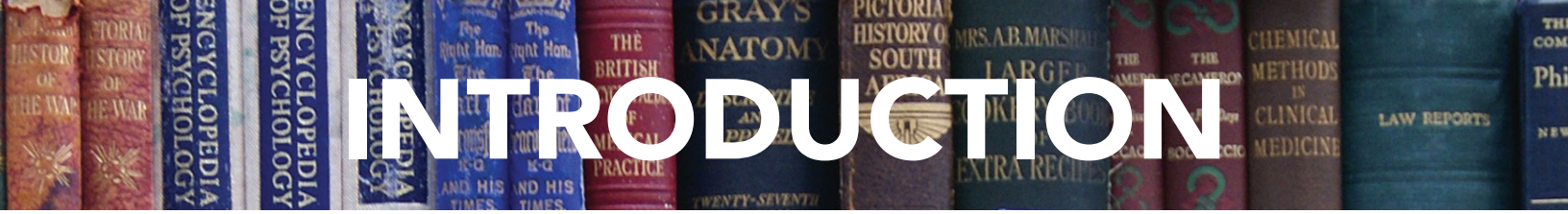
THE NONPROFIT CENTER
at La Salle University

SCHOOL FOR SUSTAINABILITY

A GUIDE TO PROFESSIONAL DEVELOPMENT FOR NONPROFIT ORGANIZATIONS AND THEIR BOARDS, EXECUTIVE DIRECTORS AND STAFF

EDUCATION PROGRAMS
2018-19



INTRODUCTION

The theme of the 2018-19 Education Guide is "School for Sustainability." But the reality is that's been the underlying theme of The Nonprofit Center since it opened its doors in 1981.

As Nonprofit Center Director Laura Otten wrote in a recent blog post on lasallenonprofitcenter.org/:

"Sustainability is hard… it is never over and done but rather, always there. Sustainability is so much more than survival. It is having the capacity to withstand the down times without losing the essence of what the organization is and the ability to fulfill its mission. It is having the human resources—from staff to board members to other volunteers—who are flexible and innovative, calculated risk takers and level headed thinkers, who can strategize for the good times while including buffer plans for the bad times, all the while not compromising the mission. It is looking not at the next month, or even next 12 months, hoping to just get by, but rather looking at the next 36 or 40 months with strategy for evolution. If it is living at the edge, it is living at the edge by conscious choice, a result of that evolutionary strategy, and never by default. Sustainability is knowing that you will be around to weather the next economic crisis because you have developed that strategy already."

That is why we've educated more than 30,000 nonprofit professionals in the skills they need to sustain their organizations, ensure viability and nourish our nonprofit community. That's why we offer some 70 capacity-building learning opportunities every year, in addition to consulting projects, on-site presentations for groups and leadership advancement initiatives. It's why we're here.

"Sustainability is having the capacity to withstand the down times without losing the essence of what the organization is and the ability to fulfill its mission. "

Welcome to the School for Sustainability

What's New in 2018-19:

Our Nonprofit Management Certificate is now offered in Philadelphia, in the Lehigh Valley, in partnership with Northampton Community College and starting this fall, at Bucks County Community College in Newtown (see page 7).

The High Performing Board Webinar Trio: Three Steps to Building Better Boards – Three hours of heavy hitting insights and pointers from a governance specialist who's seen it all – good boards, indifferent boards, struggling boards, dynamic boards, accomplished boards, misguided boards, dazed and confused boards – delivered online in a progression of easily digestible one-hour bites.

Blueprints for Communications Planning and Media Relations in a Digital World - one class that connects the communications plan with what every communicator needs to know about media relations.

Our classes are eligible for CEUs, CFREs and CSWEs

ACKNOWLEDGEMENTS

SPECIAL THANKS TO THE GENEROUS ORGANIZATIONS WHO SUPPORT OUR CAPACITY-BUILDING WORK IN SPIRIT AND IN ACTION

Bucks County Community College

Geraldine R. Dodge Foundation

Dow

GSK

Kreischer Miller

National Park Service

Pottstown Area Health & Wellness Foundation

La Salle University

Laura Solomon, Esq. & Associates

Northampton Community College

PECO

Subaru of America, Inc.

Tyson Foods

Wells Fargo

THANKS FOR THE GENEROUS DONATIONS OF PROGRAM SPACE

Ballard Spahr

Beneficial Savings Bank

Historical Society of PA

Independence Blue Cross

Independence Seaport Museum

Jewish Federation of Greater Philadelphia

La Salle University

Montgomery McCracken Walker & Rhoads LLP

PA Humanities Council

WHYY

The Wilma Theater

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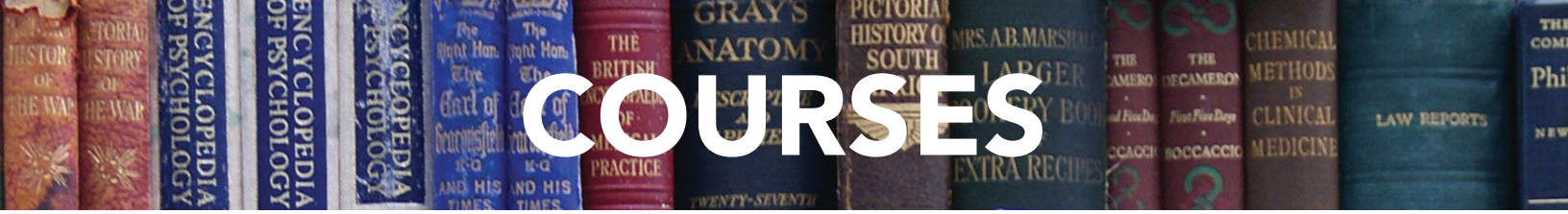


FINANCE

*BEYOND THE FUNDAMENTALS OF FINANCIAL MANAGEMENT: WHAT THE NUMBERS REALLY SAY ABOUT YOUR ORGANIZATION**

BUNDLE DEAL

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 Finance), 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: 3/28/2019, 9 am to 1 pm, Historical Society of PA, 1300 Locust St., Phila., PA 19107
Instructor: Thomas Scurto-Davis, Executive Director, Main Line Art Center
Who Should Attend: Individuals who have taken Fundamentals of Finance 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

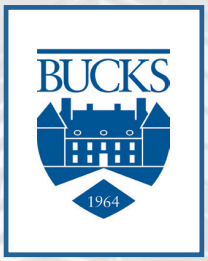
BUNDLE DEAL

*** Special Package with Fundamentals of Finance: Register and pay for this class and Fundamentals of Finance at the same time, and save $25. Use Promo Code: FINANCE**

"Change is the end result of all true learning."

- Leo F. Buscaglia

The Nonprofit Center Certificate in Nonprofit Management
Presented at Bucks County Community College



THE BEST IN NONPROFIT PROFESSIONAL DEVELOPMENT IS NOW IN BUCKS COUNTY

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

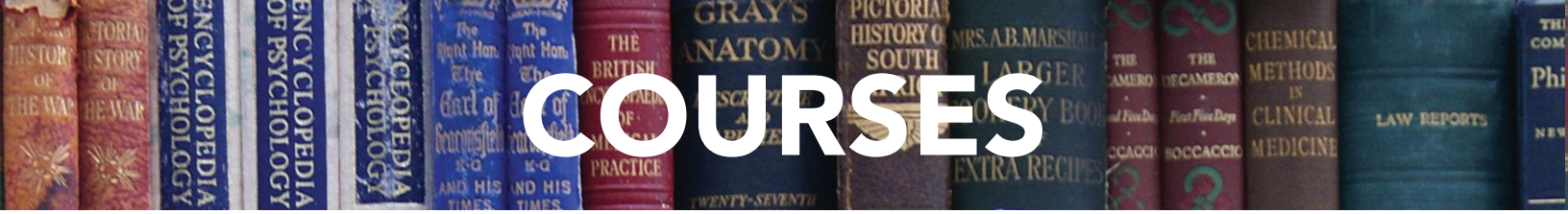
FALL 2018 -19 CLASS SCHEDULE

- **Nonprofit Management 101 – 10/4/2018**
- **Fundamentals of Finance – 11/1/2018**
- **What Makes a Superior Leader? – 11/29/2018**
- **Key to Successful Strategic Planning – 12/19/2018**
- **Fundamentals of Human Resources – 1/23/2019**
- **Building a Successful Marketing Program – 2/20/2019**
- **Effective Nonprofit Governance – 3/20/2019**
- **Fundamentals of Successful Fundraising – 4/17/2019**
- **Effective Communications to Build Relationships, Engagement & Understanding – 5/15/2019**
- **Learn to Love Program Evaluation – 6/12/2019**

A partnership between Bucks County Community College and The Nonprofit Center at La Salle University's School of Business now enables Bucks County residents interested in 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 Bucks County Community College, a valuable credential for any nonprofit professional.

Whether you are already employed in the nonprofit sector, a board member, or someone committed to serving in the sector, these classes will increase your knowledge, skills and understanding.

For more information, contact donna.kirn@bucks.edu/ 215-497-8729.



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.

