATE PROGRAMS

For the professional who is serious about developing deep competency in an essential nonprofit skill set, our four Certificate Programs provide in-depth, progressive learning, valuable credentials and a collegial environment. In addition to our core certificates in Nonprofit Management, Financial Management, Fundraising and Marketing/Communications, you can also Build-Your-Own-Certificate, as described on page 34.

Benefits of our Certificate Programs:

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

What is a Certificate Program?

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

Who should take a Certificate Program?

Our Certificate Programs are designed for nonprofit professionals who want to sharpen their skills and knowledge in a specific content area in a focused and cost-effective way. *They are especially valuable for those who are not formally educated in subjects for which they have been given responsibility*. Those seeking to serve in the nonprofit sector also find Certificate Programs an ideal way to develop new and marketable skills. Additionally, executive directors and board members who have many varied roles and responsibilities will be able to acquire the bedrock skills needed to perform to their maximum effectiveness.

Why a Nonprofit Center Certificate?

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

CERTIFICATE PROGRAMS

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

The Nonprofit Center's association with a respected academic institution enables us to offer Continuing Education Units (CEUs) from the La Salle University School of Business. CEUs are the nationally recognized standard unit of measurement for participation in a continuing education activity that is not for academic credit. All classes are also approved for CFRE points for development professionals and may be eligible for CEUs 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.

How much does it cost?

You pay the same affordable course fees listed on each course in this Education Guide. Membership in The Nonprofit Center provides a discount on every program we offer as well as a free course for every five you take (details on our website). The average total cost to complete a Certificate Program is less than $900. A non-refundable $30 application fee entitles you to the assistance of an academic advisor to help you with scheduling and related issues.

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 six months.

How do I start?

To get started, you must first enroll in a Certificate Program by completing the simple application form in this Guide or online, and returning it with your application fee. 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.

Build Your Own Certificate

Every nonprofit is unique and some jobs may have responsibilities that overlap more than one skill set. An executive director may also be the primary fundraiser. A development director may also have significant management responsibilities. A communications professional may be intensely involved in fundraising. A program director responsible for handling his/her program may benefit from a selection of finance courses.

Many clients choose to take more than one Certificate (some take all four), but for some people, a combination of courses from multiple Certificates may best suit their individual situation.

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

CERTIFICATE PROGRAMS

FINANCIAL MANAGEMENT

Certificate in Financial Management - Sponsored by Elko & Associates, Ltd.

Elko & Associates Ltd
Accountants & Advisors

4.2 Continuing Education Units, 42 CFREs

The Certificate in Financial Management provides those with responsibility for finances the tools to prepare and analyze nonprofit financial statements, budgets and financial policies and procedures. Participants will learn how to establish and maintain financial systems in accordance with generally accepted accounting rules and regulations that satisfy external reviewers, board members, funders and other stakeholders. With a focus on best practices in this age of transparency, you will build your ability to make sound decisions that affect programs and operation. It will demystify financial jargon and teach you financial record-keeping.

This series is ideal for those who are not trained financial professionals but have responsibilities for fiscal operations and would benefit from a progression from fundamentals to more sophisticated education in solid financial practices, procedures and regulations. Executive directors who may have a finance director, but still recognize the importance of being fully versed in financial management themselves, will become more confident in their ability to understand, interpret, articulate and make decisions about their organization's financials. Board members with fiscal responsibilities will be better able to executive their fiscal responsibilities.

This Certificate is worth 4.2 Continuing Education Units from the La Salle University School of Business, 42 CFRE points, may be eligible for CEUs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and features six full day and two l/2 day courses, listed below.

CLASSES:

Basics of Financial Management

Building on the Basics of Financial Management

Program Budgeting

Financial Record Keeping

Business Planning

Managing the Contribution - From the Development and Finance Perspectives

1/2 day classes:

- Red Flags in Financial Management
- A Formula for Nonprofit Sustainability

> *"These courses have afforded me the opportunity to continue my education, relative to the nonprofit sector, and gain relevant and current knowledge regarding operation and management. Overall, it has been an extremely positive experience and having completed all of the certificate programs... I would highly recommend these courses and the opportunities they offer."*
>
> **-Colleen Brooks, Finance Professional**

CERTIFICATE PROGRAMS

FUNDRAISING

Certificate in Fundraising - 5.4 Continuing Education Units, 54

The Certificate in Fundraising is designed for those who may not be formally trained in fundraising, but seek instruction in the basic skills and methods of resource development. It also provides a continuum of skills development in all the key areas of fundraising, 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.

All classes (not just fundraising) are eligible for CFRE points for fundraising professionals seeking to earn that advanced credential.

This Certificate is worth 5.4 Continuing Education Units from the La Salle University School of Business, 54 CFRE points, may be eligible for CEUs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and features nine courses, listed below.

CLASSES:

Fundamentals of Fundraising

Guide to Finding and Getting Grants

Organizing Successful Special Events

Creating a Corporate Sponsorship Program

The Fundraiser's Roadmap

Managing the Contribution

Building an Individual and Major Gifts Campaign

Designing and Implementing a Successful Direct Mail Program

Planned Giving: Realizing the Potential

***Certificate students may substitute (paying the cost differential) the three-part Power Series Clinic on grantwriting, described on page 30, which involves weekly assignments that lead to the creation of an actual grant request reviewed in class. Some students opt for both courses to maximize and reinforce learning.**

COMPARE US TO THE COMPETITION

	OURS	THEIRS
Hours of instruction	54	30
CEUs and CFREs	54/54	30/30
Cost per hour for Members	$17.50	$21

MORE PLUSES

OURS: Flexible schedule with up to 3 years to complete
OURS: More than 30 years of experience behind us
OURS: Certification in Fundraising from the Nonprofit Center at La Salle University's School of Business
OURS: Additional learning opportunities to reinforce skills with our economical “Shoestring” and “What's Next?” series
OURS: The ability to mix-and-match with courses in other nonprofit disciplines to “build your own certificate” that meets your needs and goals

CERTIFICATE PROGRAMS

MARKETING AND COMMUNICATIONS

Certificate in Marketing & Communications - Sponsored by Association Headquarters

4.7 Continuing Education Units, 47 CFREs

The Certificate in Marketing & Communications provides you with a comprehensive overview of the marketing and communications processes and skills needed to develop and implement an effective plan that promotes your organization and its mission. It incorporates marketing and communications plans and strategies, including the "4 Ps" (product, promotion, price and place); research, analysis, planning and strategy; media relations; website; branding; communications methods and the role of communications in supporting fundraising. This combination of proven traditional marketing and communications approaches, along with an increased emphasis on social media, will help your organization get the exposure it deserves as you enhance your own communications skills and techniques. Recognizing that effective executive directors are their organizations' chief marketers, we recommend their participation in addition to marketing, communications, and public relations staff and board members. In addition, development directors will enhance their ability to create the effective messaging that successful fundraising demands.

