EDUCATION PROGRAMS

THE NONPROFIT CENTER
AT LA SALLE UNIVERSITY

A GUIDE TO MEANINGFUL CLASSES, WEBINARS, ON-SITE GROUP EDUCATION, VALUE-ADDED CONSULTING, LEADERSHIP DEVELOPMENT

2017-18

"FOR, IN THE END, IT IS IMPOSSIBLE TO HAVE A GREAT LIFE UNLESS IT IS A MEANINGFUL LIFE.
AND IT IS VERY DIFFICULT TO HAVE A MEANINGFUL LIFE WITHOUT MEANINGFUL WORK."

-JIM COLLINS

INTRODUCTION

The work of author, researcher and management thought leader Jim Collins is a key influencer on The Nonprofit Center and the best practices credo that we share with our students and clients. Just a quick perusal of book titles, like *Good to Great, Great by Choice, Built to Last and Good to Great and the Social Sectors*, represents valuable lessons for nonprofit organizations.

The 2017-18 edition of The Nonprofit Center's Education Guide contains more than 60 classes in a wide range of essential nonprofit skills, all of which illustrate how we are inspired by Jim Collins's thinking, and incorporate it into our teaching and all our other capacity-building services.

These classes are often the jumping off point for professionals who know to turn to The Nonprofit Center for all the capacity-building needs of their organizations, including:

- Consulting for projects ranging from strategic planning to organizational assessment
- Interim Leadership, including executive directors and CFOs
- On-site Group Education
- Leadership Development, board training, peer learning circles, coaching
- Executive Transitions, Succession Planning

ACKNOWLEDGEMENTS

THANKS TO THESE GENEROUS ORGANIZATIONS WHO HELP MAKE OUR CAPACITY BUILDING WORK POSSIBLE:

Community Foundation of South Jersey
Geraldine R. Dodge Foundation
Dow Chemical Co.
Exelon PECO
FFG Nonprofit Benefits Group
GSK
Kreischer Miller
Northampton Community College
National Park Service
Pottstown Area Health & Wellness Foundation
Laura Solomon, Esq. & Associates
Subaru of America, Inc.
Valentine Foundation

THANKS FOR THE GENEROUS DONATIONS OF PROGRAM SPACE

Ballard Spahr
Beneficial Savings Bank
Children's Literacy Initiative
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Independence Seaport Museum
Jewish Federation of Greater Philadelphia
La Salle University
Marcum, LLP
Montgomery McCracken Walker & Rhoads
The Philadelphia Foundation
National Shrine of St. John Neumann
WHYY
The Wilma Theater

INTRODUCING A NEW APPROACH TO STRATEGIC PLANNING

Affordable, Engaging, Realistic, Objective, Feasible, Durable

FROM THE NONPROFIT CENTER

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

Request an Application:

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

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

STRATEGIC PLANNING STREAMLINED

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

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

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

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

TABLE OF CONTENTS

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

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FINANCE

BENEFITTING FROM BUSINESS PLANNING

Many nonprofits are unsure about the role of a business plan, how it differs from a strategic plan and why both are needed for a resilient, sustainable organization. Business planning is the essential pathway to organizational decision-making. No organization should ever consider additions or substantial changes to programs and activities without first creating a business plan that aligns organizational strategy with human, financial, marketing and other necessary resources.

Through this process, you address key questions like fee structure, potential donor appeal, target audiences, core competencies, and other essentials that must be considered before you go forward if you want your plans to be sustainable. It's how you connect the dots between mission and strategic plan and your programs, identifying the specific resources required to deliver and establishing performance measures to determine if the desired results are achieved. If you've been ignoring business planning because it isn't clear to you, this class will make you understand the essential differences between strategic planning and business planning and why each has an essential role in your organization.

Your business plan serves as your organization's action plan, identifying the tasks, milestones, goals, potential for success and possible internal and external risks. Can you expand this program which was identified in your strategic plan as needing to serve additional clients? What do we need to do to make that happen? Via the business planning process, you will address these questions specifically determining the business and financial model that will enable you to sustain a program. By determining key issues like fee structures, donor appeal, social enterprise possibilities, etc., you can realistically develop the strategies that get you to your objectives. That's business planning.

Working on an actual case study, you will develop an understanding of the concept of business planning and how it relates to other types of planning. You'll acquire practical tools for analyzing your current program mix and evaluating the financial and marketing implications for new ventures.

When and Where: 5/10/18, 9 am to 4 pm, Location To Be Announced
Instructor: Thomas Scurto-Davis, Director of Finance and Operations, Main Line Art Center
Who Should Attend: Executive directors, board members, finance staff, senior program staff.
Fee: Members: $129 Non-Members: $159

BUNDLE DEAL

Take advantage of the SPECIAL BUNDLE DEAL WITH OUR STRATEGIC PLANNING CLASS:
Viable nonprofits need both business planning and strategic planning, which is why we are offering a $25 discount for people who register and pay for both classes (see page 36 for strategic planning class description) **Use Promo Code: PLANNING**

COURSES

BEYOND THE FUNDAMENTALS OF FINANCIAL MANAGEMENT: WHAT THE NUMBERS ARE REALLY SAYING

NEW

We created this class in response to overwhelming demand for a "deeper dive" into what the numbers are saying. This class will continue the process of understanding, analyzing, interpreting and communicating information contained in audited financial reports. Through in-depth dissection and analysis of a financial case study, this class will take participants through the process of determining the health and headaches that financial statements reveal. You will learn to look beyond the surface to reveal the truth behind the numbers and how to frame the story for readers of your organization's financial reports.

The session will begin with a review of analysis tools and how financial statements relate to one another (as taught in Fundamentals of Financial Management), then move on to the examination of multi-year audited financial statements of a nonprofit. You'll practice using these tools to make observations and form conclusions about the future of the organization, based on what the statements reveal. The next step is formulating recommendations for course corrections or actions. Break out groups will have an opportunity to present their findings to "mock" boards using what they have discovered in their analysis.

If you love mysteries and searching for clues, this class will be a treasure hunt to reveal what truly lies beneath the numbers.

When and Where: 4/19/18, 9 am to 1 pm, Historical Society of PA, 1300 Locust St., Phila., PA
Instructor: Thomas Scurto-Davis, Director of Finance and Operations at the Main Line Art Center
Who Should Attend: Individuals who have taken Fundamentals of Financial Management within the past three years and finance staff and/or board with a **mandatory minimum** of two years of experience in nonprofit finances.
Fee: Members: $86 Non-Members: $106

BUNDLE DEAL

SPECIAL BUNDLE DEAL WITH FUNDAMENTALS OF FINANCE pg. 10. Register and pay for both classes and Fundamentals of Finance at the same time, and save $25. Use Promo Code: FINANCE.

"From introductions to foundation representatives at a "Meet the Funders" panel discussion to ways to amplify the message of our mission at a "Nonprofit Branding on a Shoestring" workshop, The Nonprofit Center opens the door to a range of resources. The professional development opportunities provide practical, timely, and, in some cases, 'eye-opening' expert guidance on ways to deepen donor relationships. I always come away from the classes with a well-defined 'to-do' list that refines our fundraising efforts. To state the obvious: we are in a highly competitive environment for dollars/donors. Essentially, every nonprofit is in the business of improving the community; each using different means to achieve this same end. The Nonprofit Center hands us the tools to best leverage what is unique to our work."

Ellen Saint Clair | Director of Development | Children's Village

COURSES

FUNDRAISING

DONATION MANAGEMENT FOR FINANCE MANAGERS AND FUNDRAISERS

Responsibility and accountability to donors falls to both the development and finance managers. Effective managers recognize that they are stewarding each donor from the first gift throughout the life of the relationship. Both fundraising and finance staff must understand and appreciate what is involved in the management of grants, individual donations and corporate gifts, and in recent years, crowdfunding and online contributions. This requires mastering the budgeting process, the different requirements and expectations for various gift vehicles, the management of expenses and the role of recognition and accountability. It also demands that both sets of players understand each other's roles and learn to communicate effectively, speaking each other's languages.

Accurate, ethical and legal contribution management means satisfying donors, regulators and program staff and creates opportunities for future gifts. Just as you have a plan for raising funds, you need a plan for managing them as well and there must be a strong partnership between the development and finance staff that ensures accuracy, continuity and accountability to the funder. Real world examples will enable you to understand the significance of what's included in budgeting, managing expenses, creating positive donor relations, trouble-shooting potential problems to secure future support.

When and Where: 12/5/17, 9 am to 4 pm, Deloitte, 1700 Market 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 and reporting on donations and grants.
Fee: Members: $129 Non-Members: $159

WEBINAR - FOUR SIMPLE STEPS TO FRAUD PREVENTION FOR NONPROFITS

It's a far too common occurrence to hear a disheartening story about a nonprofit fallen victim to employee fraud or embezzlement. While there may have been a time when an organization could handle this devastating situation quietly, between IRS regulations and 24-hour news cycles, that's no longer an option, even if one thinks that's a good idea. In addition to the financial damage, the victimized organization also suffers a damaged, or even ruined, reputation.

That's the bad news, but this webinar isn't about crisis communications. It's about preventing fraud and the damage it wreaks, with sound, practical systems, protocols and practices that prevent and deter fraud before you become tomorrow's headline.

This webinar focuses on a four part framework that every nonprofit, no matter its size, can implement, to ensure that its valued assets are protected from potential fraud and other risks. To do so is to safeguard the mission promise made to your constituents.

When: 12/15/17, 12 noon to 1:30 pm
Presenter: Thomas Scurto Davis, Director of Finance and Operations, Main Line Arts Center
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

SPECIAL BUNDLE DEAL: Choose any 3 webinars for $48 for Members or $60 for Non-Members. Use Promo Code WEB3.

COURSES

FUNDAMENTALS OF BUDGETING – ½ DAY CLASS

The accuracy of your organization or program's budget is one of the key factors in an organization's financial stability, growth and ability to fulfill mission. Your budget is your financial plan, and the outline of how your mission and objectives will be carried out, guiding your organization's operations and key decision-making. This essential class will demonstrate the components and qualities of an effective budget, the budgeting process, budgeting best practices and projecting cash flow.

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

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

When and Where: 3/20/18, 9 am to noon, CLI, 2314 Market St., Phila., PA
Instructor: Nancy Knobel, CEO Easter Seals, Eastern Pennsylvania
Who Should Attend: All staff who need to understand fundamental budgeting practices, including executive directors, program directors and staff, newer finance staff and board members.
Fee: Members: $69 Non-Members: $75

NONPROFIT MANAGEMENT

BUILD YOUR OWN

FUNDAMENTALS OF FINANCIAL MANAGEMENT

Even if your financial management skills and comfort level are limited, you can learn how to effectively manage your organization's finances and use them to understand and communicate your organization's story. While few nonprofit managers come into their roles with expertise in financial management, they need to be able to understand, organize and effectively communicate financial information to their greatest organizational advantage. Whether a non-finance professional, or new to financial responsibilities in your organization, this class is designed to help you acquire the requisite skills to effectively manage organizational resources: from protecting your organization's assets, to understanding what the numbers mean and enabling informed decision-making throughout your organization. This course focuses on enabling you to understand and interpret your financial story for both internal and external audiences. Not only will you know how to find the information you need, but you'll be able to use that information judiciously in financial decision-making. Through a deeper understanding of the role of financial reports and the story they tell, your organization will be empowered to make strategic decisions and motivate financial investment. You will leave this class knowing how to read and interpret financial statements to inform strategic decision-making, to appropriately separate financial duties and responsibilities to protect against fraud and misuse, and to allocate expenses more accurately in order to truly reflect your programmatic narrative.

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

We encourage you to continue on with "Beyond the Fundamentals of Financial Management: What the Numbers Are Really Saying," for a thorough exploration of understanding, interpreting and reporting your finances, with strong emphasis on the analysis component.