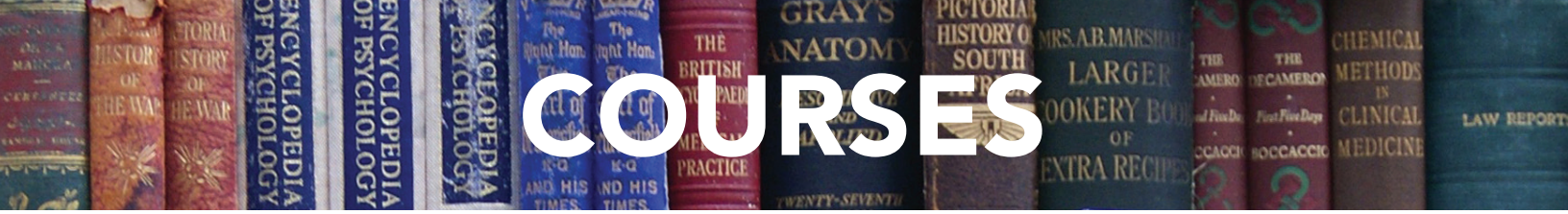
We'll start with a brief overview of financial statements and learn how to read the story they tell and review basic financial terms and different types of financial systems. After these core concepts are reviewed, the class will consider a systematic approach to constructing a budget for a program or 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: 2/28/2019, 9 am to 12 noon, Check our website for location
Instructor: Thomas Scurto-Davis, Executive Director, Main Line Art Center
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

"Yet I am learning."

- Michelangelo Buonarroti



FINANCIAL FORECASTING FOR A MORE SECURE FUTURE – 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: 12/13/18, 9 am to 12 noon, Historical Society of Pa, 1300 Locust St., Phila., PA 19107
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

The Next Step in Strategic Planning

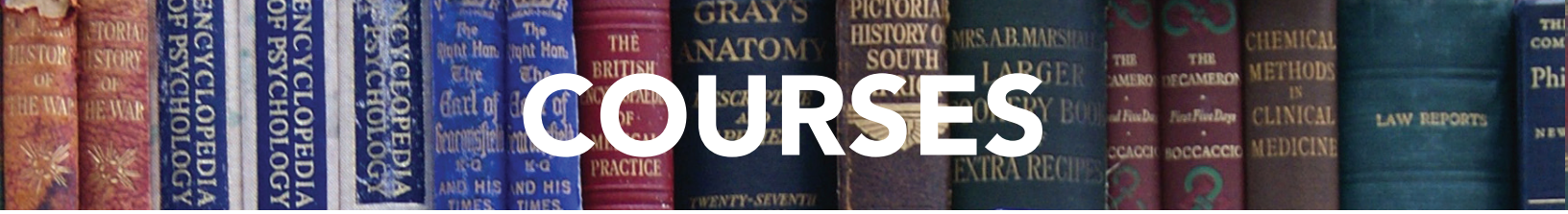
You're ready to take the first step in solidifying your strategic planning proficiency by taking a Nonprofit Center's course. Then what?

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 more than 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



FUNDAMENTALS OF FINANCE

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: 10/25/2018, 9 am to 4 pm, Jewish Federation of Greater Phila., 2100 Arch St., Phila., PA 19103
11/1/18, 9 am to 4 pm, BCCC, 275 Swamp Rd., Newtown, PA 18940
2/14/19, 9 am to 4 pm, NCC, 511 E. Third Street, Bethlehem, PA 18015
3/14/19, 9 am to 4 pm, La Salle Univ. Sch. of Bus. (Founders' Hall), 738 Penn Blvd., 19141

Instructor: Thomas Scurto-Davis, Executive Director at the Main Line Art Center

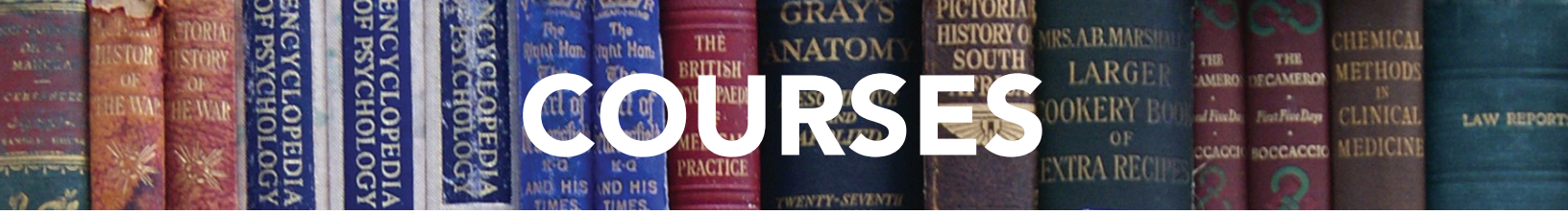
Who Should Attend: Executive directors, newer finance staff, non-finance program directors and managers, board members, and others involved in financial interpreting and decision-making (also see description above).

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

BUNDLE DEAL

Special Combination Deal with "Beyond the Fundamentals" (above) Members: $190 for both
Non-Members: $240 for both. **Use Promo Code: FINANCE**

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



COURSES

FUNDRAISING

SCHOOL FOR STEWARDSHIP: DONATION MANAGEMENT AND STEWARDSHIP THAT PROMOTE FUTURE FUNDRAISING

Too often, donor management and gift stewardship are an afterthought instead of integral parts of your fundraising plan. Procedures for accepting, acknowledging and stewarding gifts - from the first donation through the end of the relationship - are essential for both legal and ethical compliance, as well as donor cultivation.

Recognizing that it takes far fewer resources to renew or upgrade a current donor than it does to acquire a new donor, accurate and thoughtful management and stewardship are cost effective tools for the development officer.

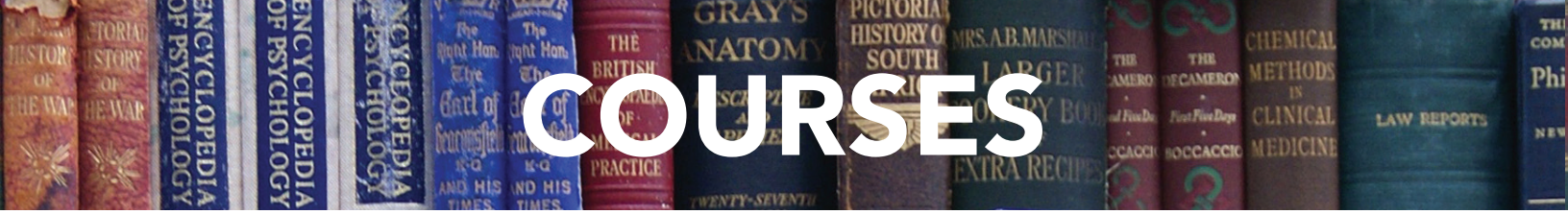
Responsibility and accountability to donors falls to both the development and finance managers. Both must understand and appreciate what is involved in the management of grants, individual donations and corporate gifts, as well as crowdfunding and online contributions. This requires mastering the different requirements and expectations for various gift vehicles, the management of expenses and the role of recognition and accountability and budgeting. It also demands a partnership that includes understanding each other's roles and learning to communicate effectively.

Accurate, ethical and legal contribution management means satisfying donors, regulators and program staff and creating opportunities for future gifts. Just as you have a plan for raising funds, you need a plan for managing them as well and only a strong alliance between the development and finance staff can ensure 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 and trouble-shooting potential problems to secure future support.

Additionally, a review of IRS gift acceptance procedure will enable its integration into your planning.

When and Where: 12/5/18, 9 am to 4 pm, Ballard Spahr, 1735 Market Street, Phila. PA 19103
Instructor: Richard Przywara, Executive Vice President, Operations, Ashley Addiction Treatment
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

> "An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage"
>
> *- Jack Welch*



FUNDRAISING

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.

When and Where: 4/5/19, 9 am to 4 pm, Beneficial Bank, 1818 Market St., Phila, PA, 19103
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

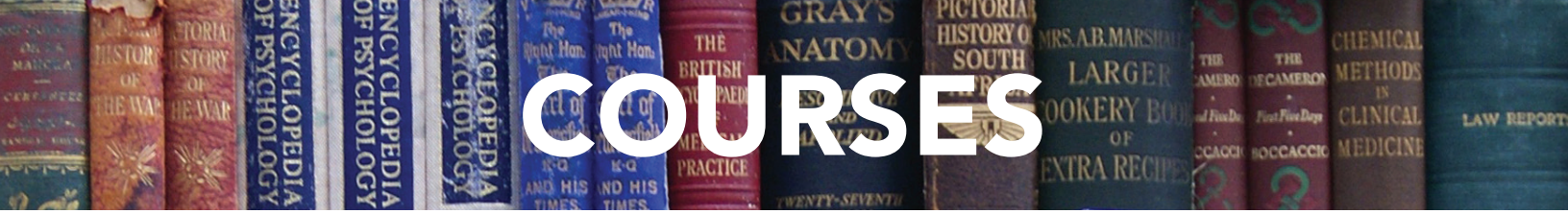
FUNDRAISING

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: 1/16/19, 9 am to 4 pm, Historical Society of Pa., 1300 Locaust St., Phila., PA 19107
Instructor: Richard Pryzwara, Executive Vice President, Operations, Ashley Addiction Treatment
Who Should Attend: Executive directors, board members, development staff and others interested in being successful in securing individual and major gifts
Fee: Members: $129 Non-Members: $159

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



COURSES

FUNDRAISING | MARKETING & COMMUNICATIONS

DESIGNING & IMPLEMENTING AN EFFECTIVE DIRECT MAIL PROGRAM IN A CHANGING WORLD

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.

The majority of nonprofit marketing spending and tactics today continue to be focused on mature donors, as they remain the mainstay of today's charitable giving. While this will inevitably change in the future, today, more than 61% of donations still comes from direct mail. Studies indicate that online giving is inspired by receipt of a direct mail solicitation first, underscoring the reality 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, overcome anxiety about the cost of direct mail by illustrating its effectiveness in raising money, as you recognize what approaches will work best for your donors and your organization.