This Certificate is worth 4.7 Continuing Education Units from the La Salle University School of Business, 47 CFRE points, may be eligible for CEUs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and features seven full-day classes, one l/2 day and one two hour session, listed below

CLASSES:

Building an Effective Direct Mail Program

Building a Successful Marketing Program

Developing a Communications Plan

The Essentials of Media Relations

Communicating Effectively with Internal and External Audiences

The Art of Persuasive Nonprofit Story-Telling

Making Your Website and Social Media Work for You

Branding on a Shoestring - 3 hr. class

Using Internet Marketing to Support your Mission - 2 hour class

ASSOCIATION HEADQUARTERS, INC.

Professional Management of Voluntary Organizations

A leading association management company for nearly 35 years, Association Headquarters provides associations, voluntary organizations, and medical societies with tailored professional management services.

At AH, we recognize that every client partner is different. That's why the work we do is as unique as the clients themselves and why our client partners' autonomy is as important to us as their success.

Whether you're looking for full-service management, or help with a specific project, our staff of more than 160 dedicated professionals can help.

- Executive management
- Strategic planning
- Accreditation services
- Trade show and exhibit management
- Meeting and convention planning
- Public relations
- Marketing
- Government relations
- Continuing education management
- Creative services
- Publications management and editorial
- Web services
- Financial services
- Membership development
- Sponsorship sales
- Administration support

Brian Riggs
Vice President of Business Development
856-380-6832 • briggs@ahint.com

CERTIFICATE PROGRAMS

NONPROFIT MANAGEMENT

Certificate in Nonprofit Management - Sponsored by Laura Solomon & Associates

5.4 Continuing Education Units, 54 CFREs

L S & A
LAURA SOLOMON AND ASSOCIATES

Now with a choice of locations: Center City Philadelphia or South Jersey (see page 42)

The Certificate in Nonprofit Management provides a knowledge base as diverse and balanced as every nonprofit leader needs to be. Its broad-based curriculum covers every key aspect of nonprofit administration and operation, including the essential areas of board governance, marketing, financial management, fundraising, human resources and supervision, program evaluation and strategic planning. It is especially valuable to new executive directors as well as senior management on the leadership track and those who wish to refresh their knowledge to be completely confident in their diversity of skills and understanding. This Certificate is worth 5.4 Continuing Education Units from the La Salle University School of Business, 54 CFRE points, may be eligible for CEUs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and requires nine courses, listed below.

CLASSES:

Nonprofit Management 101

Fundamentals of Fundraising

Building a Successful Marketing Program

Best Practices Guide to Effective Board Governance

Keys to Successful Strategic Planning

Planning and Designing Programs for Maximum Impact

+Evaluating the Impact of your Programs +

Fundamentals of Human Resources

What Every Nonprofit Manager should Know About Finances

+ Certificate students may substitute (paying the cost differential) the three-part Power Series on evaluation, described on page 29, which involves weekly assignments that lead to the development of an evaluation tool reviewed by your peers. Some students opt for both courses to maximize and reinforce learning.

**** Certificate students may substitute any other financial management classes (see pages 7-11) after taking a short survey to ensure that they have mastered the basic components of this class. Contact us at 215-951-1701 for more information on this option.**

CERTIFICATE PROGRAMS

THE BEST OF THE NONPROFIT CENTER... NOW IN SOUTH JERSEY

In a recent survey, 91% of responding South Jersey nonprofit professionals said they were interested in taking nonprofit professional development classes in New Jersey.

Now's Your Chance

For years, nonprofit pros who live or work on the Jersey side of the Delaware had no choice but to travel into Philadelphia to increase their skills (paying for gas, tolls and parking) or to take a sporadic, piece-meal program that just scratched the surface of what you wanted or need to know.

We heard your requests to have access to comprehensive, affordable nonprofit skills at a convenient location for people who live and/or work in Burlington, Camden, Gloucester and Salem, Atlantic and Cumberland Counties.

We now offer nine of our most popular and useful full-day nonprofit management classes that you can take individually or to earn your *Certificate in Nonprofit Management*, a credential that tells your board, funders, colleagues and future employers that you are committed to the highest level of professional development. And best of all, they are all presented in the heart of Cherry Hill and Mt. Laurel, NJ.

Course Offerings (see detailed descriptions of each class at www.lasallenonprofitcenter.org/Courses)

- Best Practices in Board Governance - 11/27/12
- Building a Successful Marketing Program - 10/30/12
- Evaluating the Impact of your Programs- 4/23/13
- Fundamentals of Fundraising - 10/9/12
- Fundamentals of Human Resources - 3/22/13
- Keys to Successful Strategic Planning - 1/17/13
- Nonprofit Management 101- 10/3/12
- Planning & Designing Programs for Maximum Impact - 2/19/13
- What Every Nonprofit Manager Should Know about Finances - 1/29/13

Twice the Convenience

These nine courses, which together earn you a Certificate in Nonprofit Management, are also being offered in Philadelphia on different dates. So if some N.J. dates aren't convenient you can choose to take the same class in Philadelphia on a different day. Check our website for all class dates and locations.

For More Information

Whether you live or work in South Jersey, we'd love to discuss how The Nonprofit Center can support your professional development goals. Contact us as 215-951-1701, nonprofitcenter@lasalle.edu or visit our website at www.lasallenonprofitcenter.org

CERTIFICATE PROGRAMS

CERTIFICATE PROGRAM APPLICATION

Name:____

Job Title/Position:______________________________________

Organization/Affiliation:__________________________________

Street Address:____

City, State, Zip:____

Home Telephone:____

Business phone:____

E-mail:____

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

Finance ________ Fundraising ________ Marketing & Communications ________
Nonprofit Management ________ *(Primarily Phila.)* ________ *(Primarily NJ)* ________
Build Your Own *________

APPLICATION PROCEDURE

Please answer the following questions on a separate page:

1. Why are you interested in taking a Certificate Program?
2. Which best describes your entry status:
   First time certificate application
   Completed other Certificate Programs (if so, please state which program and where)
3. How will you measure the benefit(s) of participating in this program?

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

PAYMENT

A NON-REFUNDABLE application fee of $30.00 is required. Applications received without the required fee will not be processed. If you have any questions concerning the application or Certificate Programs, please contact The Nonprofit Center at 215-951-1701, nonprofitcenter@lasalle.edu

PAYMENT METHOD

__ Check enclosed/Money Order (payable to the Nonprofit Center) __ Credit Certificate

Amount: $____________

To pay by credit card, please contact Joanne Konczyk, Finance Manager, at 215-951-1705.

Return completed form with payment to:

The Nonprofit Center at La Salle University's School of Business
1900 W. Olney Avenue, Philadelphia, PA 19141-1199
Phone: (215) 951-1701

SPECIAL PROGRAMS

"MEET THE FUNDERS" PANEL PRESENTATIONS

These popular and lively sessions bring together representatives from funding institutions in the region - corporate, private and family foundations - to share valuable insights that will make your requests more fundable.