When and Where: 9 am to 4 pm
11/2/17, National Shrine of St. John Neumann, 1039 N. Lawrence St., Phila., PA
12/7/17, Northampton Community College
3/1/18, Duane Morris, 30 S. 17th St., Phila., PA

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

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

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

BUNDLE DEAL

SPECIAL BUNDLE DEAL WITH "Beyond the Fundamentals" (p. 7) Members: $190 for both Non- Members: $240 for both. Use Promo Code: FINANCE.

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

COURSES

NEW

THE POWER OF FINANCIAL FORECASTING FOR SUSTAINABILITY - ½ DAY CLASS

A strong financial management process is essential to a nonprofit's well-being. In times of concern and uncertainty about the economy and the prospects for funding, the ability to perform accurate and timely financial forecasting becomes indispensable. Day to day challenges, such as gift restrictions, adherence to mission, fixed and variable expenses, call for the skill to accurately forecast cash flow, while being adaptable to changing conditions. The result is a stronger and more resilient organization.

This class will explore the basic inputs required to develop and evaluate financial projections for your organization. Understanding how and when resources are available to your organization will not only enable you to guide policy and programmatic decisions, but also assist you in strategically planning your organization's growth and sustainability.

When and Where: 5/3/18, 9 am to noon, Historical Society of PA, 1300 Locust St., Phila., PA
Instructor: Elizabeth Pilacik, CPA, Director, Audit & Accounting, Kreischer Miller
Who Should Attend: Executive directors, finance staff, non-finance program directors and managers, board members, and others involved in financial interpreting and decision-making.
Fee: Members: $69 Non-Members: $75

FUNDRAISING

WEBINAR: BUILDING AN ALL-STAR FUNDRAISING OPERATION

While effective fundraising involves the entire organization, the components of the development staff, be they specialists or utility players, have to perform. Once the board has made the decision to support a development team and you're given the responsibility to create this team, smart decisions must be made as to what skills and strengths will best serve the organization's goals, within the confines of the limited budget you've been given. Grant writing, individual giving, major donors, crowdfunding, corporate giving/sponsorships, special events, data entry, stewardship and communications - Which do you need? Which require specialists?

There are no formulas to follow for determining the number of development staff needed relative to an organization's fundraising goal. Those decisions are driven by budget, initial investment needed for a new major campaign, board commitment to fundraising, other roles of development staff (such as marketing), volunteer involvement.

So absent a shortcut formula, attention must be given to identifying the skills and characteristics of an optimal fundraising team. This webinar is about identifying, determining where to concentrate your efforts and how to find the talent to act on those choices and once you've found the right people, how to retain them to provide the continuity of a successful, coordinated fundraising function.

When: 10/25/17, 12 noon to 1:30 pm
Presenter: Richard Przywara, Executive Director, West Chester University Foundation
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

SPECIAL BUNDLE DEAL: Choose any 3 webinars for $48 for Members or $60 for Non-Members. Use Promo Code WEB3.

FUNDRAISING

BUILDING A STRONG CORPORATE FUNDRAISING PROGRAM

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

When and Where: 4/27/18, 9 am to 4 pm, Beneficial Bank, 1818 Market St., Phila., PA
Instructor: Patrick Feeley, Executive Vice President and Chief Development Officer for Caron Treatment Centers
Who Should Attend: Executive directors, development staff, and others interested in strengthening their corporate relations/fundraising program.
Fee: Members: $129 Non-Members: $159

WEBINAR: CREATING CAMPAIGN FEASIBILITY STUDIES THAT REALLY MAKE YOUR CASE

A fundraising feasibility study is the essential first step in laying the foundation for a successful major fundraising campaign for your organization. An objective, comprehensive, well-planned and executed survey of your key constituencies assesses the likelihood of a successful project and provides vital information to develop the strategies of an informed campaign needed for a successful outcome. By answering essential questions, this study should provide both the necessary focus and momentum for your project.

In addition to assessing fundraising potential, a feasibility study may also reveal previously unidentified problems in the organization, providing valuable information for decisions regarding new programs, mergers and other critical concerns.

This webinar will ensure that you understand the role and value of feasibility studies so that you can make an effective case for the process among key decision-makers. After reviewing the steps involved in any study, how it should be done and by whom, you will be better equipped to effectively use the information it reveals. You will understand that even if the results of a feasibility study indicate insufficient support for a potential campaign, it can yield specific action steps that can be taken to improve your future ability to fundraise and be a stronger and more resilient organization.

When: 2/21/18, noon to 1:30 pm
Presenter: Richard Przywara, Executive Director, West Chester University Foundation
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

SPECIAL BUNDLE DEAL: Choose any 3 webinars for $48 for Members or $60 for Non-Members. Use Promo Code WEB3.

FUNDRAISING

CREATING SUCCESSFUL INDIVIDUAL AND MAJOR DONOR CAMPAIGNS

Even when times are bad, individuals contribute more than 75% of the $295 billion given annually to nonprofits. No nonprofit can afford to miss the opportunities that individual giving offers and whether a major gift to your organization means $500 or $5,000, your individual giving program should have a unique strategy for major donors. This class will cover the various approaches to individual giving, from the annual appeal to a major donor personal solicitation. You will develop the tools and techniques that will help you create a comprehensive, coordinated fundraising program for individuals, including understanding the individual's relationship to your organization, identifying strategies for each approach, how to be donor-focused while meeting your organization's financial needs, and coordinating cultivation, solicitation and stewardship activities that lead to successful campaigns. Role play will solidify your confidence in being able to solicit donors as an essential part of your nonprofit professional development.

When and Where: 1/17/18, 9 am to 4 pm, Duane Morris, 30 S. 17th 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 individual and major gifts.
Fee: Members: $129 Non-Members: $159

COURSES

FUNDRAISING | MARKETING & COMMUNICATIONS

DESIGNING & IMPLEMENTING AN EFFECTIVE DIRECT MAIL PROGRAM

Direct mail is alive and well and for the forseeable future will continue to be a powerful workhorse for fundraisers. This class will cover both donor renewal and donor acquisition, as you work to keep current donors engaged and attract new supporters. Among the key components to be covered are effective writing and design, printing and mailing, mailing lists, stewardship and measuring success. Considering that more than 61% of donations still come through direct mail and that studies indicate that online giving is inspired by receipt of a direct mail solicitation first, the smart conclusion is that direct mail needs to be part of a diverse, successful fundraising plan. The only remaining questions are how to make your campaigns memorable, cost-effective, and worthy of attracting new donors and retaining existing supporters. This class will help you answer those questions, deciding what approaches will work best for your donors and your organization.

When and Where: 4/12/18, 9 am to 4 pm, Duane Morris, 30 S. 17th St., Phila., PA
Instructor: Tina M. Barber, Vice President, Development, Esperanza USA
Who Should Attend: Development staff who want a refresher, executive directors, marketing/communications staff, board members and others interested in fundraising and in communicating about their organizations.
Fee: Members: $129 Non-Members: $159

FUNDRAISING

DONATION MANAGEMENT FOR FINANCE MANAGERS AND FUNDRAISERS

Responsibility and accountability to donors falls to both the development and finance managers. Effective managers recognize that they are stewarding each donor from the first gift throughout the life of the relationship. Both fundraising and finance staff must understand and appreciate what is involved in the management of grants, individual donations and corporate gifts, and in recent years, crowdfunding and online contributions. This requires mastering the budgeting process, the different requirements and expectations for various gift vehicles, the management of expenses and the role of recognition and accountability. It also demands that both sets of players understand each other's roles and learn to communicate effectively, speaking each other's languages.

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When and Where: 12/5/17, 9 am to 4 pm, Deloitte, 1700 Market 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 and reporting on donations and grants.
Fee: Members: $129 Non-Members: $159

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

COURSES

WEBINAR – DONOR RETENTION STRATEGIES: KEEPING THE LOVE

If your business lost three out of every four new customers, you'd probably be looking for another job. But statistics show that nonprofits lose 75% of newly acquired donors who fail to become continued supporters. There are reasons why donors choose not to renew their gifts and there are strategies you can implement to improve donor retention rates, thereby making your fundraising campaigns more effective while building stronger relationships with individuals.

Building this relationship starts with the first giving experience and continues as you create and enhance connections with the right messages, marketing, activities and communications. We all lament those elements that impact fundraising over which we have no control, such as the economy. But consider that nearly half of donors blame "poor communications" on why they stopped giving, including lack of information on how donations are used, no acknowledgements and feeling that they were not needed, it's obvious that we can have a huge impact on donor retention by our behavior, attitudes, policies and actions.

This webinar will share practical tips on how you can positively impact donor retention, building a solid foundation for both ongoing financial support and a network of committed supporters.

When: 5/16/18, noon to 1:30 pm
Instructor: Tina M. Barber, Vice President, Development, Esperanza USA
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

SPECIAL BUNDLE DEAL: Choose any 3 webinars for $48 for Members or $60 for Non-Members. Use Promo Code WEB3.

FUNDRAISING | NONPROFIT MANAGEMENT

FUNDAMENTALS OF SUCCESSFUL FUNDRAISING

To be successful at fundraising you need to know all the building blocks that comprise nonprofit resource development and then be able to craft a diversified strategy for your organization that includes all the areas where you have the greatest potential for success. This program gives you the starting point by introducing the fundamental fundraising concepts, providing a snapshot of tools available to you and what it takes to implement them. Topics covered include funding trends, donor motivation, creating your case, planning, and an analysis of the pros, cons, and requirements of different fundraising strategies. You will leave with a realistic understanding of what the skills, techniques and resources involved in fundraising entail so that you can decide where to spend your time and energy to achieve the best results.

When and Where: 9 am to 4 pm
10/18/17, National Shrine of St. John Neumann, 1039 N. Lawrence St., Phila., PA
2/2/18, Beneficial Bank, 1818 Market St., Phila., PA
4/18/18, Northampton Community College
Instructor: Allison Trimarco, Founder, Creative Capacity
Who Should Attend: All staff and board members who participate in, or are interested in learning more about fundraising.
Fee: Members: $129 Non-Members: $159

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

COURSES

WEBINAR: #GIVING TUESDAY (AND CAUSE AWARENESS DAYS): #HYPE OR #HURRAH?

Since its inception in 2012, #GivingTuesday has been touted as a "global day of giving, fueled by the power of social media and collaboration." And for many nonprofits, it does what it's intended, raising both money and awareness. With numbers like $168 million in nearly 100 countries raised on 2016 #GivingTuesday, it is hard not to get caught up in the hoopla and many development staff are pressured to implement it. But just as with every fundraising campaign, each organization needs to determine if the ROI on #Giving Tuesday is worth it.

This webinar will help you separate the hype from the reality so you can evaluate whether to commit to #GivingTuesday (or other Cause Awareness Day campaigns), and if so, what to allot in terms of resources. It will address common questions, such as money vs. buzz value, attracting new donors, getting recurring gifts, cannibalizing your year-end appeal, standing out from the masses and integrating it into your overall fundraising and social media strategies. Armed with this information, you can better determine if #GivingTuesday is a good fit for your nonprofit and be prepared to explain why.

When: 10/4/17, noon to 1:30 pm
Instructor: Tina M. Barber, Vice President, Development, Esperanza USA
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

SPECIAL BUNDLE DEAL: Choose any 3 webinars for $48 for Members or $60 for Non-Members. Use Promo Code WEB3.

FUNDRAISING

GUIDE TO FINDING & GETTING GRANTS

This step-by-step user-friendly guide will walk novice grant seekers through the proposal planning, research tools, writing, submission process and the funder-grantee relationship. Discussion will include how to define funding needs, what types of grants exist and how they differ, how to conduct funding research, steps in writing a solid proposal, essential components of the grant package, how to approach different types of funders and how to match your requests to grant maker interests and what to do after the decision. 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 compelling proposals that are most likely to succeed. Get tips on how to make your request stand out among multiple submissions to reviewers who may have little familiarity with your organization, ensuring that your proposal tells a persuasive story, while sharing all the information the funder needs to assess it. As you hone your grantsmanship skills, you'll get valuable resources that will aid you in maximizing this potentially powerful stream in your fundraising mix.