When and Where: 5/2/19, 9 am to 4 pm, Independence Blue Cross, 1901 Market St., Phila., PA 19103
Instructor: Tina M. Barber, Vice President, Development, Esperanza USA
Who Should Attend: Development staff unfamiliar with the intricacies of direct mail, executive directors, marketing/communications staff responsible for creating the message, board members and others interested in fundraising and in communicating about their organizations
Fee: Members: $129 Non-Members: $159

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.

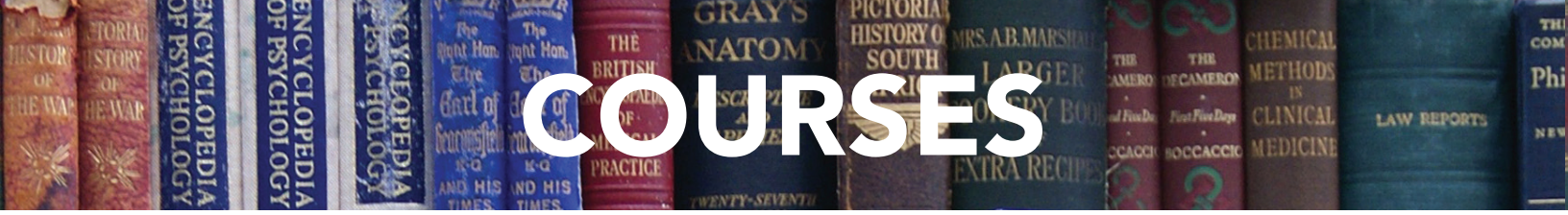
Building this relationship starts with the first giving experience and continues as you create and enhance connections with the right messages, marketing, activities and communications. We all lament those elements that impact fundraising over which we have no control, such as the economy. But consider 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: 1/22/19, noon to 1 pm
Presenter: Tina Barber, Vice President, Development, Esperanza USA
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

Special Bundle Rate: Choose any 3 webinars for $48 for Members or $60 for Non-Members.
Use Promo Code: Web3



COURSES

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: 9/26/18, 9 am to 4 pm, Montgomery, McCracken, 1735 Market St., Phila., PA 19103
2/13/19, 9 am to 4 pm, Historical Society of Pa., 1300 Locaust St., Phila., PA 19107
3/13/19, 9 am to 4 pm, NCC, 511 E. Third Street, Bethlehem, PA 18015
4/17/19, 9 am to 4 pm, BCCC, 275 Swamp Rd., Newtown, PA 18940
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

WEBINAR: # GIVINGTUESDAY (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 $214 million in nearly 175 countries raised on 2017 #GivingTuesday, it 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.

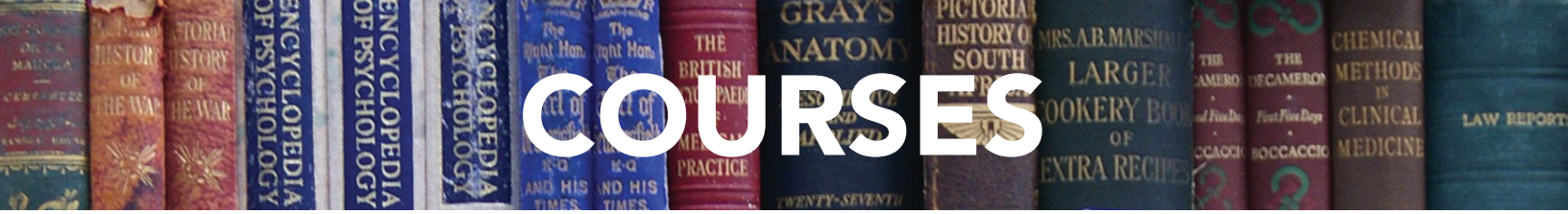
This webinar will help you separate the hype from the reality so you can evaluate whether to commit to #GivingTuesday (or other Cause Awareness Day campaigns), and if so, what to allot in terms of resources. It will address common questions, such as money vs. buzz value, attracting new donors, getting 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 and Where: 9/14/18 noon to 1 pm
Instructor: Tina Barber, Vice President, Development, Esperanza, USA
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

Special Bundle Rate: Choose any 3 webinars for $48 for Members or $60 for Non-Members.
Use Promo Code: Web3

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



COURSES

FUNDRAISING

GUIDE TO FINDING & GETTING GRANTS

This step-by-step user-friendly guide will walk novice grant seekers through the proposal planning, research 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: 11/2/18, 9 am to 4 pm, Ballard Spahr, 1735 Market Street, Phila. PA 19103
Instructor: Allison Trimarco, Founder, Creative Capacity
Who Should Attend: Executive directors, development staff (especially those new to the field), program staff, board members
Fee: Members: $129 Non-Members: $159

FUNDRAISING

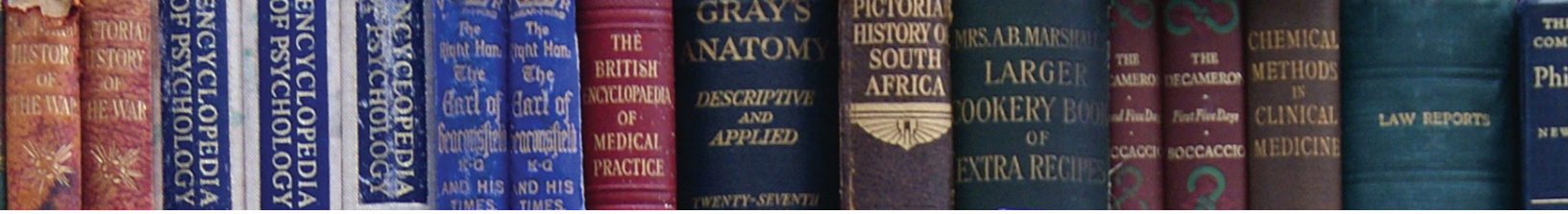
HOW TO LAUNCH A LEGACY PROGRAM FOR PLANNED GIVING

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

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

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

When and Where: 3/13/19, 9 am to 4 pm, Check our website for location
Instructor: Richard Przywara, Executive Vice President, Operations, Ashley Addiction Treatment
Who Should Attend: Development staff, executive directors, board members and others involved with donors
Fee: Members: $129 Non-Members: $159



FUNDRAISING

HOW TO LOVE YOUR SPECIAL EVENTS

Most nonprofits include some kind of special events in their fundraising plans. They can offer additional value in public awareness, brand recognition and donor cultivation. A well-planned and executed event can market your organization, motivate stakeholders, offer networking and engagement opportunities, and garner interest from prominent people, thereby adding legitimacy to your message and mission.

But given that events are generally expensive and time consuming, they need to go beyond the vague goal of raising awareness to generate action and of course, money, to ensure that they don't end up costing your organization far more than they bring in.

There are good reasons 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 the best fit for your organization and most likely to generate the results you seek. 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. We will also explore strategies for converting event attendees into committed donors.

When and Where: 2/7/19, 9 am to 4 pm, Independence Blue Cross, 1901 Market St., Phila., PA 19103
Instructor: Tina 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

WEBINAR: MOTIVATING THE MILLENNIAL DONOR

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

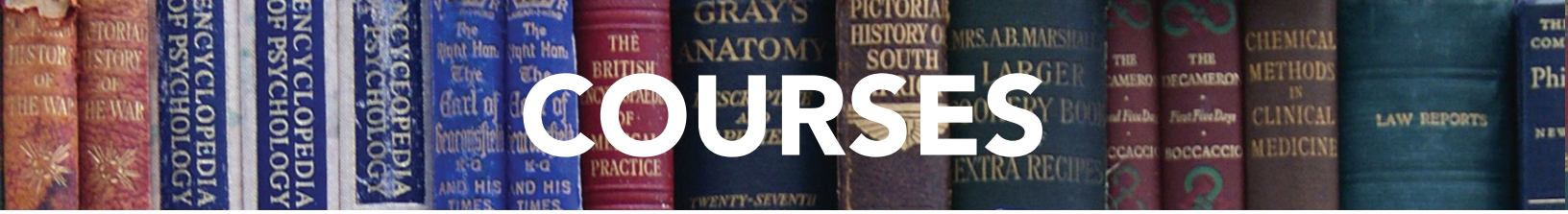
Any nonprofit that doesn't tap into the power of the 80 million or so Millennials for donations (and other resources), is severely limiting its lifespan. Research finds that 72 percent of Millennials are eager to join a non-profit organization and a little over 50 percent would like to give monthly to 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: 11/7/18, noon to 1 pm
Instructor: Tina Barber, Vice President, Development, Esperanza, USA
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

Special Bundle Rate: Choose any 3 webinars for $48 for Members or $60 for Non-Members.
Use Promo Code: Web3



COURSES

FUNDRAISING

SCHOOL FOR STEWARDSHIP: DONATION MANAGEMENT AND STEWARDSHIP THAT PROMOTE FUTURE FUNDRAISING

Too often, donor management and gift stewardship are an afterthought instead of integral parts of your fundraising plan. Procedures for accepting, acknowledging and stewarding gifts - from the first donation through the end of the relationship - are essential for both legal and ethical compliance, as well as donor cultivation.

Recognizing that it takes far fewer resources to renew or upgrade a current donor than it does to acquire a new donor, accurate and thoughtful management and stewardship are cost effective tools for the development officer.