Meet the Funders Panel #1 - 9/21/12, 8 am registration to 10:30 am, The Wilma Theater, 265 South Broad Street, Philadelphia, featuring:

- The William Penn Foundation - Brent Thompson
- Women's Way - Jennifer Leith
- SEI - Steven T. Groener
- More to come

Members of The Nonprofit Center receive two free admissions annually to panel presentations; others pay $35.

Meet the Funders #2 - 1/25/13, 8 am registration to 10:30 am,The Wilma Theater, 265 South Broad Street, Philadelphia. Foundation speakers to be announced.

"Please continue these funder panels. They are so useful and make funders more accessible. "

Rebecca Rathje, Director of Development, Folk-Art Cultural Treasures Charter School

"Nonprofit Center events NEVER disappoint me. The attention to detail, the organization, the emails, the info about driving/parking, the exceptional quality of participants continues, year after year. I'm amazed at how consistent the service and product is from your department. You have a wonderful approach and way of presenting yourselves as professionals. Laura kept the pace and focus. It was ALL good."

-Deborah Binder, Development Director, National Shrine of St. Rita's

SPECIAL PROGRAMS

The reality of the nonprofit budget is that we channel as many of our resources as possible into our programs and services. That leaves many elements that build our capacity, our visibility and our professional development, with little or no financial support. But lacking a budget line doesn't mean the item isn't important.

We've identified a number of those topics and created our *"Shoestring Series"*, two to three- hour programs that explore activities nonprofits really need to do, but are held back from accomplishing due to budget constraints. These special programs, all with a special low price, show you what you can do with limited funds and help you establish goals for future development.

Audit on a Shoestring: How Preparation Can Help Keep Audit Costs Down

John Nihill, Director and Nonprofit Practice Area Leader, Elko & Associates, Ltd.

Few would argue that the annual external audit is an expensive, time-consuming and often daunting process. Advance preparation can save you both time and money.
This session will address the following key concerns:

- What do you need to do as an organization to get ready and ensure that the audit proceeds smoothly and is completed in a timely manner?
- How can you avoid common problems that consume additional staff time and increase audit costs?
- How can your staff continue to strengthen their skills in audit preparation?
- What techniques will enable you to effectively report the results of your audit to your Board of Directors?

You'll learn from a veteran of 30 years of external audit experience about the core procedures, checklists, and documentation that should be considered in advance of the auditor's visit. The session will also cover how to prepare a Request for Proposal (RFP) in the event the organization needs the services of an external auditor or is considering a change from its current service provider.

Audience: Finance staff, Executive Directors, Board Finance Committee
When: 11/2/12, 9 am to 11 am
Where: Check our Website
Fee: Members: $ 35/Non-Members: $42

Branding on a Shoestring *(this class is also part of the Certificate in Marketing/Communications)*

David Brown, Vice President, Sales & Community Relations, Pennsylvania Health Plan, United Healthcare Community Plan

Most of us understand the concept of branding as it relates to Apple or Starbucks but we often make the fundamental mistake of believing that there's no value in a brand unless you can sink lots of money into marketing it.

Even in a nonprofit, your brand is a key way you can distinguish yourself from similar organizations and the way you establish your personality and the experience of working with and for 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 the brand - what it is and why you need it - before it can have any impact on your audiences.

This class will make you appreciate the power of your brand so you can harness it, even without a big budget to back it up. You'll go from the basics of what makes a brand to what your brand can do for you, who is in in charge of it, and how you can strengthen it.

You will be excited by the prospects of how to shape and articulate your brand, with limited resources, and how to manage and evaluate branding strategies so that they support your message and your mission.

Audience: Marketing and communications staff, executive directors and board members involved with communicating your organization's mission, message and brand
Where: Scnader, Harrison, Segal & Lewis/1600 Market St., Phila., PA
When: 12/19/12, 9 am to noon
Fee: Members: $69/Non-Members: $75

PR on a Shoestring

Jeff Baxt, Integrated Marketing Communications Tactician

This session will show you that you can create an effective public relations campaign using a host of free resources and utilizing existing staff and volunteers. Few nonprofits have room in their budget to spend money for promoting itself; placing stories in the local newspapers or TV stations to get the word out about their agency or enterprise. But they are doing themselves a disservice, and missing out on an opportunity to generate new revenue, by not having a public relations mechanism in place.
Among the tools you'll explore are proactive media relations, social media, branding strategies, and how you can use your successes to support fundraising.

Audience: All staff and board involved in public relations, marketing and communications activities
When: 9/27/12, 9-11 am
Where: Schnader Harrison Segal Lewis, 1600 Market St., Phila.
Fee: Members: $35/Non-Members: $42

Search Engine Optimization on a Shoestring to Fulfill your Website's Potential

Ron Sansone, Director of Search and Online Marketing, Arc Intermedia

With apologies to Kevin Costner, “If you build it, they will come,” does not apply to your website. In today's world, your website is the gateway to your organization and everything you offer. But just because you have a website doesn't mean people can easily find it (and find it before they see a different organization competing for clients, funders or media attention).

That's where Search Engine Optimization (SEO) comes in. With 34,000 Internet searches going on every second of every day, SEO is vital to your efforts to ensure that your clients, funders, media, potential donors and other key stakeholders, can find you quickly and just as easily. This seemingly inscrutable process, based on algorithms, keywords, rankings and precise strategies that intimidate all but the most tech- and analytics-savvy among us, is actually accessible to those willing to put in the effort.

This class will show you the do-it-yourself steps that you can take to instantly make your website more visible, and will also explore what exists in the more in-depth, underlying efforts that can fulfill your website's potential as the gateway to your organization and all it has to offer.

Audience: Staff responsible for, and knowledgeable about your website
Where: Clifton, Larson, Allen, One Penn Center/1617 JFK Blvd, Phila., PA
When: 10/11/12, 9 to 11 am
Fee: Members: $35; Non-Members: $42

Survey Research on a Shoestring

John Kelly, Ph.D., Founder, Office of Planning and Institutional Research and the Human Organization Science Institute, both at Villanova University

High Level Research on a Low Level Budget is the theme for this workshop. If you've been ignoring or putting off doing research that could have an impact on your organization's present and future, determining how you go forward, what to cut, what to continue, what to pursue and what to pitch to funders (with the data to back-up the request), this session will finally offer you a pair of methodologies that you can apply immediately.

Participants will learn two low cost, practical models and techniques to perform quality evaluation and research that is applicable to a spectrum of topics, such as program activities and outcomes, client satisfaction, needs assessment, and market research.

This workshop spotlights the following useful methodologies that can be done with limited resources: survey research and focus groups. Valid data are absolutely essential to your planning and operation and a participatory, hands-on workshop such as this will enable you to move forward to address your organization's needs.