When and Where: 11/15/17, 9 am to 4 pm, Duane Morris, 30 S. 17th St., Phila., PA
Instructor: Allison Trimarco, Founder, Creative Capacity
Who Should Attend: Executive directors, development staff (especially those new to the field), program staff, board members.
Fee: Members: $129 Non-Members: $159

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

COURSES

FUNDRAISING

HOW TO LAUNCH A LEGACY PROGRAM FOR PLANNED GIVING

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

All of these make a strong case to implement Legacy Giving, allowing individuals of any means to support your organization for years to come, while also fulfilling their own financial goals, objectives and personal wishes. Terms like Charitable Gift Annuities, Charitable Remainder and Lead Trusts, Life Insurance, Retirement Accounts, Life Estate and Donor Advised Funds are intimidating, which is why Legacy Giving is often something perpetually on the development officer's "to do" list. It's such a specialized topic that it is often missing from the fundraiser's curriculum and prior experience and thus without this knowledge, we lack the confidence to go forward. This class demystifies the various planned giving techniques and vehicles. With this knowledge, you can thoughtfully decide what will work for your organization, under the guidance of an experienced development leader.

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

When and Where: 3/7/18, 9 am to 4 pm, Ballard Spahr, 1735 Market St., Phila., PA
Instructor: Richard Przywara, Executive Director, West Chester University Foundation
Who Should Attend: Development staff, executive directors, board members and others involved with donors.
Fee: Members: $129 Non-Members: $159

The Next Step in Strategic Planning

You're ready to take the first step in solidifying your strategic planning proficiency by taking a Nonprofit Center's course. Then what?

Many organizations recognize that moving forward with the strategic planning process requires an objective outside expert's facilitation. The Nonprofit Center's mastery of strategic planning was honed through 35 years of experience and literally thousands of projects.

A no-obligation conversation with our consulting staff will help you crystallize the scope of your project to help determine best next steps. You'll get a project price, not a vague, and often, accelerating number of hours, so you know what the cost will be at the outset. You'll be matched with a consultant whose sensibilities, interests and experience, compliment your organizational culture, resulting in a strategic plan that the organization truly owns, and a solid plan for implementation.

VALUE+ADDED
Strategic Planning

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

FUNDRAISING

LEVERAGING THE POWER OF FUNDRAISING TOOLS

This course helps you take all the skills you've acquired – whether as a student in The Nonprofit Center's Certificate in Fundraising or as a development professional – and put them in context to create an integrated development strategy. Designed to look critically at the various components of the fundraiser's toolkit, this class focuses on the practical application of the fundamental knowledge of fundraising that you've acquired.

Participants will be able to apply lessons learned in ways that are immediately actionable so they can return to their nonprofit with a series of next steps toward developing a realist fundraising roadmap that supports their organization's mission. By understanding how all the components fit together and support each other in an organizational culture of philanthropy, you will be better prepared to move forward in defining future steps for implementation.

As the class revisits the key fundraising tools, you will determine how to manage your time, define roles of those involved in resource development, identify strategies and tactics, set goals and determine what questions need to be answered and what other elements need to be in place to ensure success. This class is appropriate as a capstone course for the Fundraising Certificate program and for the experienced development professional who understands the case statement and the elements of fundraising and is ready to put together a realistic fundraising roadmap that supports your organization's mission.

When and Where: 5/22/18, 9 am to 4 pm, CLI, 2314 Market St., Phila., PA
Instructor: Edward F. Swenson and Jennifer Shropshire, Principals at Edward F. Swenson & Associates, Inc
Who Should Attend: Individuals experienced in various aspects of resource development will use this course to put these tools into practice in a fundraising plan. For Fundraising Certificate students, the course builds upon knowledge acquired in all the prior courses and serves as the capstone.
Fee: Members: $129 Non-Members: $159

WEBINAR: MOTIVATING THE MILLENNIAL DONOR

Millennials (those born in the 1980s to the early 2000s) have more than $200 billion in buying power in the U.S., trailing just behind baby boomers. That's because there are more Millennials in the U.S. than any other age group, they make up the largest share of the workforce and they are by far, the most diverse.

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

So what motivates Millennials – and specifically what motivates them to give? If you answer, "my organization," it's time to broaden your perspective and understanding. Millennials give to causes, not organizations and this class will help you appreciate the ways Millennials want to participate in causes. That includes how they want to give, how they connect, what influences them, what engenders loyalty, what relationships are valued, and what kinds of communication and tactics they respond to, including how to be thanked. It will explore how much contact is too much and what vehicles are preferred, as well as the language that resonates with this target group. We'll show you how to increase your connection to Millennials by learning to operate at that key intersection of technology, transparency, and hands-on relationships that they seek.

When: 1/26/18, noon to 1:30 pm
Instructor: Tina M. Barber, Vice President, Development, Esperanza USA
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

SPECIAL BUNDLE DEAL: Choose any 3 webinars for $48 for Members or $60 for Non-Members. Use Promo Code WEB3.

Save Money while Growing Your Nonprofit Skills

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

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

Contact The Nonprofit Center for details on these cost-savings packages at 215-991-3676 or fennell@lasalle.edu

COURSES

FUNDRAISING

RECIPES FOR SUCCESSFUL SPECIAL EVENTS

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

When and Where: 2/16/18, 9 am to 4 pm, Historical Society of PA, 1300 Locust St., Phila., PA
Instructor: Tina M. Barber, Vice President, Development, Esperanza USA
Who Should Attend: Development staff with less than five years' experience or desiring a refresher, executive directors, marketing/communications staff, board members and others involved in, and new to, fundraising events.
Fee: Members: $129 Non-Members: $159

Package Deals on the Certificate Experience

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

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

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

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

For more information about our Certificate Packages, contact Rob Fennell at 215-991-3676 or fennell@lasalle.edu

INTERIM 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

GOVERNANCE & LEADERSHIP

MARKETING & COMMUNICATIONS

WEBINAR – BOARD ORIENTATION DONE RIGHT

Just as new employees are likely to perform better when they have a thorough orientation to an organization, its mission, practices and culture, so too will board members be more likely to be effective if they are immediately engaged. Essential to this is a formal orientation to the organization, signaling the gravitas of the role they have taken on. This webinar takes you through the process of orienting new board members and the importance of clearly spelling out roles and expectations on both sides of the relationship. You will learn about materials you must provide, specifying policies and procedures that will be enforced.

A well-planned board orientation becomes the basis of an ongoing relationship and can short-circuit potential misunderstandings about expectations and accountability. It signals that your organization takes board membership seriously and represents an agreement that forms the basis of an effective governing board. Orientation makes it possible for new board members to quickly become engaged in its proscribed work and serve as an ongoing effective ambassador for your nonprofit's mission.

When: 5/2/18, noon to 1:30 pm
Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

SPECIAL BUNDLE DEAL: Choose any 3 webinars for $48 for Members or $60 for Non-Members. Use Promo Code WEB3.

WEBINAR: DEALING WITH A DIFFICULT BOARD MEMBER

Judging from the number of times we're asked about a disruptive or otherwise problematic board member, most nonprofits have faced this obstacle. Among the frequently reported offenses are board members who promote their own agendas, who micromanage board and staff, and who fail to fulfill commitments.

Regardless of the particular behavior, one disruptive board member often becomes a serious obstacle to board productivity, effectiveness and harmony. There are both immediate and long-term actions that can be taken to preempt these obstructions and this webinar will present proven strategies. It will also offer actions that can curtail potential problematic behavior so as to prevent erosion of morale and productivity of board and impacted staff.

This webinar is structured to allow sufficient time for participants to ask questions about their particular challenges so that all participants can learn from each other about how to address these common issues. The session can help you move toward creating a more positive environment in your organization to forestall an exodus of valuable board members and staff seeking to escape from the chaos and frustration caused by a difficult board member.

When: 4/13/18, noon to 1:30 pm
Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership
Fee: Members: $20 Non-Members: $25

COURSES

NONPROFIT MANAGEMENT

EFFECTIVE NONPROFIT GOVERNANCE: HOW BOARDS SHOULD WORK

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

When and Where: 9 am to 4 pm
11/30/17, 3/15/18, WHYY, 150 N. 6th St., Phila., PA
3/22/18, Northampton Community College

Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership

Who Should Attend: Board members, executive directors .

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

WEBINAR: SMOOTH LEADERSHIP TRANSITION PLANNING THAT SECURES YOUR ORGANIZATION'S FUTURE

Organizations that care about sustainability demonstrate that concern by planning for smooth leadership transitions before they happen. With the right planning, even unexpected departures can be handled without the trauma – and drama - that might otherwise disrupt the organization. Yet, despite years of warnings about the impending exodus of baby boomer executive directors and the lack of emerging leaders to replace them, few organizations have instituted formal succession plans.

This webinar was developed to enable organizations to start moving forward in the succession planning process. Whether you are a board member or executive director, you want to take steps that will help ensure the resiliency of your organization in a leadership transition. You'll learn concrete steps your organization can take to protect its vision before, during and after a leadership transition. It's time to start the conversation and a webinar is the most comfortable place to find out what you need to know about succession planning.

When: 3/8/18, noon to 1:30 pm

Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership
Foundation

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

BUNDLE DEAL

SPECIAL BUNDLE DEAL: Choose any 3 webinars for $48 for Members or $60 for Non-Members. Use Promo Code WEB3.

MANAGEMENT & HUMAN RESOURCES

NONPROFIT MANAGEMENT | MARKETING/ COMMUNICATIONS | BUILD YOUR OWN

EFFECTIVE COMMUNICATIONS TO BUILD RELATIONSHIPS, ENGAGEMENT & UNDERSTANDING

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

Most of us recognize the need to continue to hone our specific job skills, but often neglect the skill set that can truly make a difference in our success, and the success of our organization – our ability to say what we mean, understand what others are conveying to us and ensure that others receive our messages as intended. Forbes magazine recently cited "strong communication skills" as the #2 attribute people need to succeed at work, indicating that solid communication isn't a so-called soft skill, but an essential for successful interactions with both internal and external audiences.

This class will challenge you to recognize your communication style and how you give and receive messages, as you focus on specific ways to improve your communications skills.

When and Where: 9 am to 4 pm
1/10/18, La Salle Metroplex, Plymouth Meeting, PA
5/23/18, Duane Morris, 30 S. 17th St., Phila., PA
6/14/18, Northampton Community College

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

Who Should Attend: Everyone connected with your organization can benefit from better understanding of their communications skills and styles and those of others with whom they communicate.

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

NONPROFIT MANAGEMENT

FUNDAMENTALS OF HUMAN RESOURCES

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

When and Where: 9 am to 4 pm
11/14/17, Historical Society of PA, 1300 Locust St., Phila., PA
1/25/18, Northampton Community College
3/27/18, Independence Seaport Museum, 211 S. Columbus Blvd., Phila., PA

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

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

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

WEBINAR: HOW TO HIRE AND RETAIN THE RIGHT STAFF ON A NONPROFIT BUDGET

It has always been difficult to attract and retain high performing staff when your resources limit your ability to provide attractive salary and benefits packages. The cost of losing a valuable employee is high, both in terms of lost productivity and money spent on hiring and training that employee, as well as doing the same for a replacement. It takes well-planned strategies and approaches to appeal to the talented people needed to serve your mission and this webinar will help you identify ways to work within your nonprofit budget by understanding what employees care about so that they'll want to stay.

Surveys consistently show that money is not the primary motivator for employees and that job satisfaction is linked more to other conditions, including the opportunity to use skills and abilities, management/employee communication and supervisor relationships. Having a positive brand and reputation, being employee-focused with strong employee engagement, as well as flexible working arrangements and approaches to roles and tasks, embracing diversity, valuing professional development, and formally demonstrating a positive culture that breaks down barriers to effectiveness, can all have a huge positive impact on attracting and keeping the A-game players. When you're competing for talent against for-profit employers paying higher salaries, it's the total package that needs to resonate with prospective employees.