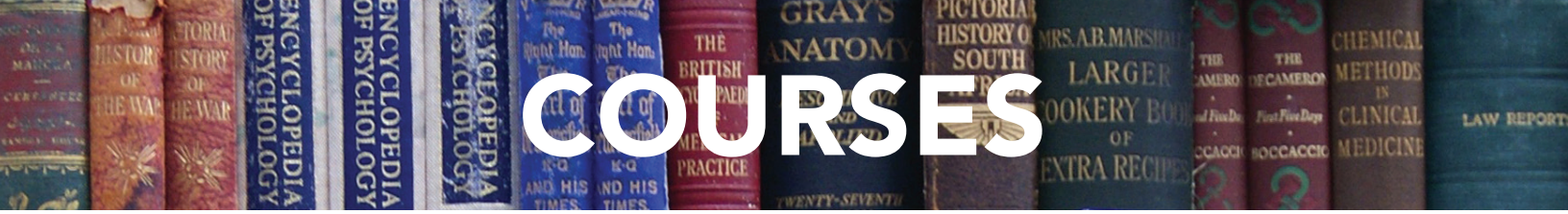
Responsibility and accountability to donors falls to both the development and finance managers. Both must understand and appreciate what is involved in the management of grants, individual donations and corporate gifts, as well as crowdfunding and online contributions. This requires mastering the different requirements and expectations for various gift vehicles, the management of expenses and the role of recognition and accountability and budgeting. It also demands a partnership that includes understanding each other's roles and learning to communicate effectively.

Accurate, ethical and legal contribution management means satisfying donors, regulators and program staff and creating opportunities for future gifts. Just as you have a plan for raising funds, you need a plan for managing them as well and only a strong alliance between the development and finance staff can ensure 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 and trouble-shooting potential problems to secure future support.

Additionally, a review of IRS gift acceptance procedure will enable its integration into your planning.

When and Where: 12/5/18, 9 am to 4 pm, Ballard Spahr, 1735 Market Street, Phila. PA 19103
Instructor: Richard Przywara, Executive Vice President, Operations, Ashley Addiction Treatment
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

> "Learning is not attained by chance, it must be sought for with ardor and attended to with diligence."
>
> *- Abigail Adams*



COURSES

FUNDRAISING

YOUR FUNDRAISING STRATEGY: FITTING ALL THE PIECES TOGETHER FOR MAXIMUM IMPACT AND RESULTS

This course helps you take many of the skills you've acquired – whether as a Nonprofit Center student or as a development professional – and puts them in context to create an integrated development strategy. Designed to help strengthen your nonprofit's "culture of philanthropy," this course looks critically at various components of the fundraiser's toolkit and focuses on practical application of your fundamental knowledge of fundraising to create an effective approach.

Participants will be able to apply lessons learned in ways that are immediately actionable. They will receive tools and explore processes for engaging others such as staff, the executive director, and the board in the fundraising process. They will practice ways to strengthen donor communications and build relationships. They will explore metrics and how best to involve others in analysis of fundraising results. Accordingly, participants will return to their nonprofit with a framework for next steps that are grounded in the organization's strategic thinking and advance the organization's mission and vision. By understanding how the components fit together so that philanthropy is incorporated into the organizational culture, participants will be better prepared to move forward in defining future steps for implementation.

This class is appropriate as a capstone course for the Fundraising Certificate and for the development professional who understands the fundamental elements of raising funds and is ready to refine key aspects of their fundraising strategy and engage others more deeply in this work.

When and Where: 5/14/19 9 am to 4 pm, Check our website for location
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

NEW

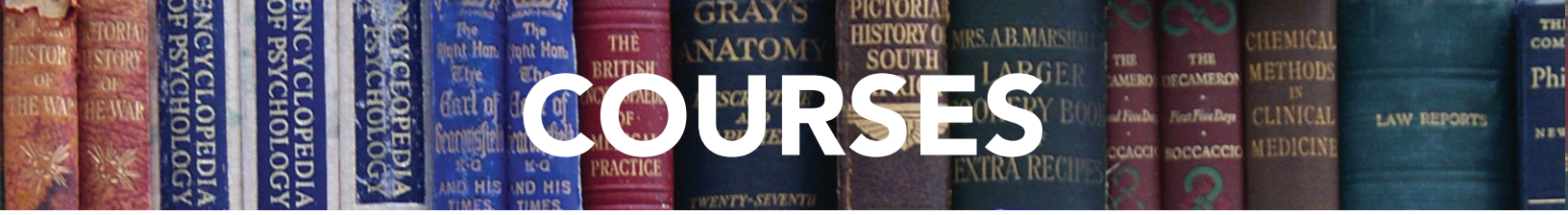
WEBINAR: FIRE UP YOUR BOARD ABOUT FUNDRAISING

After you've stopped chuckling, sign up for this new webinar in which an experienced fundraiser shares her tested tips for getting a reluctant board to fulfill its fundraising responsibilities. Learn how to overcome the typical concerns board members offer as excuses – from I hate asking people for money to I'm not well connected, to I can't ask my friends for donations because then they'll expect me to give to all their causes, and so many more.

You'll learn ways to demonstrate to board members how, in addition to participating in the cultivation and solicitation processes, they can be effective in other aspects of the fundraising continuum, including thanking donors, communicating their personal passion for your mission, identifying prospects and making introductions, understanding and supporting the organization's various development activities.

You can help your Board overcome their fear and reluctance. The best way to get where you want to go is to start! Every board has the potential to be part of a successful fundraising partnership of board, executive and development team, with each party understanding and embracing their specific roles. It's time to transform your board into one that embraces fundraising as an essential component of its job.

When and Where: 10/3/18, noon to 1 pm
Instructor: Meredith Sossman, Principal, MM&C Consulting
Fee: Members: $20 Non-Members: $25



GOVERNANCE & LEADERSHIP

NEW

THREE STEPS TO BUILDING BETTER BOARDS – THE HIGH PERFORMING BOARDS WEBINAR TRIO

A total of three hours of heavy hitting insights and pointers from a governance specialist who's seen it all – good boards, indifferent boards, struggling boards, dynamic boards, accomplished boards, misguided boards, dazed and confused boards - delivered online in a progression of easily digestible one-hour bites.

STEP 1) ON BOARDING: DETERMINING, FINDING AND RECRUITING THE RIGHT MIX OF BOARD MEMBERS

Every nonprofit is looking for board members who will deliver. This webinar deals with the ongoing process of how to find individuals committed to your mission who will be engaged, active, supportive, philanthropic and diverse. Finding the right candidates for your board is not an easy task, nor is it one person's responsibility. This webinar will demonstrate the importance of an accurate board job description, compiling a board profile and successful strategies for recruiting the right candidates.

When: 11/30/18, noon to 1 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

STEP 2) THE ART OF THE RELATIONSHIP: BOARD ORIENTATION THAT SETS THE RIGHT DIRECTION

Once you have found new board members, make sure you offer an effective orientation experience that doesn't assume that they know everything they need to about the mission, culture, background and history of the organization. Your organization has an obligation to clearly spell out what's expected of each board member and also what you are committing to the relationship.

When: 1/29/19, noon to 1 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

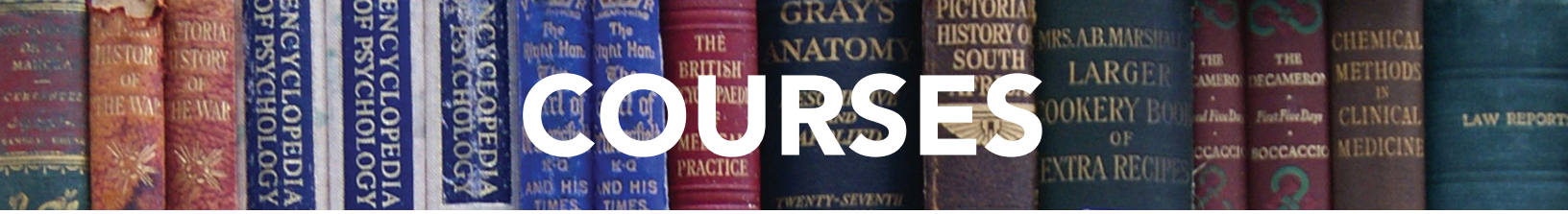
STEP 3) KICKING BUTT AND TAKING NAMES: SHAKING UP THE BOARD AKA SECRETS TO EFFECTIVE BOARDS

Maybe the board has lost momentum. Maybe there's a member who likes to stir up trouble, or dominate meetings. Have some members forgotten or gotten away from their legal, ethical and fiduciary responsibilities? Are they neglecting what their job really is - governing, overseeing finances, fundraising? Maybe doing the executive director's job instead? Once the honeymoon is over and there's some trouble shooting to be done to get (back) on track, how do you proceed and whose role is it?

When: 2/19/19, noon to 1 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 Rate: Choose any 3 webinars for $48 for Members or $60 for Non-Members.
Use Promo Code: Web3



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: 11/14/18, 9 am to 4 pm, NCC, 511 E. Third Street, Bethlehem, PA 18015
1/8/19, 9 am to 4 pm, La Salle Univ. Sch. of Bus. (Founders' Hall), 738 Penn Blvd., 19141
2/26/19, 9 am to 4 pm, Check our website for location
3/20/19, 9 am to 4 pm, BCCC, 275 Swamp Rd., Newtown, PA 18940

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: 4/4/19, noon to 1 pm

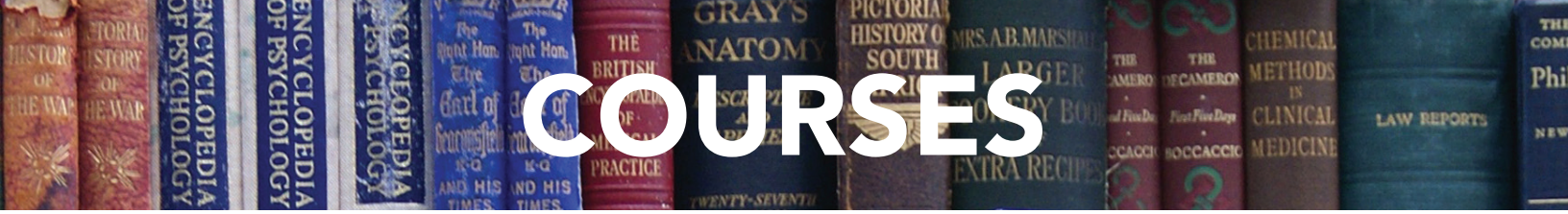
Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership

Who Should Attend: Board members, executive directors

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

BUNDLE DEAL

Special Bundle Rate: Choose any 3 webinars for $48 for Members or $60 for Non-Members.
Use Promo Code: Web3



COURSES

MANAGEMENT & HUMAN RESOURCES

MARKETING & COMMUNICATIONS

NONPROFiT MANAGEMENT

EFFECTIVE COMMUNICATIONS TO BUILD RELATIONSHIPS, ENGAGEMENT & UNDERSTANDING

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

Most of us recognize the need to continue to hone our specific job skills, but often neglect the skill set that can truly make a difference in our success, and the success of our organization – our ability to say what we mean, understand what others are conveying to us and ensure that others receive our messages as intended.