Audience: Executive Directors and other staff that have responsibility for program design and administration
When: 3/20/13, 9 to 11 am
Where: CARIE/100 S. Broad St., Phila., PA
Fee: Members: $35; Non-Members: $42

Video for Social Media on a Shoestring

Michael Schweisheimer, Owner and Executive Producer of Primitive World Productions

Nonprofits have been utilizing video as a communication tool for decades. With the explosion of social media and advances in technology, organizations today are strengthening their online content strategies, and video seems to be everywhere. But just because you can post something instantly doesn't mean you should. Best practices and providing a quality product are even more important, as your audience grows. This class will show you what can be done to present your organization in 90 seconds or less as a way to increase:

- **Fundraising/Friend-Raising**
- **Event Attendance**
- **Brand Awareness**

In keeping with the "shoestring" theme, you will learn about do-it-yourself approaches that will clarify what you can tackle on your own and what belongs in the hands of professionals.

Audience: **Communications staff, those involved with social media strategy, development staff, events staff.**
When: **11/14/12, 9 to 11 am**
Where: **Check our Website**
Fee: **Members: $35; Non-Members: $42**

Volunteer Opportunities for Senior Executives With the Executive Service Corps at The Nonprofit Center at La Salle University's School of Business

The Opportunity Working and retired corporate executives are finding satisfaction and fulfillment by sharing their management skills with worthwhile nonprofit organizations as volunteer consultants with The Executive Service Corps of The Nonprofit Center at La Salle University's School of Business.

What is ESC? Executive Service Corps (ESC) is the volunteer component of The Nonprofit Center consulting program. Their commitment enables us to provide high quality, affordable consulting services and technical assistance to a wide range of nonprofits organizations in the Delaware Valley on projects such as:

- Strategic Planning
- Marketing Planning
- Human Resources
- Business Planning
- Executive Director Coaching
- Financial Management
- Organizational Assessment
- Fundraising Planning

Why Get Involved? Our volunteers express a deep satisfaction in being able to use their expertise to strengthen and improve our community. They find great satisfaction in collaborating with colleagues as they enhance their own skills, including participation in our professional development programs, and through peer contacts.

To Find out more: **If you would like to discuss how being an Executive Service Corps volunteer can complement your life, contact Ellen Funk at The Nonprofit Center at 215-951-1711 or funk@lasalle.edu/**

Because the Learning Curve Continues

We are all seeking that competitive edge, both for ourselves and our organizations, and continuing education is a direct path to that.

Our new "What's Next" series will help you leverage your existing knowledge to deepen your understanding and affect positive change and improvement in your organization.

Sessions runs two to three hours, depending upon subject matter, and are designed to drill down into a topic in which participants are working and/or have attended previous educational sessions. Many focus on cutting edge topics and faculty may be current members of our teaching team or experts in their fields who are anxious to share their knowledge and insights with the nonprofit community as you plumb the depths of significant subjects.

2012-13 What's Next Series:

Event Planning that Makes the Most of Technology and Social Media

Promotion is a key component of making a special event successful. If you're not making full use of the widespread impact that effective social media management can bring to your events, you are missing out on a great opportunity. The experts at Association Headquarters, whose know-how includes planning and implementing successful special events for their clients, will show you how to effectively use social media to reach existing and potential supporters, share information about upcoming events and promote unprecedented engagement, as a key supplement to other marketing efforts.

Among the major topics they'll cover are:

- **New technology and social media trends that encourage participation**
- **How social media is a cost-effective option for raising awareness and coordinating events**
- **Developing a clear social media strategy to engage a wider audience**

Questions this session will answer:

- **What ideas can you provide to help increase revenue using social media?**
- **How can I evaluate my social media efforts?**
- **How can I identify which content is best marketed with social media?**

Audience: Fundraising staff and volunteers involved in event planning, staff working on social media
When: 4/9/13, 9 to 11 am
Where: CARIE/100 S. Broad St., Phila., PA
Instructor: Association Headquarters
Fee: Members: $35; Non-Members: $42

Harnessing the Power of Prospect Research

Prospecter Research: The process by which a development professional identifies relevant information about potential donors to be used to develop a solicitation profile of an individual.

Every nonprofit organization needs to identify those donors who can help further its mission. That's nothing new. Traditionally, nonprofits have focused their prospect research efforts on finding people with publicly identifiable wealth. The problem with that method is that it exhausts identified targets and doesn't provide an expanding base of support. But just as our ability to gather information has evolved (read: the Internet), the ability to explore potential donors and target them for appropriate cultivation, has also evolved.

Since most nonprofits don't have an individual assigned to researching donors, we have to find practical, feasible ways to incorporate prospect research into our development offices by identifying the right tools and methods.

Prospect research can't be limited only to focusing on finding people with obvious wealth, but must also include mining the untapped potential within your base of support, as well as identifying valuable new prospects. While prospect research is most often used to find donors who have the potential to provide major gifts, the process should be used to identify donors at all levels by evaluating a prospect's ability to give and their affinity for the nonprofit.

Whether you're planning a capital campaign, starting an individual giving program, or looking to enhance your current annual appeal, fundraising intelligence, in the form of prospect research, is the key to attracting new donors and increasing levels of giving of existing donors. That means understanding who to ask and how much to ask for. Your prospect research will give you gain essential information before a strategic and appropriate solicitation can be made.

Spend a few hours with us and walk away with an assortment of tools that will enable you to conduct ongoing prospect research that will provide you with the essential information you need to make the right solicitation, with greater likelihood of success.

Audience: Development professionals and executive directors and board members who are, or want to be involved, in individual giving for their organizations.
When: 1/18/13, 9 am to 12 pm
Where: CARIE/100 S. Broad St., Phila., PA
Instructor: Richard Przywara, Executive Director, West Chester University Foundation
Fee: Members: $69; Non-Members: $75

SPECIAL PROGRAMS

How to Choose Accounting Software: Comparing the Big 5

Choosing the right accounting software for your nonprofit is not only a big financial investment, but a decision that can have huge ramifications for every program in your organization.

We've asked an expert in nonprofit accounting to help decipher the process for you, comparing the five most popular accounting software packages for small and medium-sized nonprofits: Quickbooks, Sage 50 (formerly Peachtree), MIP, Blackbaud and the web-based Intaact.

The workshop will look at the key factors you should consider when selecting accounting software, including comparing features and functions. Understanding each package's capabilities and limitations, will enable you to make an informed decision to meet your nonprofit's accounting needs.

Audience: Accounting staff, executive directors, board finance committee members
When: 3/8/13, 9 to 11 am
Where: CARIE/100 S. Broad St., Phila., PA
Instructor: Joyce Miller, CPA, Managing Principal, J. Miller & Associates - Accounting, Audit, Tax & Financial Consulting Exclusively for Nonprofit Organizations
Fee: Members: $ 35; Non-Members: $42

Increasing Revenue through Microfundraising

Successful fundraising programs have one thing in common: diverse funding sources. One of the newer terms in today's lingo is "micro" and now it applies to fundraising. Microfundraising is attracting small gifts from a large numbers of people using both low-tech and high-tech approaches.