If you're ready to get serious about hiring and keeping top performers, this webinar can help you understand what people want and how you can attract and keep them

When: 3/21/18, noon to 1:30 pm
Instructor: Tracy Murray Moore, Tracy Murray Moore Consultancy
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

SPECIAL BUNDLE DEAL: Choose any 3 webinars for $48 for Members or $60 for Non-Members. Use Promo Code WEB3.

HOT DEAL

SPECIAL OFFER FOR ATTENDEES: Attend this webinar and find out how you can act on some of its recommendations with a free benefits audit from FFG Nonprofit Benefits Group. Contact *ulmer@lasalle.edu for arrangements*.

> "Great vision without great people is irrelevant."

James C. Collins | Good to Great: Why Some Companies Make the Leap... and Others Don't

NONPROFIT MANAGEMENT

BUILD YOUR OWN

NONPROFIT MANAGEMENT 101

This class immerses you in the individual areas/roles that every senior leader in a nonprofit must work in – including fundraising, finance, human resources, marketing, programming, and so on, while illustrating the importance of their connectedness and interplay. As an executive director (and often as a senior or mid-level manager), you will have to juggle various roles and responsibilities, always in the context of how the pieces must fit together with the organization-at-large. Performing well as a nonprofit manager in these circumstances requires both specific skills as well as the ability to solve problems and generate ideas as you manage mission, people, programs and resources.

Running an organization or a program within a nonprofit isn't about just assigning tasks and telling people what to do, but is rooted in planning, organizing, leading and controlling. This course explains the key responsibilities of senior managers and executive directors as well as the critical relationship between staff and board in any nonprofit. Pathways to becoming an effective leader, manager and facilitator will be clarified, as will the ability to identify potential critical management issues and address them proactively. It serves as the ideal foundation for honing all your future management skills and individual capacity building.

When and Where: 9 am to 4 pm
9/19/17, Jewish Federation, 2100 Arch St., Phila., PA
9/28/17, Northampton Community College
1/18/18, National Shrine of St. John Neumann, 1039 N. Lawrence St., Phila., PA

Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership

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

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

PROGRAM DESIGN – ½ DAY CLASS

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

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

When and Where: 10/10/17, 9 am to noon, CLI, 2314 Market St., Phila., PA

Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership

Who Should Attend: Senior staff and board

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

THE POWER OF THE FIVE-GENERATION WORKPLACE – ½ DAY CLASS

NEW

For the first time in history, the workforce is made up of five generations working side-by-side. Each brings different life experiences, perspectives, expectations and workstyles, which can often be at odds with each other. Employers and staff must find ways to cope with differing work ethics, values, expectations of work-life balance, approaches to teamwork, communication styles, and relationships. New entrants to the workforce who grew up in a global, technology-driven environment and working alongside less tech savvy Baby Boomers, who may have delayed retirement due to new economic realities and delaying retirement, must find healthy ways to coexist.

This class focuses on more than differences and potential conflicts to embrace important commonalities. It demonstrates how leveraging similarities helps ensure that leaders better understand them and create work environments that support them.

You will get valuable insights into the five generations in today's workplace and how multigenerational dynamics are shaping the work environment. By discovering what motivates each generation and identifying techniques for managing this diversity, you'll learn how to create a calmer and more productive workplace.

When and Where: 4/17/18, 9 am to noon, CLI, 2314 Market St., Phila., PA
Instructor: Tracy Murray Moore, Tracy Murray Moore Consultancy
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: $69 Non-Members: $75

NONPROFIT MANAGEMENT

WHAT MAKES A SUPERIOR LEADER? CREATING AND MASTERING A SUCCESSFUL LEADERSHIP STYLE

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

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

When and Where: 9 am to 4 pm
2/7/18, WHYY, 150 N. 6th St., Phila., PA
4/26/18, Independence Seaport Museum, 211 S. Columbus Blvd., Phila., PA
5/17/18, Northampton Community College
Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership
Who Should Attend: Executive directors, board members, senior staff, those who aspire to leadership.
Fee: Members: $129 Non-Members: $159

MARKETING & COMMUNICATIONS

MARKETING & COMMUNICATIONS

THE ART OF PERSUASIVE NONPROFIT STORY-TELLING

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

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

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

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

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

When and Where: 3/16/18, 9 am to 4 pm, Beneficial Bank, 1818 Market St., Phila., PA
Instructor: Patrick Feeley, Executive Vice President and Chief Development Officer, Caron Treatment Centers
Who Should Attend: Executive directors, board members, marketing/communications and fundraising staff; appropriate for any level of experience.
Fee: Members: $129 Non-Members: $159

> "What separates people is not the presence or absence of difficulty, but how they deal with the inevitable."
>
> James C. Collins | Good to Great: Why Some Companies Make the Leap... and Others Don't

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

COURSES

MARKETING & COMMUNICATIONS | NONPROFIT MANAGEMENT

BUILDING A SUCCESSFUL MARKETING PROGRAM

Every day, nonprofits face challenges that come from an ever-increasing number of organizations, creating greater competition for attention and for shrinking dollars. Marketing is key to differentiating yourself so that you become - and stay - competitive. A clear focused marketing strategy enables you to cut through the clutter and gain critical support from key stakeholders.

You know what you want to accomplish, but how do you get there? How do you analyze your current marketing efforts (if any) and transform them into a more strategic and comprehensive approach? How do you customize marketing tactics for donors and other stakeholders?

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

When and Where: 9 am to 4 pm
10/3/17, WHYY, 150 N. 6th St., Phila., PA
11/9/17, Northampton Community College
2/14/18, National Shrine of St. John Neumann, 1039 N. Lawrence St., Phila., PA

Instructor: David W. Brown, Assistant Professor of Instruction, Department of Strategic Communication, Temple University

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

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

MARKETING & COMMUNICATIONS

NEW

CREATING A COMPREHENSIVE AND STRATEGIC APPROACH TO DIGITAL MEDIA

Nearly 90% of nonprofits use some form of digital media in their marketing. The number of social platforms is ever expanding, including Facebook, Twitter, LinkedIn, Pinterest, Instagram, Snapchat, YouTube, and more. Without a comprehensive strategy, however, your message cannot reach its maximum impact as a marketing and ultimately, fundraising tool.

This new class was created to address the interest in developing smart, coordinated strategies that unify your marketing efforts. The three primary learning goals are to:

- understand how to develop an integrated strategy across all your social media
- master market research and analytics to measure engagement and demographics, understanding metrics, tracking, analysis and goal-setting
- learn how to evaluate and adapt the ever-changing best practices in social media that will work best for your organization

Among the tools to be explored are email marketing, management tools, search engine optimization, optimizing visuals, legal implications, trends, tracking links and advertising. You'll be able to use this class to tie together everything you are doing in digital marketing so that it is a fully integrated component of your marketing plan, taking full advantage of its vast potential.

When and Where: 5/15/18, 9 am to 4 pm, Ballard Spahr, 1735 Market St., Phila., PA
Instructor: Rachel Dukeman, Founder and Lead Strategist, R&R Creative Group
Who Should Attend: All staff involved with setting and implementing digital media strategy.
Fee: Members: $129 Non-Members: $159

MARKETING & COMMUNICATIONS

DEVELOPING A COMMUNICATIONS PLAN

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

When and Where: 12/1/17, 9 am to 4 pm, Beneficial Bank, 1818 Market St., Phila., PA
Instructor: Jean Dolan, Adjunct Faculty, Communication Area, Bucks County Community College
Who Should Attend: Marketing/development/communication managers, board members responsible for providing communication guidance, or anyone seeking ways to improve their organization's strategic use of communication.
Fee: Members: $129 Non-Members: $159

Making Expert Connections

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

The Need

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

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

How Expert Connections Helps You

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

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

No Hoops and Affordability

Each time you contact us for assistance, you'll be matched with the appropriate Nonprofit Center expert to address your question and help you resolve your dilemma. Each inquiry will be charged in 30- minutes increments and no single call should last more than 90 minutes. I'm still struggling with the best way to say this so it doesn't sound too restrictive. Your calls will be charged in thirty minute increments and for best use of this service, we suggest that you use this help for issues that can be addressed in under 90 minutes, at most.

Cost

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

Typical questions include:

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

What we don't do:

- Legal questions
- Technology

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

NONPROFIT MANAGEMENT | MARKETING/ COMMUNICATIONS | BUILD YOUR OWN

EFFECTIVE COMMUNICATIONS TO BUILD RELATIONSHIPS, ENGAGEMENT & UNDERSTANDING

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

Most of us recognize the need to continue to hone our specific job skills, but often neglect the skill set that can truly make a difference in our success, and the success of our organization – our ability to say what we mean, understand what others are conveying to us and ensure that others receive our messages as intended. Forbes magazine recently cited "strong communication skills" as the #2 attribute people need to succeed at work, indicating that solid communication isn't a so-called soft skill, but an essential for successful interactions with both internal and external audiences.

This class will challenge you to recognize your communication style and how you give and receive messages, as you focus on specific ways to improve your communications skills.

When and Where: 9 am to 4 pm
1/10/18, La Salle Metroplex, Plymouth Meeting, PA
5/23/18, Duane Morris, 30 S. 17th St., Phila., PA
6/14/18, Northampton Community College

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

Who Should Attend: Everyone connected with your organization can benefit from better understanding of their communications skills and styles and those of others with whom they communicate.

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

MARKETING & COMMUNICATIONS

THE ESSENTIALS OF MEDIA RELATIONS IN A DIGITAL WORLD

While the world of media has changed drastically in recent years, the fact that all media are swamped with requests for coverage remains constant and those who give the media what they want, when and how they want it, are the ones who will prevail. Working with the media offers tremendous value to organizations in conveying their messages, promoting events, and communicating with huge audiences, for minimal cost. Whether you're sending out traditional news releases or tweeting your announcements, there are specific skills and strategies that will give you the best chances of getting coverage from both long-established media and the so-called new media. This class embraces those time-honored skills of good writing and compelling story-telling that remain constant, while recognizing the new strategies and approaches that new media demand of those who want to be successful in disseminating their organization's message.

When and Where: 2/23/18, 9 am to 4 pm, Duane Morris, 30 S. 17th St., Phila., PA

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

Who Should Attend: Marketing/development/communication managers and others seeking ways to improve their organization's strategic use of communication.

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

MARKETING & COMMUNICATIONS

½ DAY CLASS - FUNDAMENTALS OF THE NONPROFIT WEBSITE

Surveys of nonprofit communications professionals consistently cite an organization's website as its most important communications tool. Whether you're building or rebuilding your website, you need to be sure it's your premier marketing tool for reaching donors, prospective supporters and other key stakeholders, while telling your story in an effective and compelling manner. This ½ day class will focus on website strategy so you know how to approach your website's design, from the role of the sitemap, increasing visibility, google analytics and alerts and ensuring that it is the centerpiece of a consistent communications and marketing approach. You'll get valuable tips for creating an RFP and for working with a website consultant that will ease the process and reduce anxiety about this key investment. Stick around after class for a chance to present your website for expert critique and improvement.

When and Where: 1/30/18, 9 am to noon, Ballard Spahr, 1735 Market St., Phila., PA
Instructor: Rick Simmons, Founder, Simmons Online Solutions
Who Should Attend: Communications and marketing staff involved in website creation and maintenance and setting marketing/communications strategy.
Fee: Members: $69 Non-Members: $75

HOT TIP

WANT TO KNOW MORE? Check out our new class, "Creating a Comprehensive and Strategic Approach to Digital Media and raise your social media IQ.

MARKETING & COMMUNICATIONS

HARNESSING THE POWER OF YOUR NONPROFIT'S BRAND

Most of us recognize branding as a potential tool for fundraising, marketing and communications. But the most successful nonprofits have learned to think about branding playing a more strategic role, involving all the key players in your organization. Every day we see the power of branding as it relates to Apple or Starbucks, but nonprofits often make the fundamental mistake of believing that there's no value in a brand unless you can sink lots of money into marketing it.