Forbes magazine 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: 12/14/18, 9 am to 4 pm, La Salle Univ. Sch. of Bus. (Founders' Hall), 738 Penn Blvd., 19141
3/26/19, 9 am to 4 pm, Check our website for location
5/15/19, 9 am to 4 pm, BCCC, 275 Swamp Rd., Newtown, PA 18940
6/6/19, 9 am to 4 pm, NCC, 511 E. Third Street, Bethlehem, PA 18015

Instructor: Lynne Texter, Ph.D., Associate Professor of Communications, 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

EVERY BOARD COULD USE A DAY OF CLARITY

If your board is seeking a forward looking approach to the standard board retreat, The Nonprofit Center's Day of Clarity offers engagement, coupled with strategic thinking, that results in a board able to successfully prioritize and reach its goals.

Built on a two-part progressive process, this full-day event first brings the group to an understanding of board best practices, with a skilled facilitator moving the board from brainstorming to a highly focused, targeted discussion, based on the understanding and accord that was reached in the first portion of the day.

With a clearer vision, energized by consensus on priorities and a realistic plan of action items for moving forward, the board leaves well equipped and engaged to continue planning and goal-setting to determine mission-guided organizational direction.

For more information on the next step in board retreats, contact Terri Clark, clarkt@lasalle.edu/215-951-5194

"For two years in a row, The Nonprofit Center has facilitated Keep Philadelphia Beautiful's annual (Day of Clarity and Day of Visioning) Board retreats. These expertly guided discussions have led directly to measurable and strategic growth in Board capacity and cohesion."

-Michelle Feldman, Director, Keep Philadelphia Beautiful

BUILD YOUR OWN CERTIFICATE

- **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**

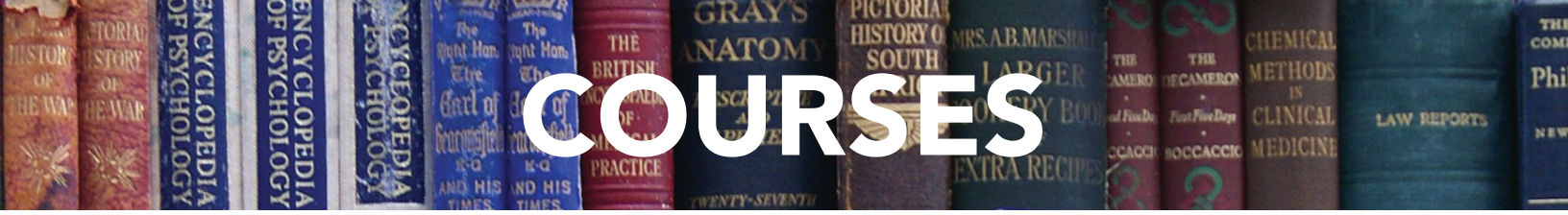
You start with a core curriculum of three essential skills that every nonprofit manager must have: basic nonprofit management, foundations of financial management and communication expertise. From there you build a personalized program of at least six additional classes based on your needs, interests 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 helps 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/



COURSES

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: 11/9/18, 9 am to 4 pm, La Salle Univ. Sch. of Bus. (Founders' Hall), 738 Penn Blvd., 19141
1/23/19, 9 am to 4 pm, BCCC, 275 Swamp Rd., Newtown, PA 18940
4/12/19, 9 am to 4 pm, Independence Seaport Mus., 211 S. Columbus Ave., Phila., PA, 19106
5/9/19, 9 am to 4 pm, NCC, 511 E. Third Street, Bethlehem, PA 18015

Instructor: Roslyn H. Schaffer, Benefits Director, Resources for Human Development

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

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

NONPROFiT MANAGEMENT

NONPROFIT MANAGEMENT 101

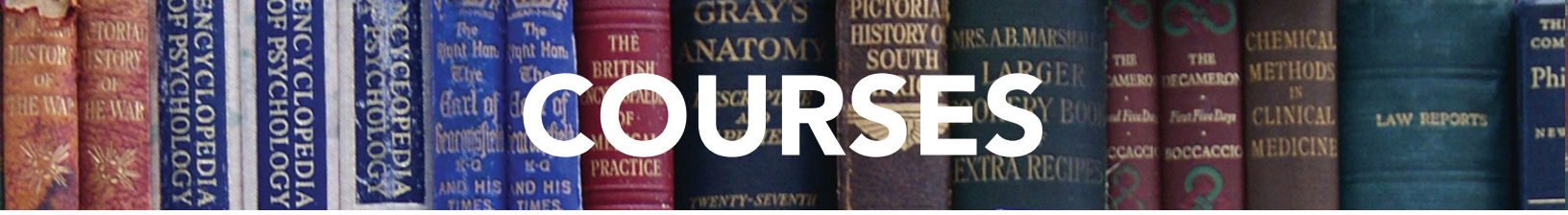
This class immerses you in the individual areas/roles that every senior leader in a nonprofit must work in – including fundraising, finance, human resources, marketing, programming, and so on, while illustrating the importance of their connectedness and interplay. As an executive director (and often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

When and Where: 11/9/18, 9 am to 4 pm, Ballard Spahr, 1735 Market Street, Phila. PA 19103
9/20/18, 9 am to 4 pm, NCC, 511 E. Third Street, Bethlehem, PA 18015
10/4/18, 9 am to 4 pm, BCCC, 275 Swamp Rd., Newtown, PA 18940
1/18/19, 9 am to 4 pm, La Salle Univ. Sch. of Bus. (Founders' Hall), 738 Penn Blvd., 19141

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



COURSES

NONPROFiT MANAGEMENT

PROGRAM DESIGN – GIVING LIFE TO YOUR MISSION – ½ DAY CLASS

Your organization's programs translate your mission into action and are its lifeblood. If you approach program design as both a verb and a noun, you realize that the result is a plan of action that stems from a collaborative process. A program's design should 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.

It 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 and can provide a framework for funding proposals.

When and Where: 3/6/19, 9 am to noon, Ballard Spahr, 1735 Market Street, Phila. PA 19103
Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University's School of Business and the MS in Nonprofit Leadership
Who Should Attend: Senior staff and board
Fee: Members: $69 Non-Members: $75

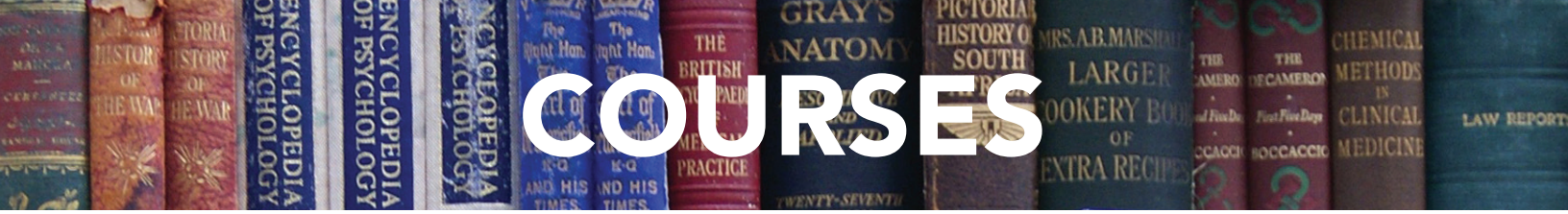
NONPROFiT MANAGEMENT

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. But education and experience don't necessarily prepare you 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, expertise and characteristics he or she needs to focus on and consciously 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 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.

When and Where: 11/29/18, 9 am to 4 pm, BCCC, 275 Swamp Rd., Newtown, PA 1894
2/6/19, 9 am to 4 pm, Check our website for location
4/11/19, 9 am to 4 pm, NCC, 511 E. Third Street, Bethlehem, PA 18015
5/17/19, 9 am to 4 pm, La Salle Univ. Sch. of Bus. (Founders' Hall), 738 Penn Blvd., 19141
Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University's School of Business 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 that inspire, connect and engage audiences.

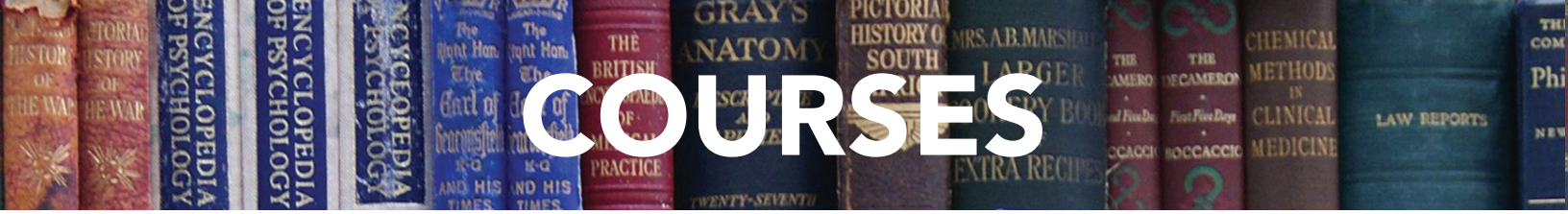
While statistics and data are important and meaningful, it is stories that truly convey who we are, who we serve and what results from our work.