The power of microfundraising is easily seen in the American Red Cross's use of new technologies following the massive earthquake in Haiti in January 2010. The Red Cross asked people to text a simple message from their cell phone authorizing a $10 deduction from their bank accounts. Within three days, total raised: $10 million, $10 at a time. Social media now makes it possible to reach millions of potential donors with the click of a button.   But the power of microgiving, or microphilanthopy, as it is also known, can be seen in smaller-scale projects, like the Burmese photographer who surpassed his $3,000 goal to present a photo exhibition documenting a local uprising, or the theater group that raised $65,000 to present a play in support of lesbian, bisexual, gay and transgendered youth. And it's also seen in grass-roots engagements such as "Denim Days" in the workplace.

Research indicates that the message "any amount helps," brings legitimacy to even the smallest gift, and actively encourages more money to be given. While one wouldn't design an expensive direct mail campaign specifically to attract only small gifts, the microfundraising concept can have great potential for reaching large online audiences using the free resources of the Internet.

This three-hour class will introduce you to the concept of microfundraising and explore if this is a viable option for your organization at this time. And if so, you can help your organization put the ability to support a cause into the hands of virtually anyone, encourage people to connect with your organization, and inspire others to do the same. The result can be funds raised quickly and effectively with minimal expense - macro-funding through microfundraising.

Audience: Development and marketing staff (optimally coming as a team), executive directors, board members
When: 2/5/13, 9 am to 12 pm
Where: CARIE/100 S. Broad St., Phila., PA
Instructor: Jennifer Shropshire, Edward I. Swenson, Principals, Edward I. Swenson, Associates, Inc.
Fee: Members: $ 69; Non-Members: $75

Ripped from the Headlines: Ethics and Accountability for Nonprofit Organizations

Public confidence in nonprofits has been waning in recent years, and one need only glance at a newspaper or an online news site to see why. While questionable behavior is certainly not confined to nonprofits, when a charitable organization betrays the public trust - whether unwittingly or willfully - the damage to both that single organization and the nonprofit sector itself is profound. And when you are dependent upon the public for funding and other support, retaining the public trust is essential.

We have invited one of the region's foremost attorneys specializing in nonprofits, to provide solid advice on how you can proactively create and nurture a climate of ethics and accountability in your organization.

Among the topics to be discussed are:

- conflict of interest policies
- fundraising ethics
- board responsibility
- confidentiality
- the role of Sarbanes-Oxley in nonprofits
- advice on how to conduct an ethics audit
- the role of crisis communications
- real world examples from Komen to the Barnes Foundation to Penn State

No organization can afford to rest on previous goodwill or a sense of moral superiority. We have to be proactive in anticipating potential ethical lapses (or even perceived lapses) and have to have plans in place to respond to any lapses that might occur, in order to prevent more damage.

Audience: Executive Directors, Board Members, Senior Staff
When: 10/18/12, 9 to 11 am
Where: Check our Website
Instructor: Laura Solomon, Esq., Laura Solomon and Associates; Laura Otten, Ph.D., Director, The Nonprofit Center
Fee: Members: $35; Non-Members: $42

Using Advanced Internet Marketing to Support your Mission

(this class is also part of the Certificate in Marketing & Communications)

This program is designed for people who recognize the importance of online marketing in promoting their organization, and have begun leveraging the power of the Web to support their mission and goals. Online tools, including your website, social media and email marketing campaigns are among today's strongest methods for promoting your mission and message to your key audiences. Even the smallest (and poorest) nonprofit can reach out to the public via a strong and deliberate online presence. But are you taking full advantage of what the Web has to offer as a branding and marketing medium? Find out about changes you can make to maximize the effectiveness of your online presence. Among the topics covered will be the role of landing pages in securing leads for the "business" of your nonprofits, the options for cost effective online ads, how to use your website to tell a story, how to increase email deliverability, how to use analytics to monitor and measure the success of your efforts, and more.

Audience: Marketing/Communications professionals with a working knowledge of websites and web 2.0
When: 2/6/13, 9 to 11 am
Where: To be determined, 9 am to noon
Instructor: David Sonn, President and Director of Strategy, Arc Intermedia
Fee: Members: $35; Non-Members: $42

REGISTRATION POLICIES

How to register: You may register and pay online on our secure website at: *www.lasallenonprofitcenter.org*
If you prefer to register by mail, a registration form is included on page 54 which should be mailed to The Nonprofit Center with your payment. Please send check or money order only - no credit card information.

After your registration is processed, you will receive a confirmation letter that contains acknowledgement of payment or invoice and directions to the class. If you do not receive an email or postal (time permitting) confirmation within four days of registering, call 215-951-1701 to ensure that you are registered. Do not show up for class if you haven't gotten confirmation of your registration.

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

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

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

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

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

If you cancel your participation in more than two programs in an academic year, we reserve the right to issue a credit in lieu of a refund.

Send cancellation requests to The Nonprofit Center at La Salle University, 1900 W. Olney Ave., Phila.,PA 19141-1199 or fax to 215-991-2967, email: *nonprofitcenter@lasalle.edu/* Cancellations are acknowledged upon receipt.

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

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

Members of The Nonprofit Center pay a discounted rate for every program and also are eligible for our Members-Only Buy 5/Get 1 Free offer. So register for six classes but pay for only five! This discount is exclusive to Nonprofit Center Members.

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

Class Cancellations: Occasionally circumstances dictate that The Nonprofit Center must cancel a class. Should that occur, we will notify you as quickly as possible, work with you to find an appropriate replacement session, or send you a credit coupon, or, if you notify us in writing, a refund.

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

REGISTRATION FORM

Please print this registration form and return with payment as directed

Name____

Organization____________________________________

Job Title______________________________________

Address______________________________________

City, State, Zip__________________**County**__________________

Phone______________________**Fax**____________________

Email____

Website ______________________________________

Class Title(s)	Date	FEE MEMBER	FEE N/M
		❑ $119	❑ $149
		❑ $119	❑ $149
		❑ $119	❑ $149
		❑ $119	❑ $149
		❑ $119	❑ $149
		❑	❑
		❑	❑
		❑	❑
Cancellation Policy: All cancellation requests must be made in writing to and received by The Nonprofit Center at least five business days prior to the program to receive a refund.			
	Subtotal		
	TOTAL DUE		

Payment Method:

______ Check # _________ payable to "The Nonprofit Center"

______ Money Order # ________ payable to "The Nonprofit Center"

______ Coupon/Credit Certificate (originals only)

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

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

Please send completed form with payment to:

The Nonprofit Center at La Salle University's School of Business
1900 W. Olney Avenue
Philadelphia, PA 19141-1199
You can also register securely online at
http://www.lasallenonprofitcenter.org

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

"No Organization is Stronger than the Quality of its Leadership"

Edgar Powell

Nonprofit leadership expresses itself in many forms.