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

Are you among the many nonprofits that fails to view its brand as a strategic asset? Nonprofit branding expert Nathalie Laidler-Kylander emphasizes that while a brand is a fundraising tool, it also plays a key role in strengthening an organization and furthering its mission. "Brand is so much more than a logo and should be managed with the goal of supporting mission impact, not just fundraising or PR," she says, adding that "many organizations also fail to understand the important role a brand can play internally. While the external role a brand plays in building trust with stakeholders is fairly obvious, the internal role is less so. Organizations that engage internal stakeholders, and help them to understand and internalize the brand, increase organizational cohesion and effectiveness."

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

When and Where: 10/24/17, 9 am to 4 pm, WHYY, 150 N. 6th St., Phila., PA
Instructor: David Brown, Assistant Professor of Instruction, Department of Strategic Communication, Temple University
Who Should Attend: Staff responsible for marketing and communications and others involved in defining and communicating a clear brand and message, such as development officers, executive directors and board members.
Fee: Members: $129 Non-Members: $159

WEBINAR: HOW NONPROFITS CAN BENEFIT FROM GOOGLE ADS

We've all seen Google ads and imagined what they could do for our organization – to raise awareness, champion our services, encourage donors and sponsors, recruit volunteers and promote events. But as a struggling nonprofit, who can afford to buy ads? Google's Ad Grants program, which provides $10,000 in AdWords every month to qualifying nonprofits, puts the power of google.com in your hands. But even Google recognizes that many nonprofits don't really know how to make use of this ad space, resulting in poorly created ads that miss the mark. Even worse, some nonprofits are so clueless as to how to handle this gift that they fail to even utilize the advertising space they've been awarded. This webinar takes you through the process of applying for Google Ad Grants and then maximizing their effectiveness through targeted messaging. Given that Google handles more than three billion searches per day, the amount of traffic that can be directed to your site via organic searches is staggering and something you could never do on your own. Don't leave these valuable grants on the table – find out how you can harness the power of Google for good.

When: 2/28/18, noon to 1:30 pm
Instructor: Rachel Dukeman, Founder and Lead Strategist, R&R Creative Group
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

SPECIAL BUNDLE DEAL: Choose any 3 webinars for $48 for Members or $60 for Non-Members. Use Promo Code WEB3.

MARKETING & COMMUNICATIONS

½ DAY CLASS - THE POWER OF VIDEO STORY-TELLING

No one disputes the power of YouTube, mobile devices and videos, but that doesn't mean you're confident about the way you use these tools to promote your mission. This class, taught by a nonprofit video expert, will show you practical strategies to get started reaching this vast audience with visually compelling messages about your organization. While the idea of video production can be intimidating, you will see how you can apply proven approaches to creating engaging videos that actively tell your nonprofit's story, while recognizing the limits of the nonprofit budget. Rather than a hands-on video production tutorial, this class focuses on tools and techniques that you can explore outside the classroom. With minimal resources, you can increase your fundraising, awareness levels, event attendance and more. This 3-hour workshop, includes lots of video viewing examples to solidify your thinking.

When and Where: 5/1/18, 9 am to noon, Jewish Federation, 2100 Arch St., Phila., PA
Instructor: Michael Schweisheimer, Founder, PWPvideo
Who Should Attend: Communications staff and others involved in using story-telling and other forms of messaging online.
Fee: Members: $36 Non-Members: $45

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

PLANNING & EVALUATION

NONPROFIT MANAGEMENT

EVALUATING THE IMPACT OF YOUR PROGRAMS

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

When and Where: 9 am to 4 pm
1/24/18, Historical Society of PA, 1300 Locust St., Phila., PA
2/22/18, Northampton Community College
5/9/18, National Shrine of St. John Neumann, 1039 N. Lawrence St., Phila., PA
Instructor: To Be Announced
Who Should Attend: Executive directors, board members, development staff, program administrators, data managers and consultants.
Fee: Members: $129 Non-Members: $159

NONPROFIT MANAGEMENT

KEYS TO SUCCESSFUL STRATEGIC PLANNING

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

When and Where: 9 am to 4 pm
10/19/17, Northampton Community College
12/14/17, 4/11/18, National Shrine of St. John Neumann, 1039 Lawrence St., Phila., PA
Instructor: Allison Trimarco, Founder, Creative Capacity
Who Should Attend: Executive directors, board leaders, program staff.
Fee: Members: $129 Non-Members: $159

BUNDLE DEAL

Take advantage of the SPECIAL BUNDLE DEAL WITH OUR BENEFITTING FROM BUSINESS PLANNING: Viable nonprofits need both business planning and strategic planning, which is why we are offering a $25 discount for people who register and pay for both classes (see page 6 for Business Planning class description) **Use Promo Code PLANNING**

THE VALUE+ADDED CONSULTING DIFFERENCE

WHEN YOU HIRE A CONSULTANT, YOU GET AN INDIVIDUAL CONSULTANT.

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

Underpinning every consulting project are layers of expertise, underscored by

- ✓ More than 35 years of experience in every aspect of nonprofit operations, governance and management on nearly 2,000 projects
- ✓ Project management by The Nonprofit Center's consulting staff that's as much about the process as the product
- ✓ Access to the services that ensure long-term success of your project, including programs designed specifically for your board and executive director
- ✓ Group Education 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
- ✓ 60 educational programs to select from each year in diverse skills.
- ✓ Specific supports for the Executive Director and the Board

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

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

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

CERTIFICATE PROGRAMS

The Certificate Experience

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

WHAT IS A CERTIFICATE PROGRAM?

A Certificate Program is a practical way to advance your skills and career through a non-degreed, in-depth learning experience in a specific skill set. Each of our Certificates requires between eight and ten courses in a recommended sequence, to progressively build expertise. Adding to this real world professional education are respected credentials that make a strong statement about you as a professional and your organization's commitment to excellence. In addition, you have options to create a certificate that combines courses from different programs to meet your specific needs (Build-Your-Own).

WHO SHOULD TAKE A CERTIFICATE PROGRAM?

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

WHY A NONPROFIT CENTER CERTIFICATE?

More than 35 years of experience as the largest and most diverse provider of services to nonprofit organizations in this region means we've got things figured out. Our curricula are developed and presented by a team of expert nonprofit educators and practitioners, based on input gathered from people working in the sector. Each Certificate series is comprised primarily of full-day sessions (with some shorter sessions), providing a mix of both theoretical and practical instruction, with both lecture and interactivity. Participants in Certificate Programs find they develop a network of colleagues sharing the same progressive learning experience.

WHAT'S THE VALUE OF CREDENTIALS EARNED THROUGH CERTIFICATE PROGRAMS?

The Nonprofit Center's association with a respected academic institution enables us to offer Continuing Education Units (CEUs), the nationally recognized standard unit of measurement for participation in a continuing education activity that is not for academic credit. All classes are also approved for CFRE points for development professionals and may be eligible for CEs from the PA Chapter of the National Association of Social Workers **(www.nasw-pa.org).**

Certificate graduates receive a 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 that you are an evolving learning organization; and an obvious commitment to attracting and maintaining the best talent.

CERTIFICATE PROGRAMS

HOW MUCH DOES IT COST?

Now you can save a bundle on our package price – you can get up to two classes free when you register and pay for your certificate at once. This package is only available to Members of The Nonprofit Center (Basic, MemberPlus and Individual). Our Certificate Packages provide additional cost savings for those who complete their certificates in one academic year (see Certificate Packages on page 45).

If you're not able to plan your schedule and register for all your classes, you simply pay the same affordable course fees listed on each course in this Education Guide

HOW LONG DO I HAVE TO COMPLETE A CERTIFICATE?

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

HOW DO I GET STARTED?

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

BUILDING YOUR OWN CUSTOMIZED CERTIFICATE

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

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

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

THE CERTIFICATE ADVANTAGE

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

We urge you to contact us to create a customized Certificate uniquely tailored to you.

Call Rob Fennell at 215-991-3676 or email fennell@lasalle.edu

Certificate in Fundraising

5.4 Continuing Education Units

FUNDRAISING

The Certificate in Fundraising is designed for those who want to advance in their field. The ideal candidate may not be formally trained in fundraising, but seeks instruction in the basic skills and methods of resource development. This certificate offers training in the critical fundamentals, providing a continuum of skills development in all the key areas of resource development, with a strong grounding in the concepts, trends and practices that guide successful and ethical fundraising. From introductory level courses that call attention to the importance of a strong mission, program strategy, management practices and board and staff leadership to advanced level courses that focus on each of the major fundraising strategies, you gain practical knowledge that will enable you to design and execute each activity. The Certificate culminates with the steps in developing a fundraising plan that enable you to implement what you have learned to complete a case for support and a fundraising plan tailored to your organization. The focus is on practical, how-to information and is especially useful for those who also assist with fundraising efforts. Executive directors and board members will gain increased confidence and knowledge to support their essential roles as fundraisers for their causes.

This Certificate is worth 5.4 Continuing Education Units from The Nonprofit Center at La Salle University, 54 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and features nine courses, listed below. Many other classes are eligible for CFRE points for fundraising professionals seeking to earn that advanced credential. Call 215-991-3677 for more information.

Classes

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

Fees

Package Price: $929 (requires Individual, Basic or MemberPlus Organizational Membership)
Member Rate: $1,032
Non-Member Rate: $1,431

HOT TIP

Consider these additional e-learning opportunities

- Creating a Campaign Feasibility Study that Really Makes your Case
- Building an All-Star Fundraising Team
- Donor Retention Strategies
- Giving Tuesday (and Cause Awareness Days)
- Motivating the Millennial Donor

Certificate in Marketing & Communications

MARKETING AND COMMUNICATIONS

5.4 Continuing Education Units

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

This Certificate is worth 5.4 Continuing Education Units from The Nonprofit Center at La Salle University, 54 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and features eight full-day classes, two 1/2 day classes, listed below:

Classes

The Art of Persuasive Nonprofit Story-Telling
Building a Successful Marketing Program
Creating a Comprehensive and Strategic Approach to Digital Media
Designing & Implementing an Effective Direct Mail Program
Developing a Communications Plan
Effective Communications to Build Relationships, Engagement & Understanding
The Essentials of Media Relations in a Digital World
Fundamentals of the Nonprofit Website - ½ day
Harnessing the Power of your Nonprofit's Brand
The Power of Video Story-telling - ½ day

Fees

Package Price: $905 (requires Individual, Basic or MemberPlus Organizational Membership)
Member Rate: $1,008
Non-Member Rate: $1,392

HOT TIP

Consider these additional e-learning opportunities

- Building a Communications Plan for your Ministry
- Creating Campaign Feasibility Studies
- Giving Tuesday (and Cause Awareness Days)
- How Nonprofits can Benefit from Google Ads

Certificate in Nonprofit Management

6 Continuing Education Units

NONPROFIT MANAGEMENT

SPONSORED BY L S & A LAURA SOLOMON AND ASSOCIATES

The Certificate in Nonprofit Management provides a knowledge base as diverse and balanced as every nonprofit leader needs to be. Its broad-based and practical curriculum covers every key aspect of nonprofit administration and operation, including the essential areas of board governance, marketing, financial management, fundraising, human resources and supervision, program evaluation and strategic planning. It is especially valuable to new executive directors as well as senior management on the leadership track and those who wish to refresh their knowledge to be completely confident in their diversity of skills and understanding. This Certificate is worth 6 Continuing Education Units from The Nonprofit Center at La Salle University, 60 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers **(www.nasw-pa.org)** and requires 10 full-day classes, listed below.