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: 3/8/19, 9 am to 4 pm, Beneficial Bank, 1818 Market St., Phila, PA, 19103
Instructor: Patrick Feeley, Executive Vice President, 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



COURSES

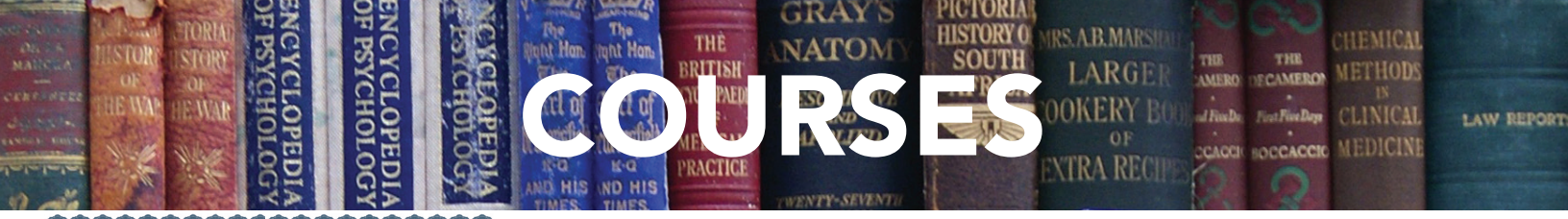
MARKETING & COMMUNICATIONS

BLUEPRINTS FOR COMMUNICATIONS PLANNING AND MEDIA RELATIONS IN A DIGITAL WORLD

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 reducing potential risks, and this class will provide a thorough overview of how this is done. Recognizing that media relations is a powerful tool for nonprofits, even without financial resources, much of the class will be devoted to the essentials of media relations and how they fit into, and support, your overall marketing plan.

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: 1/11/19, 9 am to 4 pm, Ballard Spahr, 1735 Market Street, Phila. PA 19103
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



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?

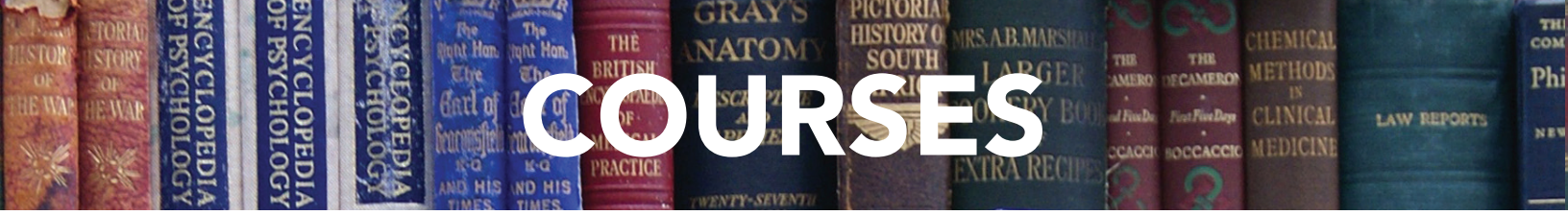
This course will enable participants to understand the fundamental principles of marketing and its various components with the purpose of applying them as part of a strategic knowledge base required of any high-level or aspiring nonprofit. By the end of the course, participants will be proficient in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

When and Where: 10/9/18, 9 am to 4 pm, Ballard Spahr, 1735 Market Street, Phila. PA 19103
12/13/18, 9 am to 4 pm, NCC, 511 E. Third Street, Bethlehem, PA 18015
1/30/19, 9 am to 4 pm, Check our website for location
2/20/19, 9 am to 4 pm, BCCC, 275 Swamp Rd., Newtown, PA 18940

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



COURSES

MARKETING & COMMUNICATIONS

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 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: 5/21/19, 9 am to 4 pm, Ballard Spahr, 1735 Market Street, Phila. PA 19103
Instructor: Rachel Dukeman, Founder and Lead Strategist, RR Creative Group
Who Should Attend: All staff involved with setting and implementing digital media strategy
Fee: Members: $129 Non-Members: $159

NEW

WEBINAR: CRISIS COMMUNICATION PLANNING: PRESERVING YOUR NONPROFIT'S REPUTATION

Children are sickened by a meal served in your soup kitchen. A fire in your facility damages nearby homes and businesses. A key executive is charged with misuse of funds. While we always aim to prevent a crisis before it happens, every organization is still potentially vulnerable to crisis. Every nonprofit should have a crisis response plan; this webinar will help you communicate that plan before, during, and after a crisis to reduce any permanent damage to your nonprofit and its reputation. The key word is planning. This webinar will take you through the essential steps of effective crisis communications that you can do now to be prepared before a crisis occurs.

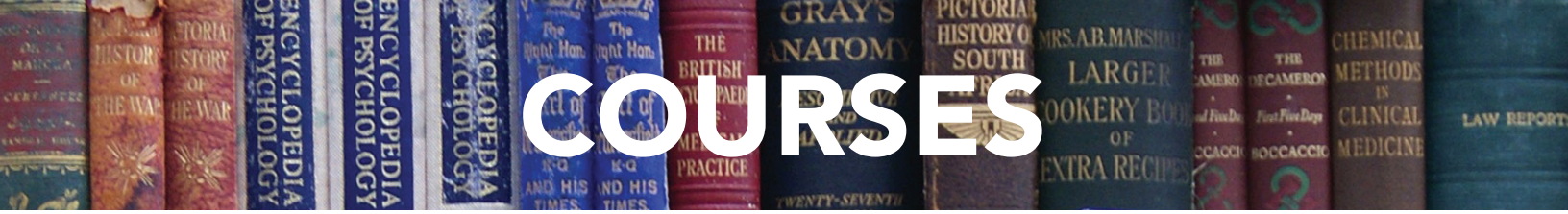
To maximize the webinar experience, ask yourself these questions:

- Does your organization have safety and emergency plans in place (e.g., fire evacuation plans) as mandated by local, state, or federal agencies or by your organization's leadership?
- Can you identify various crisis scenarios that might affect your organization's employees, those you serve, or your facilities and programs?
- Have you paid attention to crises that have affected organizations like yours?

When: 3/1/19, 12 noon to 1 pm
Instructor: Michael Smith, Ph.D., Chair and Associate Professor of Communication, La Salle University
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

Special Bundle Rate: Choose any 3 webinars for $48 for Members or $60 for Non-Members.
Use Promo Code: Web3



COURSES

FUNDRAISING | MARKETING & COMMUNICATIONS

DESIGNING & IMPLEMENTING AN EFFECTIVE DIRECT MAIL PROGRAM IN A CHANGING WORLD

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.

The majority of nonprofit marketing spending and tactics today continue to be focused on mature donors, as they remain the mainstay of today's charitable giving. While this will inevitably change in the future, today, more than 61% of donations still comes from direct mail. Studies indicate that online giving is inspired by receipt of a direct mail solicitation first, underscoring the reality 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, overcome anxiety about the cost of direct mail by illustrating its effectiveness in raising money, as you recognize what approaches will work best for your donors and your organization.

When and Where: 5/2/19, 9 am to 4 pm, Independence Blue Cross, 1901 Market St., Phila., PA 19103
Instructor: Tina M. Barber, Vice President, Development, Esperanza USA
Who Should Attend: Development staff unfamiliar with the intricacies of direct mail, executive directors, marketing/communications staff responsible for creating the message, board members and others interested in fundraising and in communicating about their organizations
Fee: Members: $129 Non-Members: $159

MARKETING & COMMUNICATIONS

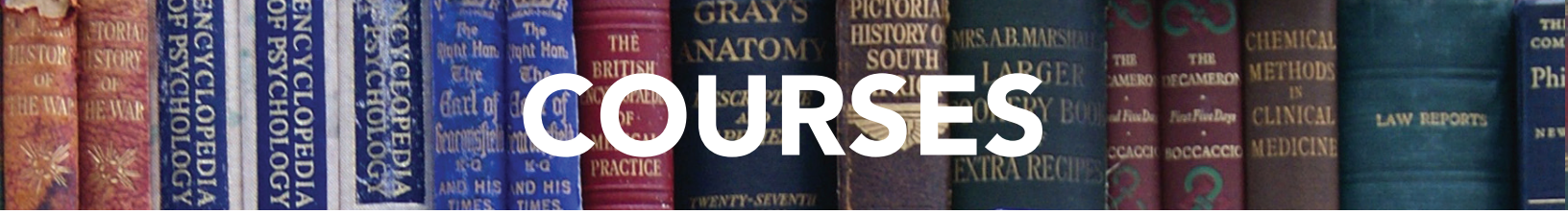
HARNESSING THE POWER OF YOUR NONPROFIT'S BRAND

Most of us recognize branding as a potential tool for fundraising, marketing and communications. Our brand should differentiate us, build trust, acquire resources and establish partnerships. 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.

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.

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

When and Where: 11/15/18, 9 am to 4 pm, Montgomery, McCracken, 1735 Market St., Phila., PA 19103
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



COURSES

MARKETING & COMMUNICATIONS

MAXIMIZING YOUR WEBSITE'S IMPACT ON ENGAGEMENT, DONATIONS, MARKETING & BRANDING

Your website is the face of your organization; a virtual window into its soul. Does your website reflect who your organization is and clearly demonstrate what you do? Is it easy to find, or are you lost in the morass of the web? And once potential clients or supporters find you, is your site logical and convenient to navigate?