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

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

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

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

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

Executive Director Professional Advancement

- Peer Learning Circles – Professional Development Peer Learning Groups for Executive Directors at all stages of their careers
- Certificate Programs and individual classes in Nonprofit Management
- Executive coaching by expert leadership consultants
- Interim Executive Director program that provides experienced leadership that facilitates a smooth executive transition

Future Leaders Professional Development

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

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

The Nonprofit Center

Leadership Development for this Generation and the Next

215-951-1701

www.lasallenonprofitcenter.org

INSTRUCTOR BIOGRAPHIES

David W. Brown, Vice President, Sales & Community Relations, Pennsylvania Health Plan, United Healthcare Community Plan, has responsibility for the company's public programs (Medicaid, Medicare and CHIP). He has served as adjunct faculty at the University of the Arts and Temple University as well as guest lecturer at Lincoln, Duquesne, Arcadia and Rowan Universities. In 2007, he was inducted into the Philadelphia Public Relations Society's Hall of Fame by the the first African American to be inducted in more than 25 years. He is also the recipient of the first AdColor Innovator Award from a coalition of advertising trade associations honoring groundbreaking work in advertising by professionals of color. David is the only person of any color to have served as both the president of the Public Relations Society of America's Philadelphia chapter and the Philadelphia Advertising Club. He founded BrownPartners which operated as a full service minority-owned firm using a range of marketing disciplines to reach and influence consumers of all walks of life, for which it received multiple awards. David chairs the Board of Advisors of WURD Radio, LLC, the only African American-owned independent black talk radio station in the state of Pennsylvania. A graduate of Duquesne University where he majored in Journalism, David is also a graduate of Eastern Baptist Theological Seminary (now Palmer Theological Seminary) where he received a Master's degree in Theology focusing on Public Policy.

Patrick Feeley has over 13 years of experience in generating donations and sponsorships from corporations. Currently associate vice president of Individual & Principal Giving at the Children's Hospital of Philadelphia Foundation, he oversees corporate advancement, foundation relations, cause-related marketing and special events. He was previously director of Corporate and Foundation Relations at La Salle University and prior to that, worked with Junior Achievement. He earned an MBA from La Salle University and a BA from Millersville University and holds a Certified Fundraising Executive Designation.

Donna Freyman has served as director of Human Resources at the Jewish Federation of Philadelphia for 15 years, overseeing all aspects of HR, including employee recruitment and retention, compensation and benefits, performance management, training and employee relations. She previously served as assistant vice president of training and development for PSFS. She holds a BA in Education from the University of Massachusetts, Amherst, and has done graduate work in management at the University of Pennsylvania and La Salle University.

Greg Geruson is Director of the Catholic School Development Program, the nonprofit arm of the International Education Foundation which provides pro bono consulting services in development, governing boards, enrollment management, and strategic planning to Catholic schools and dioceses. He has worked extensively in advancement for many educational institutions, the latest being St. Joseph's University. He has run multimillion dollar capital campaigns, cultivated and solicited major gifts, managed advancement offices, established enrollment management and student recruitment systems and strategies, helped establish and build governing boards, and managed strategic marketing initiatives. Greg holds an M.S. in public policy and management from the Wharton School of the University of Pennsylvania and a B.A. in economics from La Salle University.

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 an 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 's Master of Public Administration program. He earned a master's in social work and social research at Bryn Mawr and his PHD from the Medical College of Pennsylvania.

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

INSTRUCTOR BIOGRAPHIES

Linda Kligman is Vice President for Advancement, Institute for Restorative Practices. She has developed and grown fundraising and promotional campaigns and has won awards for her special events including Jenkintown Jazz & BrewFest, Jenkintown Bridal Premier, Gay Bingo, and the Philadelphia AIDS Walk. Prior to her current position, she was executive director of the Jenkintown Community Alliance and has served as director of educational programs for The Nonprofit Center, which she initially joined as a fundraising consultant and instructor. Before joining The Nonprofit Center, she was principal and co-founder of Aunt Bunny Marketing, a fundraising and marketing consulting firm. A self-described "recovering engineer," Linda earned a BS in Appropriate Technology and a BS in Civil Engineering from Drexel University.

Erika Loperbey is an education, training and organizational development consultant with more than 20 years of experience in education, training, workforce development, human resources, program and organizational development. She has held a variety of direct service, administrative and managerial positions within the private and public sectors. Erika is an effective communicator with strong facilitation, training design and team building skills with proven ability to create and build successful programs and teams. She teaches leadership development courses at Harcum College and International Communications at Wilmington College and is an adjunct instructor at Eastern University's Campolo College of Graduate and Professional Studies - School of Leadership Development. Erika most recently served as Vice President of Human Resources for Consumer Credit Counseling Service of Delaware Valley She has a B.A. in Psychology from West Chester University and holds her Masters of Education in Adult and Organizational Development from Temple University. She holds a Professional in Human Resources (PHR) Certification. Erika has also earned a Master's Certificate in Training and Organizational Development from Temple University and a Certificate in Human Resources Management from Villanova University.

Abigail S. McMahon has worked with nonprofit organizations in the region to strengthen organizational capacity and effectiveness for more than 12 years. She has consulted with the Philadelphia Foundation, worked with Pew Fund grantees and aided many organizations in the field of early childhood education. She is currently assisting the Head Start program in the School District of Philadelphia with the implementation of a data management system and with long-range planning for fiscal sustainability. Her work has included assisting social service organizations in a cross-section of management and planning needs, including program assessment, financial management, business planning, board development, and technology planning. Prior to her capacity building experience, Abigail worked in fund development, volunteer management and direct services to young children in Philadelphia, Kansas City and Albuquerque. She has a Masters Degree in Public Administration with a concentration in Nonprofit Management from the University of Missouri in Kansas City.

Steven P. Melick is Executive Director of the Center for Entrepreneurship at La Salle University. An experienced business leader and entrepreneur with over 16 years of professional experience, he was previously founder and president of MODA Technology Partners. He helped MODA raise $8.5M in venture capital, establish its financial and operations infrastructure, implement a product delivery organization and manage all of its legal and IP concerns. MODA was product of Steve's prior company, The Sycamore Group, of which he was founder and president/ CEO. Sycamore was noted for its regional success and rapid growth by various industry media outlets. His wealth of knowledge of successful business practices will be brought to nonprofit organizations who will benefit will applicable strategies and best practices. He has a Bachelors of Science degree from Drexel University.

Kim Neubauer is an award-winning trainer who has worked globally to increase personal, team and organizational effectiveness. She is especially accomplished at training trainers, improving customer service, and designing programs that improve working relationships and productivity. Kim is also a certified associate with Lee Hecht Harrison, a talent management company that specializes in career consulting. For 11 years, Kim served as the training director at the Franklin Institute. She earned a BS in Psychology and African Studies from Penn State and an MS in Human Resources Development from American University/NTL Institute.