Classes

Nonprofit Management 101
Effective Nonprofit Governance: How Boards Should Work
Building a Successful Marketing Program
Effective Communications to Build Relationships, Engagement & Understanding
Evaluating the Impact of your Programs
Foundations of Financial Management
Fundamentals of Fundraising
Fundamentals of Human Resources
Keys to Successful Strategic Planning
What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style

Fees

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

HOT TIP

Consider these additional e-learning opportunities

- Board Orientation Done Right
- Dealing with a Difficult Board Member
- Four Simple Steps to Fraud Prevention
- How to Hire and Retain the Right Staff on a Nonprofit Budget – with bonus Benefits Audit
- Smooth Leadership Transition Planning that Secures your Organization's Future
- The Good Start Series for New Executive Directors; for New Supervisors

The Nonprofit Center Certificate in Nonprofit Management Presented at Northampton Community College

The Best in Nonprofit Professional Development is now in the Lehigh Valley

10 Essential Full-day Classes in Nonprofit Management Skills
Choose Individual Classes or Earn a Certificate in Nonprofit Management

Fall/Winter 2017-18 Class Schedule

- **Nonprofit Management – 9/28/17**
- **Keys to Successful Strategic Planning – 10/19/17**
- **Building a Successful Marketing Program – 11/9/17**
- **Fundamentals of Finance – 12/7/17**
- **Fundamentals of Human Resources – 1/25/18**
- **Evaluating the Impact of your Programs – 2/22/18**
- **Effective Board Governance – 3/22/18**
- **Fundamentals of Successful Fundraising – 4/18/18**
- **What Makes a Superior Leader? – 5/17/17**
- **Effective Communications to Build Relationships, Engagement & Understanding – 6/14/18**

A partnership between the Center for Business and Industry at Northampton Community College and The Nonprofit Center at La Salle University's School of Business, successfully launched last year, enables Lehigh Valley residents committed to the nonprofit sector to earn a Certificate in Nonprofit Management or choose among 10 of the most essential classes for current and future nonprofit leaders. Students who complete this non-credit series are awarded a Certificate in Nonprofit Management from La Salle's Nonprofit Center and NCC's CBI, a valuable credential for any nonprofit professional.

For more information, visit Northampton Community College's Center for Business and Industry website >> or email leadershipdev@northampton.edu or call 610-332-8678

CERTIFICATE APPLICATION

2017-18

Submit this mandatory program application
with your class registration form on p. 57 or register online at
www.lasallenonprofitcenter.org/courses

Name:_____

Title/Position:_____

Organization/Affiliation:_____

Street Address:_____

Phone:_____E-mail_____

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

Fundraising ____ Marketing & Communications ____ Nonprofit Management ____

Build Your Own Customized ____

Are you a Nonprofit Center Member? ____ Yes ____ No

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

If yes, what Membership level? ____ Basic ____ MemberPlus ____ Individual

Please return completed application to:
The Nonprofit Center at La Salle University,
1900 West Olney Avenue, Philadelphia, PA 19141-1199
fennell@lasalle.edu

***IF YOU WANT TO SAVE MORE BY REGISTERING AND PAYING FOR YOUR CERTIFICATE AT ONE TIME, USE THE CERTIFICATE PACKAGE APPLICATION ON PAGE 45**

CERTIFICATE PACKAGE REGISTRATION

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

Please submit this form only if you are using the Certificate Package to register and pay for all classes at one time to receive discount. Note – you must be a member of The Nonprofit Center to qualify for this discount package.

Name:_____

Title/Position:_____

Organization/Affiliation:_____

Street Address:_____

Home Telephone:_____

Business phone:_____

E-mail:_____

CHECK ONE:

❒ **Nonprofit Management: $1,032** ❒ **Fundraising: $929**
❒ **Marketing/Comm.: $905** ❒ **Build-Your-Own. Call 215-991-3676 to design curriculum.**

MEMBERSHIP:

You must be a current Member of The Nonprofit Center to qualify for the Certificate Package.
Check here if your membership is current __

If you wish to become a member, indicate the membership level: __ Individual* __Basic __MemberPlus
See Membership benefits and costs here **http://www.lasallenonprofitcenter.org/membership/membership-types/**
Submit your Membership application online.

Indicate budget:
__ Under $250,000 __ $250,001-$500,000 __ $500,001-$1M __ $1,000,001-$2M __ $2,000,001-$5M __ over $5M

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

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

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

BY EMAIL: fennell@lasalle.edu

ONCE WE HAVE PROCESSED THIS COMPLETED FORM, WE WILL CONTACT YOU TO REVIEW CLASS REGISTRATION AND MAKE PAYMENT ARRANGEMENTS. QUESTIONS: CALL 215-991-3676

SPECIAL PROGRAMS

THE GOOD START SERIES

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

ROADMAP FOR NEW EXECUTIVE DIRECTORS

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

When and Where: 11/8/17, 9 am to 3 pm, Ballard Spahr, 1735 Market St., Phila., PA
Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership
Fee: Members: $105 Non-Members: $130

½ DAY CLASS - GUIDE FOR FIRST-TIME SUPERVISORS

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

When and Where: 12/6/17, 9 am to 12 noon, CLI, 2314 Market St., Phila., PA
Instructor: Tracy Murray Moore, Tracy Murray Moore Consultancy
Fee: Members: $69 Non-Members: $75

SPECIAL PROGRAMS

MEET THE FUNDER GRANTMAKER PANELS

Sponsored By FFG Nonprofit Benefits Group
An *Innovative* Approach to Nonprofit Benefits

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

What are they looking for? What are the current trends? What are the do's and dont's.

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

Panel #1 – 9/27/17, 8:30 to 10:30 am – In a new location – Independence Seaport Museum
Panel #2 –2/9/18, 8:30 to 10:30 am at the Wilma Theater

> We will never give up. We will never capitulate. It might take a long time, but we will find a way to prevail.
>
> James C. Collins | Good to Great: Why Some Companies Make the Leap... and Others Don't

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

FFG Nonprofit Benefits Group

An *Innovative* Approach to Nonprofit Benefits

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

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

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

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

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

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

e-learning

NEW

BOARD ORIENTATION DONE RIGHT

Just as new employees are likely to perform better when they have a thorough orientation to an organization, its mission, practices and culture, so too will board members be more likely to be effective if they are immediately engaged. Essential to this is a formal orientation to the organization, signaling the gravitas of the role they have taken on. This webinar takes you through the process of orienting new board members and the importance of clearly spelling out roles and expectations on both sides of the relationship. You will learn about materials you must provide, specifying policies and procedures that will be enforced.

A well-planned board orientation becomes the basis of an ongoing relationship and can short-circuit potential misunderstandings about expectations and accountability. It signals that your organization takes board membership seriously and represents an agreement that forms the basis of an effective governing board. Orientation makes it possible for new board members to quickly become engaged in its proscribed work and serve as an ongoing effective ambassador for your nonprofit's mission.

When: 5/2/18, noon to 1:30
Presenter: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership
Fee: Members: $20 Non-Members: $25

NEW FOR FAITH-BASED ORGANIZATIONS: BUILDING A COMMUNICATIONS PLAN FOR YOUR MINISTRY

Your place of worship, just like many institutions, is impacted by dramatic changes in ways we communicate today. From social media to 24-hour news cycles, your congregants are bombarded with information around-the-clock. In this culture of media saturation, no ministry can depend upon informal or traditional methods to attract new and retain faithful parishioners, encourage participation, satisfy volunteers and maintain engagement.

Many of the same communications tools and strategies that other organizations use can be adapted in support of your ministry and can demonstrate to your various audiences how inviting and fulfilling an experience you offer. By accepting that you are not only competing with other faith-based programs, but also with secular activities that vie for people's limited attention, you can use your communications plan to ensure that your unique role in your community is defined and forcefully conveyed.

This webinar will give insight into the role that a communications plan can play, beyond promoting events, to identifying your brand identity and personality, core values and marketing your ministry. It will look at who you are trying to reach and by what channels, the role of a website and social media, how to set measurable goals, and how to write a marketing plan you can implement. By creating effective outreach and communication, you will be able to make an even greater impact in your community, offering more people the experience they seek and the sustained engagement you need to keep your ministry viable.

When: 5/11/18, noon to 1:30
Presenter: Rev. David W. Brown, Assistant Professor of Instruction, Department of Strategic Communication, Temple University
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

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E-LEARNING

BUILDING AN ALL-STAR FUNDRAISING OPERATION

While effective fundraising involves the entire organization, each of the components of the development team, be they specialists or utility players, have to be high performers. Once the board has made the decision to support a development team and you're given the responsibility to create this unit, smart decisions must be made as to what skills and strengths will best serve the organization's goals, within the confines of the limited budget you've been given. Grant writer, individual giving, major donors, crowdfunding, corporate giving/sponsorships, special events, data entry, stewardship and communications are among the skills you need to identify and prioritize. And once again, the burden is on the development director. Is it any wonder that surveys indicate that more than half of fundraisers are planning to leave their jobs, with 40% considering leaving fundraising entirely and that their organization fails to provide the "culture of philanthropy" that creates the conditions needed to succeed in fundraising?

Are there formulas to follow for determining the number of development staff needed relative to an organization's fundraising goals? Those decisions are driven by budget, initial investment needed for a new major campaign, board commitment to fundraising, other roles of development staff (such as marketing), volunteer involvement, etc.

Absent a shortcut formula, attention must be given to identifying the skills and characteristics of an optimal fundraising team. This webinar is about identifying, determining where to concentrate your efforts and how to find the talent to act on those choices and once you've found the right people, how to retain them to provide the continuity of a successful, coordinated fundraising function.

When: 10/25/17, noon to 1:30
Presenter: Richard Przywara, Executive Director, West Chester University Foundation
Fee: Members: $20 Non-Members: $25

CREATING CAMPAIGN FEASIBILITY STUDIES THAT REALLY MAKE YOUR CASE

A fundraising feasibility study is the essential first step in laying the foundation for a successful major fundraising campaign for your organization. An objective, comprehensive, well-planned and executed survey of your key constituencies assesses the likelihood of a successful project and provides vital information to develop the strategies of an informed campaign needed for a successful outcome. By answering essential questions, this study should provide both the necessary focus and momentum for your project.

In addition to assessing fundraising potential, a feasibility study may also reveal previously unidentified problems in the organization, providing valuable information for decisions regarding new programs, mergers and other critical concerns.

This webinar will ensure that you understand the role and value of feasibility studies so that you can make an effective case for the process among key decision-makers. After reviewing the steps involved in any study, how it should be done and by whom, you will be better equipped to effectively use the information it reveals. You will understand that even if the results of a feasibility study indicate insufficient support for a potential campaign, it can yield specific action steps that can be taken to improve your future ability to fundraise and be a stronger and more resilient organization.

When: 2/21/18, noon to 1:30
Presenter: Richard Przywara, Executive Director, West Chester University Foundation
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

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E-LEARNING

DEALING WITH A DIFFICULT BOARD MEMBER

Judging from the number of times we're asked about a disruptive or otherwise problematic board member, most nonprofits have faced this obstacle. Among the frequently reported offenses are board members who promote their own agendas, who micromanage board and staff, and who fail to fulfill commitments.

Regardless of the particular behavior, one disruptive board member often becomes a serious obstacle to board productivity, effectiveness and harmony. There are both immediate and long-term actions that can be taken to preempt these obstructions and this webinar will present proven strategies. It will also offer actions that can curtail potential problematic behavior so as to prevent erosion of morale and productivity of board and impacted staff.

This webinar is structured to allow sufficient time for participants to ask questions about their particular challenges so that all participants can learn from each other about how to address these common issues. The session can help you move toward creating a more positive environment for in your organization to forestall an exodus of valuable board members and staff seeking to escape from the chaos and frustration caused by a difficult board member.

When: 4/13/18, noon to 1:30
Presenter: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership
Fee: Members: $20 Non-Members: $25

DONOR RETENTION STRATEGIES: KEEPING THE LOVE

If your business lost three out of every four new customers, you'd probably be looking for another job. But statistics show that nonprofits lose 75% of newly acquired donors who fail to become continued supporters. There are reasons why donors choose not to renew their gifts and there are strategies you can implement to improve donor retention rates, thereby making your fundraising campaigns more effective while building stronger relationships with individuals.