This class will show you how to ensure that your website fulfills its potential as your most important communications tool. Whether you're building, rebuilding or just tweaking your site, you can make it the premier marketing tool for reaching donors, prospective supporters and other stakeholders, while telling your story in an effective and compelling manner.

This class will enable you to focus on your website strategy, so you know how to approach its design from the user's perspective. You'll get valuable information on website architecture; increasing visibility through SEO and SEM; learning about users through analytics and UX (user experience) and CRO (Conversion Rate Optimization). This class is the perfect companion to our course on digital media, both of which emphasize the importance of developing a coordinated strategy across your website and social media tools.

When and Where: 2/12/19, 9 am to 4 pm, Ballard Spahr, 1735 Market Street, Phila. PA 19103
Instructor: Paul Fleming, Partner and CMO, Dinkum Interactive
Who Should Attend: Communications and marketing staff involved in website development and maintenance and setting marketing/communications strategy
Fee: Members: $129 Non-Members: $159

HOT TIP

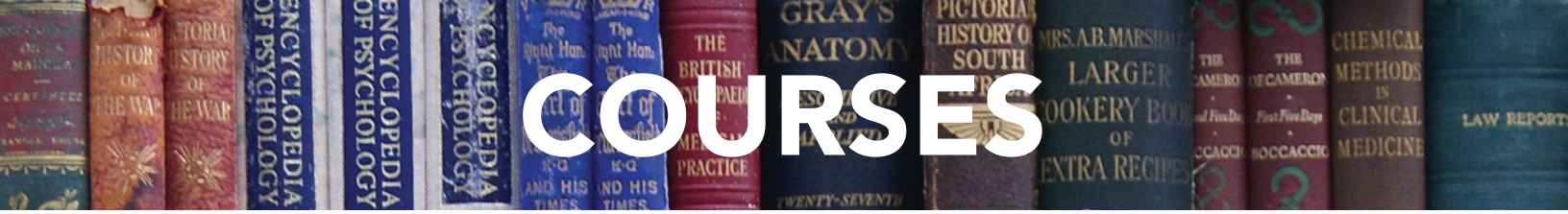
WANT TO KNOW MORE? Check out our class, "Creating a Comprehensive and Strategic Approach to Digital Media and raise your social media IQ.

MARKETING & COMMUNICATIONS

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: 4/11/19, 9 am to 12 noon, Jewish Federation of Phila., 2100 Arch St., Phila., PA 19103
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: $35 Non-Members: $46



PLANNING & EVALUATION

CONNECTING THE DOTS: THE BENEFITS OF BUSINESS PLANNING

Business planning is the way to answer questions like: Where are we going? What do we want to achieve? What resources are needed to get us there?

Business planning is the way you connect your mission and your programs, identifying needed resources and developing performance measures that enable everyone in your organization to understand if desired results are being achieved. While less well known than its colossus relative, the strategic plan, a business plan is just as critical for a resilient, sustainable organization. As the 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.

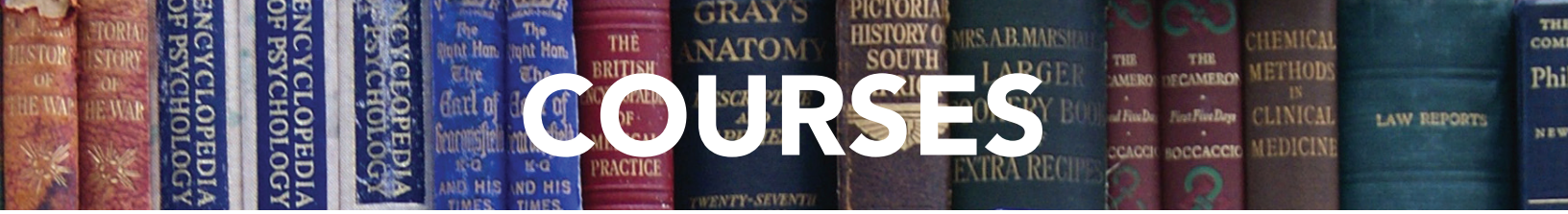
Your business plan serves as your organization's action plan, identifying the tasks, milestones, goals, potential for success and possible internal and external risks. Can you expand this program which was identified in our strategic plan as needed to serve additional clients? What do we need to do to 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 the essence of business planning and why you need to incorporate it into your organization's processes.

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: 5/9/19, 9 am to 4 pm, Historical Society of Pa., 1300 Locust St., Phila., PA 19107
Instructor: Thomas Scurto-Davis, Executive Director, 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 34 for strategic planning class description) **Use Promo Code: PLANNING**



COURSES

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: 11/28/18, 9 am to 4 pm, Check our website for location
12/19/18, 9 am to 4 pm, BCCC, 275 Swamp Rd., Newtown, PA 18940
1/16/19, 9 am to 4 pm, NCC, 511 E. Third Street, Bethlehem, PA 18015
5/1/19, 9 am to 4 pm, Check our website for location

Instructor: Allison Trimarco, Founder, Creative Capacity

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

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

NONPROFIT MANAGEMENT

LEARN TO LOVE PROGRAM EVALUATION

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

When and Where: 10/18/18, 9 am to 4 pm, NCC, 511 E. Third St., Bethlehem, PA 18940
1/25/19, 9 am to 4 pm, Beneficial Bank, 1818 Market St., Phila, PA, 19103
5/23/19, 9 am to 4 pm, La Salle Univ. Sch. of Bus. (Founders' Hall), 738 Penn Blvd., 19141
6/12/19, 9 am to 4 pm, BCCC, 275 Swamp Rd., Newtown, PA 18940

Instructor: Christine Armstrong, Professor of Communication, NCC

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 33 for Business Planning class description) **Use Promo Code PLANNING**

EXPERT CONNECTIONS...

Your Direct Connection to a Nonprofit Specialist.

For all those times when you "just have a question."

Answers to Pressing Questions

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?

That's the value of "Expert Connections," a support package that gives you five hours of annual access to consultant expertise via telephone or email.

We've made it simple and affordable to have access, usually within 48 hours, to a professional who can answer your questions.

Each time you call for assistance, you'll be matched with the appropriate Nonprofit Center expert to address your question and help you resolve your dilemma.

Have you Ever Wondered...?

- How do we present a deficit budget to a funder?
- The Board is really resisting strategic planning – how do I convince them it's necessary?
- As an ED, I've never had an evaluation. How should I approach it with my board?
- How does online fundraising impact our charitable registration?
- We're creating a development department. What should it look like?
- How do I enforce our conflict of interest policy?
- What can we do about this employee's social media post?
- How do I help an employee "leave"?
- Help me deal with a troublesome board member.
- What's the best way to lease space to a partner?

The questions are as diverse as the sector itself and unique to every organization.

Sample Areas of Expertise

- Strategic planning (including evaluation readiness, guidelines, etc.)
- Best practices for your board of directors
- Bylaws, policies and procedures
- Board meetings
- Board development and orientation
- Financial management/policies/procedures
- 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 fundamentals (exclusive of legal issues)

How Expert Connections Works

We've packaged five hours of expert advice to utilize over a 12 month period, giving you support for all your questions throughout the year. Each time you call for assistance, you'll be matched with the appropriate Nonprofit Center expert to address your question and help you resolve your dilemma. Your calls will be charged in 30-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

What would it be worth to you to get an accurate and timely answer to a question that can make a real difference in your organization?

How Much does it Cost?

For a total of $375, (Nonprofit Center Members save $100) you receive five hours of expert telephone and/or email advising, provided by specialists whose hourly rate would otherwise be 3x what you'll be paying through this package (if you could even find someone willing to answer the question).

How likely is it that you'll find a readily accessible nonprofit expert at an affordable rate, with more than three decades of experience and skilled in the subject that's bugging you?

Expert Connections eliminates all those uncertainties.

HOW TO MAKE AN EXPERT CONNECTION

Simply sign up with our Consulting Director, Lori Moffa, and you can get started getting answers to your pressing questions.

moffa@lasalle.edu
215-951-1709

CERTIFICATE PROGRAMS

The Certificate Experience

There are good reasons why you've been hearing so much about Certificate Programs for professionals who are seeking a competitive edge. Whether you are seeking to amplify your skills in your current field or position or expanding into other areas of nonprofit work, The Nonprofit Center's four Certificate Programs are ideal 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 with the bonus of valuable credentials, along with a supportive learning cohort.

WHAT IS A CERTIFICATE PROGRAM?

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

WHO SHOULD TAKE A CERTIFICATE PROGRAM?

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

WHY A NONPROFIT CENTER CERTIFICATE?

More than 35 years of experience as the largest and most diverse provider of services to nonprofit organizations in this region means we've got things figured out. Our curricula are developed and presented by a team of expert nonprofit educators and practitioners, based on input gathered from people working in the sector. Each Certificate series is comprised primarily of full-day sessions (with some shorter sessions and e-learning opportunities), providing a mix of both theoretical and practical instruction, with both lecture and interactivity. Participants in Certificate Programs find they develop a network of 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 the equivalent of 1.5 classes free when you register and pay for your certificate at once. This package is only available to Members of The Nonprofit Center (Basic, MemberPlus and Individual). Our Certificate Packages provide additional cost savings for those who complete their certificates in one academic year (see Certificate Packages on page 43).