INSTRUCTOR BIOGRAPHIES

John J. Nihill, CPA, is a Director and the Nonprofit Practice Area Leader at Elko & Associates Ltd. John has built a reputation for excellence in his 30 years of experience in the accounting industry, and has dedicated a significant portion of his career to providing accounting and audit services to tax-exempt organizations. Before joining Elko, John worked for Deloitte where he progressed from staff accountant to senior manager in the audit department. As a result of John's commitment to helping others, he engages in educational activities, including speaking engagements for current and prospective clients in the industry. Outside of the office, John is an active member of the Board of Managers of The Philadelphia Foundation, the Board of Directors of Goodwill Industries of Southern New Jersey, Inc., and chairman of the finance committee of his church. Additionally he is a member of the Accounting Advisory Committee of Widener University. John graduated from St. Joseph's University and is a member of both the Pennsylvania Institute of Certified Public Accountants and the American Institute of Certified Public Accountants.

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 director and leadership to The Nonprofit Center's educational, consulting, and leadership development programs. She 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.

Elizabeth F. Pilacik, CPA, chairs the Nonprofit and Tax-Exempt Services of Asher & Co., Ltd., a team of professionals seeking to optimize the financial performance of nonprofit and tax-exempt organizations. Elizabeth is experienced in conducting audits in keeping with generally accepted auditing standards, as well as with specific government and industry regulations. She works with clients on accounting for endowments, contributions, and government funding, evaluates internal control procedures, identifies potential problems and proposed sound recommendations for improvements. She has assisted organizations in developing procedures to record charitable gift annuities and trusts. She holds a BS in Accounting from St. Joseph's University and is a Certified Public Accountant.

Richard Przywara is executive director of the West Chester University Foundation where he had also held the university position of associate vice president for advancement. He previously served as the General Manager for the Special Services Department for New Castle County DE., overseeing a staff of 450. Richard received his B.A. in Criminal Justice and a Masters in Public Administration from the University of Delaware.

Katherine Ann Reilly, a Certified Management Account, recently retired as finance director for the Philadelphia Yearly Meeting of the Religious Society of Friends, where she was responsible for all fiscal matters, including the preparation of monthly and year-end financial statements and reports, budgets and investments. Previously, she was finance director for Big Sisters of Philadelphia, Inc. and MEND, a housing organization. Prior to focusing on accounting, she was a program director at Lutheran Settlement House Women's Program in Philadelphia. She received an MBA from Temple University, a M.Ed. from Eastern Washington University and a BA from SUNY at Buffalo.

Ruth Roberts is the director of human resources for Big Brothers Big Sisters Southeastern PA (BBBS SEPA). With more than a decade of experience in human resources and more than half of that time spent at nonprofits like BBBS SEPA and BETA Center Alternative School, Ruth is an HR generalist with experience in attracting and retaining talent; training and coaching; performance management and employment law. In addition, Ruth has for-profit experience from Walt Disney World Resort, Inc. and Oasis Lakes Resort. She received her master's degree in Human Resources Management from Webster University and her bachelor's degree in Communications from Towson University. Ruth has a Professional Human Resources (PHR) Designation through the Society of Human Resource Management/Human Resource Certification Institute.

INSTRUCTOR BIOGRAPHIES

Tina M. Rothfuss is the Senior Manager of Major Gifts atPhilabundance where she works to build meaningful relationships with donors committed to fighting hunger in the Delaware Valley. In addition to focusing on major gifts at Philabundance, Tina oversees the annual fund and a direct mail program that generates funding for over 10 million meals. Prior to coming to Philabundance, Tina held fundraising positions at Habitat for Humanity and Boys & Girls Clubs of Philadelphia. She earned her BA in Political Science from Eastern University and her MPA from West Chester 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 CLEAR Circle facilitator, working with nonprofit executive directors. She holds an MBA from The Wharton School, University of Pennsylvania and a BS from the State University of New York at Oswego.

Rick Simmons is a Principal at Dinkum Interactive, a leading online marketing company. He has more than 25 years of experience in advertising and marketing and more than nine years working with the Internet. For the past five years, he has merged his marketing expertise with his Internet knowledge through search engine optimization and numerous other Internet marketing strategies. He was part of the team that perfected webcasting in 1999. He graduated from Temple University with a degree in Urban Studies and an MBA.

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

David Sonn, founder and president of Arc Intermedia, is an entrepreneur with over 20 years of marketing and sales experience. He has served a wide a range of industries from pharmaceuticals, financial sports, entertainment, consumer products and nonprofits. He founded Arc Intermedia on a basic mantra that is as relevant to the nonprofits he works with as it is for-profit companies: every initiative must begin with a clearly defined business goal. This assures clients that their work will be on strategy and that none of their budget will be spent on misdirected efforts. David is dedicated to helping clients leverage technology and marketing and is often called upon for consultation, speaking engagements and workshops. At Arc Intermedia, David leads the strategy for most client assignments. He continues to explore new service offerings to provide clients with the latest and smartest solutions while creating stability and growth for the company.

Sonia J. Stamm is principal of The Stamm Consultancy which helps nonprofits and entrepreneurial clients build more cohesive organizations. She brings more than 20 years of experience in management consulting, organizational development, program management and training within the nonprofit, service and technology arenas. A staff member of The Nonprofit Center for more than seven years, Sonia served as director of educational programs and director of leadership programs, as well as a consultant and instructor in governance and leadership. She also spent a decade as an executive search consultant for emerging companies. She earned an M.Ed. in adult and organizational development from Temple University and a BS in communication technology from Ithaca College.

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.

INSTRUCTOR BIOGRAPHIES

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

Lise D. Twiford, a fundraising and development professional for over 25 years, is a certified AFP Master Teacher. She has extensive experience in special events, annual fund, major gifts and planned giving. Since 2007, she has been vice president for development at Lehigh Valley Health Network in Allentown. Lise received her Bachelors degree from West Chester University and her MBA from St. Joseph's University in Philadelphia. She recently completed course work for the CFP designation through the American College, Bryn Mawr, PA.

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.

“The Nonprofit Center's classes have given me a systematic way of looking at things. I've learned how things should and should not be done in a nonprofit; I understand the importance of measurement and evaluation and about the culture of nonprofits.”