Building this relationship starts with the first vey giving experience and continues as you create and enhance connections with the right messages, marketing, activities and communications. We all lament those elements that impact fundraising over which we have no control, such as the economy. But consider that nearly half of donors blame "poor communications" on why they stopped giving, including lack of information on how donations are used, no acknowledgements and feeling that they were not needed, it's obvious that we can have a huge impact on donor retention by our behavior, attitudes, policies and actions.

This webinar will share practical tips on how you can positively impact donor retention, building a solid foundation for both ongoing financial support and a network of committed supporters.

When: 5/16/18, noon to 1:30
Presenter: Tina Barber, Vice President, Development, Esperanza USA
Fee: Members: $20 Non-Members: $25

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E-LEARNING

#GIVING TUESDAY *(AND CAUSE AWARENESS DAYS): #HYPE OR #HURRAH?*

Since its inception in 2012, #GivingTuesday has been touted as a "global day of giving, fueled by the power of social media and collaboration." And for many nonprofits, it does what it's intended, raising both money and awareness. With numbers like $168 million in nearly 100 countries raised on 2016 #GivingTuesday, it is hard not to get caught up in the hoopla and many development staff are pressured to implement it. But just as with every fundraising campaign, each organization needs to determine if the ROI on #Giving Tuesday is worth it.

This webinar will help you separate the hype from the reality so you can evaluate whether to commit to #GivingTuesday (or other Cause Awareness Day campaigns), and if so, what to allot in terms of resources. It will address common questions, such as money vs. buzz value, attracting new donors, getting recurring gifts, cannibalizing your year-end appeal, standing out from the masses and integrating it into your overall fundraising and social media strategies. Armed with this information, you can better determine if #GivingTuesday is a good fit for your nonprofit and be prepared to explain why.

When: 10/4/17, noon to 1:30
Instructor: Tina Barber, Vice President, Development, Esperanza USA
Fee: Members: $20 Non-Members: $25

HOW NONPROFITS CAN BENEFIT FROM GOOGLE ADS

We've all seen Google ads and imagined what they could do for our organization – to raise awareness, champion our services, encourage donors and sponsors, recruit volunteers and promote events. But as a struggling nonprofit, who can afford to buy ads? Google's Ad Grants program, which provides $10,000 in AdWords every month to qualifying nonprofits, puts the power of google.com in your hands. But even Google recognizes that many nonprofits don't really know how to make use of this ad space, resulting in poorly created ads that miss the mark. Even worse, some nonprofits are so clueless as to how to handle this gift that they fail to even utilize the advertising space they've been awarded. This webinar takes you through the process of applying for Google Ad Grants and then maximizing their effectiveness through targeted messaging. Given that Google handles more than three billion searches per day, the amount of traffic that can be directed to your site via organic searches is staggering and something you could never do on your own. Don't leave these valuable grants on the table – find out how you can harness the power of Google for good.

When: 2/28/18, noon to 1:30
Presenter: Rachel Dukeman, Founder and Lead Strategist, R&R Creative Group
Fee: Members: $20 Non-Members: $25

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E-LEARNING

HOW TO HIRE AND RETAIN THE RIGHT STAFF ON A NONPROFIT BUDGET

It has always been difficult to attract and retain high performing staff when your resources limit your ability to provide attractive salary and benefits packages. The cost of losing a valuable employee is high, both in terms of lost productivity and money spent on hiring and training that employee, as well as doing the same for a replacement. It takes well-planned strategies and approaches to appeal to the talented people needed to serve your mission and this webinar will help you identify ways to work within your nonprofit budget by understanding what employees care about so that they'll want to stay.

Surveys consistently show that money is not the primary motivator for employees and that job satisfaction is linked more to other conditions, including the opportunity to use skills and abilities, management/employee communication and supervisor relationships. Having a positive brand and reputation, being employee-focused with strong employee engagement, as well as flexible working arrangements and approaches to roles and tasks, embracing diversity, valuing professional development, and formally demonstrating a positive culture that breaks down barriers to effectiveness, can all have a huge positive impact on attracting and keeping the A-game players. When you're competing for talent against for-profit employers paying higher salaries, it's the total package that needs to resonate with prospective employees.

If you're ready to get serious about hiring and keeping top performers, this webinar can help you understand what people want and how you can attract and keep them.

When: 3/21/18, noon to 1:30
Presenter: Tracy Murray Moore, Tracy Murray Moore Consultancy
Fee: Members: $20 Non-Members: $25

BONUS

Attendees can get a free benefits audit from FFG Nonprofits Benefits Group to attract and keep staff. Contact *Ulmer@lasalle.edu* for details

SMOOTH LEADERSHIP TRANSITION PLANNING THAT SECURES YOUR ORGANIZATION'S FUTURE

Organizations that care about sustainability demonstrate that concern by planning for smooth leadership transitions before they happen. With the right planning, even unexpected departures can be handled without the trauma – and drama - that might otherwise disrupt the organization. Yet, despite years of warnings about the impending exodus of baby boomer executive directors and the lack of emerging leaders to replace them, few organizations have instituted formal succession plans.

This webinar was developed to enable organizations to start moving forward in the succession planning process. Whether you are a board member or executive director, you want to take steps that will help ensure the resiliency of your organization in a leadership transition. You'll learn concrete steps your organization can take to protect its vision before, during and after a leadership transition. It's time to start the conversation and a webinar is the most comfortable place to find out what you need to know about succession planning.
people want and how you can attract and keep them.

When: 3/8/18, noon to 1:30
Presenter: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

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E-LEARNING

MOTIVATING THE MILLENNIAL DONOR

Millennials (those born in the 1980s to the early 2000s) have more than $200 billion in buying power in the U.S., trailing just behind baby boomers. That's because there are more Millennials in the U.S. than any other age group, they make up the largest share of the workforce and they are by far, the most diverse.

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

So what motivates Millennials – and specifically what motivates them to give? If you answer, "my organization," it's time to broaden your perspective and understanding. Millennials give to causes, not organizations and this class will help you appreciate the ways Millennials want to participate in causes. That includes how they want to give, how they connect, what influences them, what engenders loyalty, what relationships are valued, and what kinds of communication and tactics they respond to, including how to be thanked. It will explore how much contact is too much and what vehicles are preferred, as well as the language that resonates with this target group. We'll show you how to increase your connection to Millennials by learning to operate at that key intersection of technology, transparency, and hands-on relationships that they seek.

When: 1/26/18, noon to 1:30
Instructor: Tina Barber, Vice President, Development, Esperanza USA
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

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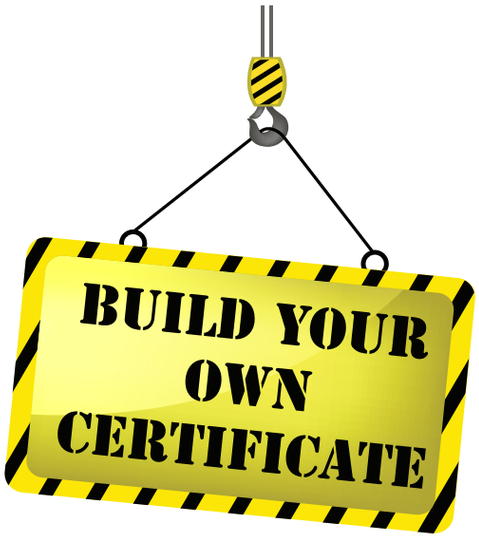
Q: What can you do with 90 Minutes?

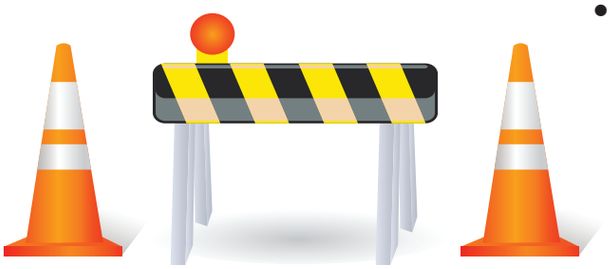
A:

1. Make three 30-minute gourmet meals or
2. Post 180 tweets or
3. Watch 1.5 episodes of 60 Minutes you DVR'd or
4. Vote the maximum for every contestant on America's Got Talent

OR:

Take a Webinar where you can learn solid, practical, applicable information from a nonprofit expert on a relevant subject in nonprofit fundraising, governance, human resources, marketing and communications or leadership. Our webinars feature the same top-level instructors as our in-person classes with a huge time-saving, money-saving factor. And if you're unable to make the live webinar, you can watch it later at your convenience.





- **Create a customized curriculum combining the classes in nonprofit management, finance, fundraising and marketing and communications that are most relevant to you**

- **Earn valuable credentials, including CEUs and CFREs**

- **Maximize your return by taking exactly the classes you need to build your skills, your career and your contribution to your organization**

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

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

Package Price: $929* (requires Individual, Basic or MemberPlus Organizational Membership)
Member Rate: $1,032*
Non-Member Rate: $1431*

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

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

REGISTRATION POLICIES

How to register and confirmation process: You may register and pay online on our secure website at: www.lasallenonprofitcenter.org/. If you prefer to register by mail, a registration form is included on page 57 which should be mailed to The Nonprofit Center with your payment.

After your registration is processed, you will receive a confirmation email that contains acknowledgement of payment or invoice, directions to the class and other relevant information. If you do not receive this within four days of registering, call 215-951-1701 to ensure that you are registered.

Registration Deadline: Class registration closes two business days prior to the program. You must register and pay prior to that to be able to attend. Unregistered walk-ins are not admitted.

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

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

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

If you cancel before 48 hours prior to the class, you may send another participant from your organization or receive a credit coupon. **If you cancel fewer than 48 hours prior,** or fail to attend, you will be considered a "no show" and are responsible for payment, since we have held space for you. If you cancel more than two programs in an academic year, we reserve the right to issue a credit in lieu of a refund. Send cancellation requests to The Nonprofit Center at La Salle University **email: fennell@lasalle.edu.** Cancellations are acknowledged upon receipt.

Directions: Locations of and directions to all our sites are included with your confirmation and also can be found on the registration page for the class on our website.

Redeeming Coupons and Special Offers: The original credit coupon (no photocopies or faxes) must be returned with any balance due and a copy of your invoice. Nonprofit Center Members pay a discounted rate for every program and also are eligible for our Members-Only **Buy 5/Get 1 Free** offer when you register for six classes but pay for only five. Credit coupons will be issued for refunds for cancelled classes that were part of the Buy 5/Get 1 Free offer. Please read about certificate packages below for additional savings.

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

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

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

Waiting Lists: It is not unusual for our classes to fill to capacity quickly, at which time we create waiting lists. If there is sufficient interest in a class, we will add an additional session. If you are interested in a class that is full, we encourage you to email us at **fennell@lasalle.edu** or call 215-991-3676 to be included on the waiting list to be informed if another session is scheduled.

CLASS REGISTRATION FORM

Please print this registration form and return with payment as directed

Certificate Package students use registration form on page 45

Name_____
Organization_____
Job Title_____
Address_____
City, State, Zip_____**County**_____
Phone_____**Fax**_____
Email_____ **Website** _____

CLASS TITLE(S)	DATE	FEE MEMBER	FEE NON
Cancellation Policy: All cancellation requests must be made in writing to and received by The Nonprofit Center at least two business days prior to the program to receive a refund or credit coupon.	**Subtotal** **TOTAL DUE**		

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

You may contact fennell@lasalle.edu or call 215-991-3676 if unsure about membership

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

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

Please send completed form with payment to:
The Nonprofit Center at La Salle University
1900 W. Olney Avenue, Philadelphia, PA 19141-1199

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

INSTRUCTOR BIOGRAPHIES

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

David W. Brown, assistant professor of instruction, Department of Strategic Communication, Temple University, has helped guide the strategic marketing direction for nonprofit and other mission-focused organizations throughout his 30+ year career. He founded BrownPartners, which became one of the most decorated minority-owned ad agencies in the history of Philadelphia's advertising industry. His career also includes serving as General Manager for 900 AM WURD – Pennsylvania's only black-owned talk radio station. Brown was also named a "Champion of Change" by the Obama Administration and was invited to the White House to share his insights on empowering nonprofits to make a difference in the communities they serve. David graduated from Eastern Baptist Theological Seminary (now Palmer Theological Seminary), where he received a Master's in Theology, focusing on Public Policy and is an ordained Reverend in the United Methodist Church, serving on the staff of Wharton-Wesley United Methodist Church.

