

2016-17

Excellence in Nonprofit Leadership Series

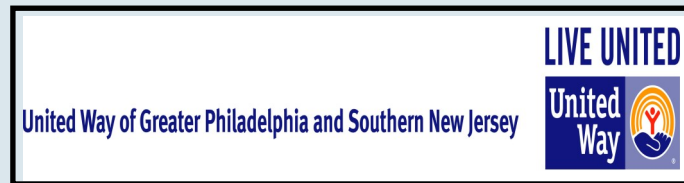
Exclusively for Greater Pottstown Area

Nonprofit Board Members, Executive Directors, Emerging Leaders & Other Staff

Sponsored & Presented by



Additional funding provided by



- ◆ 5 Workshops to Enhance Leadership Performance and Strategic Thinking for Board Members, Executive Directors and Other Staff in Fundraising, Succession Planning and Social Media Marketing
- ◆ Strategic Conversation Sessions on Trending Issues

Enhancing Leadership Performance and Strategic Thinking for Nonprofit Leaders

The continuing rewarding collaboration between the Pottstown Area Health and Wellness Foundation (PAHWF) and The Nonprofit Center has delivered unprecedented capacity-building opportunities to the tri-county Greater Pottstown area's nonprofit organizations and the staff and boards that enable them to fulfill their valuable missions. Once again, we are grateful for the continuing support of United Way of Greater Philadelphia and Southern New Jersey. The 2016-17 series focuses on providing opportunities and support for current and future leaders to expand their skills and insights to make them effective, as well as fully realized, in their key roles in our communities.

The Nonprofit Center brings its seasoned professional development expertise to the heart of Pottstown through a carefully crafted selection of targeted activities, all of which are generously subsidized by The Foundation and held in its offices or nearby, making these services accessible to any area organization, no matter its size or mission.

> 5 Public Workshops

Best Practices in Collaborations

Collaborative partnerships have become essential to the way most nonprofits function. But how do you build a partnership that will be successful for your organization and help you to provide better service to your constituents? This workshop will help you to understand when partnerships could be a valuable strategy, how to select partner organizations, and how to form and manage those partnerships for success.

Date: April 7, 2016, *hosted by TriCounty Community Network* at Montgomery County Community College, West Campus, South Hall, Pottstown, 9:30 am to 12:30 pm

Guide to Finding and Getting Grants

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

Date: December 13, 2016 (snow date December 19, 2016) at Pottstown Area Health and Wellness Foundation offices, 9:30 am to 4:30 pm

Best Practices in Social Media

While studies indicate that nonprofits are adopting social media tools at a faster rate than most Fortune 500 companies, many nonprofits are not convinced that they are using these tools in the most effective ways possible to increase awareness, donations and relationship-building. No matter what age demographic your organization targets, every generation can now be reached through online marketing. Baby Boomers are online at work and at home and account for about half of overall online giving and GenXers are known to be highly responsive to online marketing. Of course, Millennials are the most wired generation, replacing traditional computer use with mobile communications. So, to reach a variety of people, nonprofits need be doing multi-channel communicating. This workshop was created to help participants implement and integrate social media into their overall communications strategy to be confident that they are getting the best out of the most popular and relevant platforms: **Facebook, Twitter, the Web and Blogs.**

The course will cover:

- Learning how to write effective online content by understanding how online readers behave and thus the differences between how someone should write for traditional print and writing for the web
- Creating compelling content to present in 140 characters or less for Twitter
• Following the steps in creating a blog, including choosing a platform and developing procedures for writing, posting and monitoring
- Fulfilling your Facebook page's potential as a tool for engagement, calls to action and an information channel.

Date: February 16, 2017 (snow date February 21, 2017) at Pottstown Area Health and Wellness Foundation offices, 9:30 am to 4:30 pm

Succession Planning

While this trend has already begun, studies continue to warn us that the majority of today's nonprofit leaders will be leaving their positions, or retiring, in the not too distant future. Every responsible organization needs to be ready with a plan and strategy to replace the executive director and to understand its capacity to do so. There are concrete steps your organization should be taking right now to protect its vision and stability before, during, and after this inevitable transition. This session will take a holistic look at the overall succession dynamic.