-Robert Madonna, Nonprofit Management Certificate Graduate and Board Member

The Solutions to Your Training Needs

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

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

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

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

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

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

CALENDAR

PROGRAMS CALENDAR 2012-2013

SEPTEMBER 2012

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
9	10	11	12	13	14	15
16	17	18	19	20	21 "Meet the Funders" Grantmakers Panel, 8:30 am - 10:30 am pg. 44	22
23	24	25 Nonprofit Management 101, 9:00 am - 4:00 pm pg. 19	26	27 Public Relations on a Shoestring, 9:00 am - 11:00 am pg. 46	28	29

OCTOBER 2012

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
	1	2	3 Nonprofit Management 101, 9:00 am - 4:00 pm pg. 19	4 Fundamentals of Fundraising, 9:00 am - 4:00 pm pg. 14	5	6
7	8	9 Fundamentals of Fundraising, 9:00 am - 4:00 pm pg. 14	10	11 Search Engine Optimization on a Shoestring, 9:00 am - 11:00 am pg. 47	12	13
14	15	16	17	18 Ethics and Accountability, 9:00 am - 11:00 am pg. 52	19 Building a Successful Marketing Program 9:00 am - 4:00 pm pg. 21	20
21	22	23 Guide to Finding & Getting Grants, 9:00 am - 4:00 pm pg. 15	24	25	26	27
28	29	30 Creating Successful Individual and Major Donor Campaigns 9:00 am - 4:00 pm pg. 13 Building a Successful Marketing Program, 9:00 am - 4:00 pm pg. 21	31			

CALENDAR

PROGRAMS CALENDAR 2012-2013

NOVEMBER 2012

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
				1	2 Audit on a Shoestring, 9:00 am - 11:00 am pg. 45	3
4	5	6	7	8 Basics of Financial Management, 9:00 am - 4:00 pm pg. 7 Best Practices Guide to Effective Board Governance, 9:00 am - 4:00 pm pg. 18	9	10
11	12	13	14 Video for Social Media on a Shoestring, 9:00 am - 11:00 am pg. 48	15 Building on the Basics of Financial Management, 9:00 am - 4:00 pm pg. 7	16	17
21	19	20	21	22	23	24
25	26	27 Best Practices Guide to Effective Board Governance, 9:00 am - 4:00 pm pg. 18	28	29	30 Managing the Contribution, 9:00 am - 4:00 pm pg. 8, 16	

DECEMBER 2012

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
2	3	4	5	6 A Practical Guide to Financial Record Keeping, 9:00 am - 4:00 pm pg. 9	7 Developing a Communications Plan, 9:00 am - 4:00 pm pg. 24	8
9	10	11	12	13	14	15
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INTERIM EXECUTIVE DIRECTOR PROGRAM:
Preparing your Organization for the Next Step in Executive Leadership

When an organization is facing a leadership change, one of the costliest and most damaging mistakes it can make is to hire a new executive director before the organization is ready, or throw a board or staff member into the turmoil.

An Interim Executive Director offers that key transition between the departed and the new permanent leader, bringing all the expertise you want in an executive director with none of the baggage that can impede progress.

The Nonprofit Center has a corps of experienced former nonprofit executive directors who can step in and fill that gap to stabilize the organization while essential work to ensure a successful new regime, is completed.

Interim Executive Directors provide:

- objectivity, for an unbiased assessment of operations. With no personal agenda, since they will not become the permanent ED, the interim can spare the board or other staff from the necessary, but unpleasant tasks
- space and time for the organization to reflect, review the position, begin the search process and prepare for the new ED
- stability, especially for an organization experiencing some turmoil
- transition support once a new hire is made
- an economical choice, since interims do not receive benefits and work more limited hours than a permanent executive director
- support and expertise from The Nonprofit Center.

These are just some of the advantages of using an Interim Executive Director during a transition period.
To find out how this program can work for your organization, contact:

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

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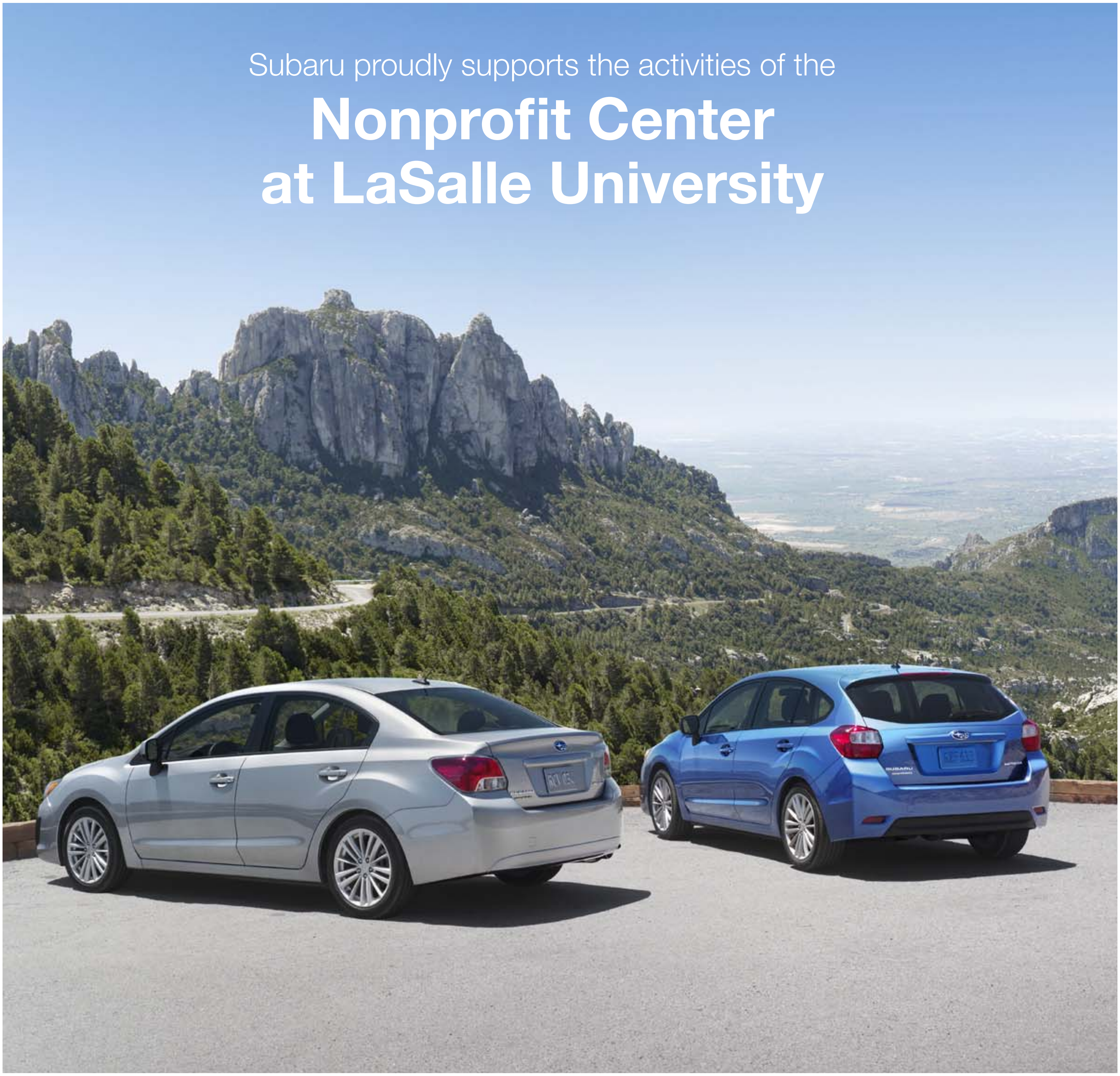
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THE NONPROFIT CENTER

at La Salle University's School of Business

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