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

Rachel Dukeman is founder and lead strategist for R&R Creative, a consulting and outsourcing firm helping nonprofits and mission-driven businesses with creative marketing and business strategy. Rachel enjoys creating marketing and strategic plans to provide customized framework that empowers staff to do what they do best: fulfilling their mission. She applies her experience and education in traditional marketing and publicity to the integration of social networking, digital media, and "Next Gen Nonprofit" theory for a diverse range of clients. When not drafting planning documents, she's writing articles on arts, culture and social impact or leading a social entrepreneurial fellowship program. She holds a Bachelors degree in Communication (Rhetoric) and the History of Art and Architecture from the University of Pittsburgh and an MA in Museum Communication from the University of the Arts.

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

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

INSTRUCTOR BIOGRAPHIES

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

Tracy Murray Moore is an HR consultant as well as a corporate trainer and certified life coach. Her consultancy is informed by years as a human resources executive for numerous companies and nonprofits, from the American Red Cross, American Friends Service Committee, to Siemens Water Technologies and NJ Manufacturers Insurance Co. She is also a corporate trainer for Rowan College at Gloucester County Workforce & Professional Development Institute. She earned a BS in Human Resources Management and an MS in General Management/Health Administration from the University of Maryland, University College.

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

Elizabeth Pilacik, CPA, who is a director of audit and accounting for Kreischer Miller, has more than 20 years of experience in working with nonprofits and other tax exempt organization on their auditing and financial consulting needs, including accounting for endowments, donations, and government funding; evaluating internal control procedures; and implementing improved policies and increased efficiencies. Prior to joining Kreischer Miller, she was an assurance director at BDO USA, where she was the co-leader of their Philadelphia Nonprofit and Education Industry Group. She spent 16 years with Asher & Company, Ltd., serving as a senior manager and chair of Nonprofit and Tax-exempt Services, before it was acquired by BDO. She is a frequent instructor on such topics as nonprofit accounting, reporting, and tax issues. Elizabeth earned a BS in accounting from St. Joseph's University and is a CPA.

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

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

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

INSTRUCTOR BIOGRAPHIES

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

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

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

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

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

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

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

CALENDAR

PROGRAMS CALENDAR
2017-2018

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
SEPTEMBER 2017	11	12	13	14	15	16	17
	18	19 Nonprofit Management 101, 9:00 am - 4:00pm pg. 26	20	21	22	23	24
	25	26	27 "Meet the Funders" Panel Discussion, 8:30 am - 10:30 am pg. 47	28 Nonprofit Management 101, NCC 9:00 am - 4:00pm pg. 26	29	30	31
	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
OCTOBER 2017	1	2	3 Building a Successful Marketing Program, 9 am - 4:00 pm pg. 30	4 Giving Tuesday (and Cause Awareness Days): #Hype or #Hurrah?, 12 noon - 1:30 pm pg. 16,52	5	6	7
	8	9	10 Program Design, 9 am - 12:00 noon pg. 26	11	12	13	14
	15	16	17	18 Fundamentals of Successful Fundraising, 9 am - 4:00 pm pg. 15	19 Keys to Successful Strategic Planning, NCC 9 am - 4:00 pm pg. 36	20	21
	22	23	24 Harnessing the Power of your Nonprofit's Brand, 9:00 am - 4pm pg. 34	25 Building an All-Star Fundraising Operation, 12 noon - 1:30 pm pg. 12, 50	26	27	28
	29	30	31				

PROGRAMS CALENDAR
2017-2018

NOVEMBER 2017	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
	1	2 Fundamentals of Finance, 9:00 am - 4:00 pm pg. 10	3	1	2	3	4
	5	6	7	8 Roadmap for New Executive Directors, 9:00 am - 3:00 pm pg. 46	9 Building a Successful Marketing Program, NCC 9:00 am - 4:00 pm pg. 30	10	11
	12	13	14 Fundamentals of Human Resources, 9:00 am - 4:00 pm pg. 24	15 Guide to Finding and Getting Grants, 9:00 am - 4:00 pm pg. 16	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30 Effective Nonprofit Governance: How Boards Should Work, 9:00 am - 4:00 pm pg. 23 Snow Date 12/6/17		

DECEMBER 2017	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
					1 Developing a Communications Plan, 9:00 am - 4:00 pm pg. 31 Snow Date 12/8/17	2	3
	4	5 Donation Management for Finance Managers and Fundraisers, 9:00 am - 4:00 pm pg. 8 Snow Date 12/12/17	6 Guide for First-Time Supervisors, 9:00 am - 12 noon pg. 46 Snow Date 12/13/17	7 Fundamentals of Finance, NCC 9:00 am - 4:00 pm pg. 10 Snow Date 12/14/17	8	9	10
	11	12	13	14 Keys to Successful Strategic Planning, 9:00 am - 4:00 pm pg. 36 Snow Date 1/19/18	15 Four Simple Steps to Fraud Prevention for Nonprofits, 12 noon - 1:30 pm pg. 8	16	17

PROGRAMS CALENDAR
2017-2018

JANUARY 2018	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
	7	8	9	10 Effective Communications to Build Relationships, Engagement & Understanding, 9:00 am - 4:00 pm pg. 24, 33 Snow Date 3/6/18	11	12	13
	14	15	16	17 Creating Successful Individual and Major Donor Campaigns, 9:00 am - 4:00 pm pg. 13 Snow Date 1/23/18	18 Nonprofit Management 101, 9:00 am - 4:00 pm pg. 26 Snow Date 1/26/18	19	20
	21	22	23	24 Evaluating the Impact of Your Programs, 9:00 am - 4:00 pm pg. 36 Snow Date 1/31/18	25 Fundamentals of Human Resources NCC 9:00 am - 4:00 pm pg. 24 Snow Date 2/1/18	26 Motivating the Millennial Donor, 12 noon - 1:30 pm pg. 19, 54	27
	28	29	30 Fundamentals of The Nonprofit Website, 9:00 am - 12 noon pg. 34 Snow Date 2/6/18	31			

PROGRAMS CALENDAR
2017-2018

FEBRUARY 2018

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
	1	2 Fundamentals of Successful Fundraising, 9:00 am - 4:00 pm pg. 15 Snow Date 2/20/18	3	1	2	3
4	5	6	7 What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style, 9:00 am - 4:00 pm pg. 27 Snow Date 2/15/18	8	9 "Meet the Funders" Panel Discussion, 8:30 am - 10:30 am pg. 47 Snow Date 3/9/18	10
11	12	13	14 Building a Successful Marketing Program, 9:00 am - 4:00 pm pg. 30 Snow Date 2/21/18	15	16 Recipes for Successful Special Events, 9:00 am - 4:00 pm pg. 20 Snow Date 2/22/18	17
18	19	20	21 Creating Campaign Feasibility Studies that Really Make your Case, 12 noon - 1:30 pm pg. 13, 50	22 Evaluating the Impact of Your Programs, NCC 9:00 am - 4:00 pm pg. 36 Snow Date 3/8/18	23 The Essentials of Media Relations in a Digital World, 9:00 am - 4:00 pm pg. 33 Snow Date 3/2/18	24
25	26	27	28 How Nonprofits can Benefit from Google Ads, 12 noon - 1:30 pm pg. 35, 52			

PROGRAMS CALENDAR
2017-2018

MARCH 2018

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
				1 Fundamentals of Finance, 9:00 am - 4:00 pm pg. 10 Snow Date 3/9/18	2	3
4	5	6	7 How to Launch a Legacy Program for Planned Giving, 9:00 am - 4:00 pm pg. 17 Snow Date 3/14/18	8 Smooth Leadership Transition Planning that Secures your Organization's Future, 12 noon - 1:30 pm pg. 23, 53	9	10
11	12	13	14	15 Effective Nonprofit Governance: How Boards Should Work, 9:00 am - 4:00 pm pg. 23 Snow Date 3/23/18	16 The Art of Persuasive Nonprofit Story-Telling, 9:00 am - 4:00 pm pg. 29	17
18	19	20 Fundamentals of Budgeting, 9:00 am - 12 noon pg. 9	21 How to Hire and Retain the Right Staff on a Nonprofit Budget, 12 noon - 1:30 pm pg. 25, 53	22 Effective Nonprofit Governance: How Boards Should Work, NCC 9:00 am - 4:00 pm pg. 23	23	24
25	26	27 Fundamentals of Human Resources, 9:00 am - 4:00 pm pg. 24	28	29	30	31

CALENDAR

PROGRAMS CALENDAR
2017-2018

	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
APRIL 2018	8	9	10	11 Keys to Successful Strategic Planning, 9:00 am - 4:00 pm pg. 36	12 Designing & Implementing an Effective Direct Mail Program, 9:00 am - 4:00 pm pg. 14	13 Dealing with a Difficult Board Member, 12:00 pm - 1:30 pm pg. 22, 51	14
	15	16	17 The Power of the Five-Generation Workplace, 9:00 am - 12 noon pg. 27	18 Fundamentals of Successful Fundraising, NCC 9:00 am - 4:00 pm pg.15	19 Beyond the Fundamentals of Financial Management: What the Numbers Are Really Saying, 9:00 am - 1:00 pm pg. 7	20	21
	22	23	24	25	26 What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style. 9:00 am - 4:00 pm pg. 27	27 Building a Strong Corporate Fundraising Program, 9:00 am - 4:00 pm pg. 12	28
	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
MAY 2018	1	2	1 The Power of Video Story-telling, 9:00 am - 12 noon pg. 35	2 Board Orientation Done Right, 12:00 pm - 1:30 pm pg. 22, 49	3 The Power of Financial Forecasting for Sustainability, 9:00 am - 12 noon pg. 11	4	5
	6	7	8	9 Evaluating the Impact of Your Programs, 9:00 am - 4:00 pm pg. 36	10 Benefitting from Business Planning, 9:00 am - 4:00 pm pg. 6	11 Building a Communications Plan for your Ministry, 12:00 pm - 1:30 pm pg. 49	12
	13	14	15 Creating a Comprehensive and Strategic Approach to Digital Media, 9:00 am - 4:00 pm pg. 31	16 Donor Retention Strategies: Keeping the Love, 12:00 pm - 1:30 pm pg. 15	17 What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style, NCC 9:00 am - 4:00 pm pg. 27	18	19
	20	21	22 Leveraging the Power of Fundraising Tools, 9:00 am - 4:00 pm pg. 18	23 Effective Communications to Build Relationships, Engagement & Understanding, 9:00 am - 4:00 pm pg. 24, 33	24	25	26
	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
JUNE 2018	10	11	12	13	14 Effective Communications to Build Relationships, Engagement & Understanding, NCC 9:00 am - 4:00 pm pg. 24, 33	15	16

INDEX

Making Expert Connections

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

The Need

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

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

How Expert Connections Helps You

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

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

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Each time you contact us for assistance, you'll be matched with the appropriate Nonprofit Center expert to address your question and help you resolve your dilemma. Each inquiry will be charged in 30- minutes increments and no single call should last more than 90 minutes. I'm still struggling with the best way to say this so it doesn't sound too restrictive. Your calls will be charged in thirty minute increments and for best use of this service, we suggest that you use this help for issues that can be addressed in under 90 minutes, at most.

Cost

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

Typical questions include:

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

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

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