Date: March 16, 2017 (snow date March 23, 2017) at Pottstown Area Health and Wellness Foundation offices, 9:30 am to 12:30 pm

Reframing the Ask: New Ways of Looking at Funding Needs and Avenues for Funds

With the right research, a mix of fundraising tools, a clear understanding of those demonized overhead costs and a willingness to take a creative approach to requests, a nonprofit can find support for its operations and capital needs. This class will look at inventive approaches to both traditional funding sources as well as newer vehicles, such as crowdfunding and social media, outlining how they can be tapped into to secure funding for overhead and other general operating costs. Participants will learn to approach all their fundraising efforts with clearly defined needs and reasons that include a compelling case for why their specific non-program related costs are vital to managing, scaling and conducting programs. Participants will explore strategies, outlined so persuasively by TED Talk legend Dan Pallotta, on refuting the overhead myth. This class will utilize the knowledge of fundraising tools imparted in other Nonprofit Center classes by reframing the funding techniques, including individual giving, corporate sponsorships, grant-writing, special events, individual giving, Legacy Giving, government grants and contracts, membership fees and fees for service, to encourage new ways of thinking about them that engender new ways of asking.

Date: May 2, 2017, *hosted by TriCounty Community Network* at Events@107, 107 E. High Street, Pottstown, 9:30 am to 12:30 pm

>Exclusive for Tri-County Community Network Members

Join other Tri-County nonprofits for one hour conversations at TCN membership meetings where a speaker will present a trending issue for strategic group discussion. The first conversation, scheduled for October 18, 2016 will be led by Laura Otten, ED of The Nonprofit Center, speaking on the status of the sector and on Diversification of Funding. Save the date and look for future announcements on the topic for the April 18, 2017 session.

Registration is required at the [TCN website](#).

>Eligibility and Registration for all Programs

Classes are open to any nonprofit organization in the tri-county Greater Pottstown area. You may participate in any or all of the programs for your position and multiple people from your organization are encouraged to participate in their appropriate sessions.

Please use the registration form on page 6, **one per participant**, *payment must be submitted with registration.*

You may email it to Stean Wilborn, wilborn@lasalle.edu

or Fax to: 215-991-2676

or Mail to: Stean Wilborn, The Nonprofit Center, 1900 W. Olney Avenue, Phila., PA 19141

For questions about the program, contact Terri Clark, 215-951-5194 or clarkt@lasalle.edu.

The Pottstown Area Health and Wellness Foundation is incurring the cost of bringing this program to the area. However, in keeping with the philosophy that a financial investment represents a commitment, we are charging a nominal, non-refundable administrative fee per program as a symbol of your investment in this process.

Payment in full is required prior to the first session.

2016-17 Excellence in Nonprofit Leadership Series
(one form per participant)

Name _____

Title _____

Organization _____

Address _____

Tel. _____ Email _____ Fax _____

Website _____

I am a United Way grantee

Have you ever attended a Nonprofit Center workshop?

Yes, in Philadelphia Yes, in Pottstown A long time ago Never

Please enroll me in the following workshops:

Workshops:

Best Practices in Collaborations \$10 Succession Planning \$10

Guide to Finding & Getting Grants \$20 Best Practices in Social Media \$20

Reframing the Ask \$10

Payment:

Check or money order# _____ payable to The Nonprofit Center for \$_____

Pay by credit card. Send application, then call Stean Wilborn, 215-951-1711 for instructions.

Please return form to The Nonprofit Center using one of these methods:

Via email: wilborn@lasalle.edu

Via fax: 215-991-2967

Via mail: The Nonprofit Center at La Salle University's School of Business, 1900 W. Olney Avenue, Phila., PA 19141 attn.: Stean Wilborn

Questions: Terri Clark, 215-951-5194, clarkt@lasalle.edu



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