If you're not able to plan your schedule and register for all your classes, you simply pay the 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

FUNDRAISING

5.4 Continuing Education Units

The Certificate in Fundraising is designed for those who want to advance in their field. The ideal candidate may not be formally trained in fundraising, but seeks instruction in the basic skills and methods of resource development. This certificate offers training in the critical fundamentals, providing a continuum of skills development in all the key areas of resource development, with a strong grounding in the concepts, trends and practices that guide successful and ethical fundraising. From introductory level courses that call attention to the importance of a strong mission, program strategy, management practices and board and staff leadership to advanced level courses that focus on each of the major fundraising strategies, you gain practical knowledge that will enable you to design and execute each activity. The Certificate culminates with the steps in developing a fundraising plan that 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's School of Business, 54 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and features nine courses, listed below.

Classes

Building a Strong Corporate Fundraising Program
Creating Successful Individual and Major Donor Campaigns
Designing & Implementing an Effective Direct Mail Program in a Changing World
Fundamentals of Successful Fundraising
Guide to Finding and Getting Grants
How to Love Your Special Events
How to Launch a Legacy Program Planned Giving Program
School for Stewardship: How Donor Management and Stewardship Promote Future Fundraising
Your Fundraising Strategy: Fitting All the Pieces Together for Maximum Impact and Results

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

- Donor Retention Strategies (p.50)
- Fire up your Board about Fundraising (pg. 48)
- Giving Tuesday and Cause Awareness Days (p.50)
- Motivating the Millennial Donor (p. 51)

MARKETING
AND
COMMUNICATIONS

Certificate in Marketing & Communications

5.1 Continuing Education Units

"If the circus is coming to town and you paint a sign saying 'Circus coming to the Fairground Saturday', that's advertising. If you put the sign on the back of an elephant and walk it into town, that's promotion. If the elephant walks through the mayor's flower bed, that's publicity. And if you get the mayor to laugh about it, that's public relations. If you did all of this on purpose, that's marketing. If the town's citizens go to the circus, you show them the entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's sales."

-attributed to M. Booth & Assoc., Inc.

The quote above is a witty illustration of the intention of the Certificate in Marketing & Communications. Providing 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, the curriculum drills down into the individual components that make up successful marketing and communications activities. It incorporates research, analysis, planning and strategy, media relations, website functioning, branding, communications styles and the integration into fundraising. This combination of proven traditional marketing and communications approaches, along with attention to digital media, will help your organization get the exposure it deserves as you enhance your own 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 5.1 Continuing Education Units from The Nonprofit Center at La Salle University's School of Business, 51 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 and one 1/2 day class, listed below:

Classes

The Art of Persuasive Nonprofit Story-Telling
Blueprints for Communications Planning and Media Relations in a Digital World
Building a Successful Marketing Program
Creating a Comprehensive and Strategic Approach to Digital Media
Designing & Implementing an Effective Direct Mail Program in a Changing World
Effective Communications to Build Relationships, Engagement & Understanding
Harnessing the Power of your Nonprofit's Brand
Maximizing your Website's Impact on Engagement, Donations, Marketing & Branding – now a full day
The Power of Video Story-telling - ½ day

Fees

Package Price: $844 (requires Individual, Basic or MemberPlus Organizational Membership)
Member Rate: $1,068
Non-Member Rate: $1,317

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's School of Business, 60 CFRE points, may be eligible for CEs through the PA Chapter of the National Association of Social Workers (www.nasw-pa.org) and requires 10 full-day classes, listed below.

Classes

Building a Successful Marketing Program
Effective Nonprofit Governance: How Boards Should Work
Effective Communications to Build Relationships, Engagement & Understanding
Fundamentals of Finance
Fundamentals of Successful Fundraising
Fundamentals of Human Resources
Keys to Successful Strategic Planning
Learn to Love Program Evaluation
Nonprofit Management 101
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

- Three Steps to Building Better Boards – The High Performing Boards Webinar Trio (p.46)
- Program Design – Giving Life to your Mission (p.26)
- Connecting the Dots – Benefits of Business Planning (p.33)
- Smooth Leadership Transition Planning that Secures your Organization's Future Webinar (p. 51)
- The Good Start Series for New & Aspiring Board Members; for New Executive Directors; for New Supervisors (p. 44)

CERTIFICATE PROGRAMS

BUILD YOUR OWN CERTIFICATE

- 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.

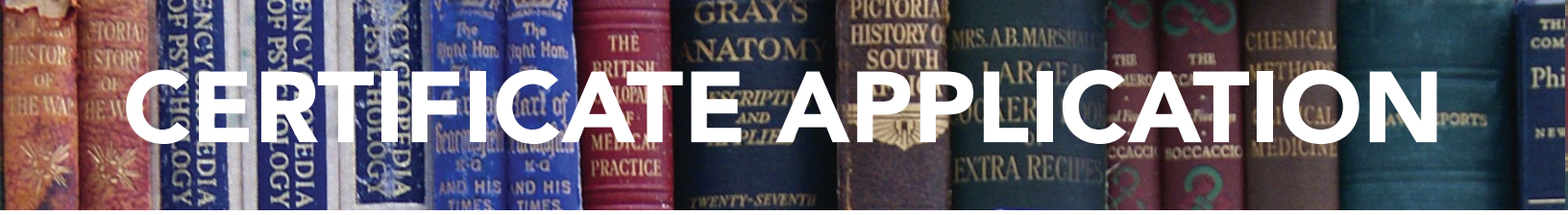
You start with a core curriculum of three essential skills that every nonprofit manager must have: basic nonprofit management, foundations of financial management and communication expertise. From there you build a personalized program of at least six additional classes based on your needs, interests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

Fees

PACKAGE PRICE (based on nine full day classes/price may differ depending upon course choices):
Package Price: $929 (requires Individual, Basic or MemberPlus Organizational Membership)
Member Rate: $1,032
Non-Member Rate: $1,431

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/

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



CERTIFICATE APPLICATION

2018-19

Submit this mandatory program application
with your class registration form on p. 53 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 43**

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.: $844** ❒ **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/**

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*

NOW A FULL DAY

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. Nearly four 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: 10/16/18, 9 am to 4 pm, PA Humanities Council, 325 Chestnut St., Phila., PA 19106
Instructor: Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership
Who Should Attend: Executive Directors with less than two years' experience, who want to excel as leaders
Fee: Members: $129 Non-Members: $159

GUIDE FOR FIRST-TIME SUPERVISORS – EXTENDED LENGTH

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 four 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: 12/11/18, 9 am to 1 pm, Montgomery, McCracken, 1735 Market St., Phila., PA 19103
Instructor: Tracy Murray Moore, Tracy Murray Moore Consultancy
Who Should Attend: Anyone new to the supervisory role
Fee: Members: $86 Non-Members: $106

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

MEET THE FUNDER GRANTMAKER PANELS

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

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

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

Fall Panel - 9/21/18, 8:30 am to 10:30 am
Spring Panel - 2/1/19, 8:30 am to 10:30 am
BOTH AT THE WILMA THEATER

e-learning

NEW

THREE STEPS TO BUILDING BETTER BOARDS – THE HIGH PERFORMING BOARDS WEBINAR TRIO

A total of three hours of heavy hitting insights and pointers from a governance specialist who's seen it all – good boards, indifferent boards, struggling boards, dynamic boards, accomplished boards, misguided boards, dazed and confused boards - delivered online in a progression of easily digestible one-hour bites.

STEP 1) ON BOARDING: DETERMINING, FINDING AND RECRUITING THE RIGHT MIX OF BOARD MEMBERS

Every nonprofit is looking for board members who will deliver. This webinar deals with the ongoing process of how to find individuals committed to your mission who will be engaged, active, supportive, philanthropic and diverse. Finding the right candidates for your board is not an easy task, nor is it one person's responsibility. This webinar will demonstrate the importance of an accurate board job description, compiling a board profile and successful strategies for recruiting the right candidates.

When: 11/30/18, 12 noon to 1 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

STEP 2) THE ART OF THE RELATIONSHIP: BOARD ORIENTATION THAT SETS THE RIGHT DIRECTION

Once you have found new board members, make sure you offer an effective orientation experience that doesn't assume that they know everything they need to about the mission, culture, background and history of the organization. Your organization has an obligation to clearly spell out what's expected of each board member and also what you are committing to the relationship.

When: 1/29/19 noon to 1 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

STEP 3) KICKING BUTT AND TAKING NAMES: SHAKING UP THE BOARD AKA SECRETS TO EFFECTIVE BOARDS

Maybe the board has lost momentum. Maybe there's a member who likes to stir up trouble, or dominate meetings. Have some members forgotten or gotten away from their legal, ethical and fiduciary responsibilities? Are they neglecting what their job really is - governing, overseeing finances, fundraising? Maybe doing the executive director's job instead? Once the honeymoon is over and there's some trouble shooting to be done to get (back) on track, how do you proceed and whose role is it?

When: 2/19/19, 12 noon to 1 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 Rate: Choose any 3 webinars for $48 for Members or $60 for Non-Members.
Use Promo Code: Web3

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: 3/22/19, 12 noon to 1 pm
Instructor: Rev. David W. Brown, Assistant Professor of Instruction, Department of Strategic Communication, Temple University
Fee: Members: $20 Non-Members: $25

NEW

WEBINAR: CRISIS COMMUNICATION PLANNING: PRESERVING YOUR NONPROFIT'S REPUTATION

Children are sickened by a meal served in your soup kitchen. A fire in your facility damages nearby homes and businesses. A key executive is charged with misuse of funds. While we always aim to prevent a crisis before it happens, every organization is still potentially vulnerable to crisis. Every nonprofit should have a crisis response plan; this webinar will help you communicate that plan before, during, and after a crisis to reduce any permanent damage to your nonprofit and its reputation. The key word is planning. This webinar will take you through the essential steps of effective crisis communications that you can do now to be prepared before a crisis occurs.

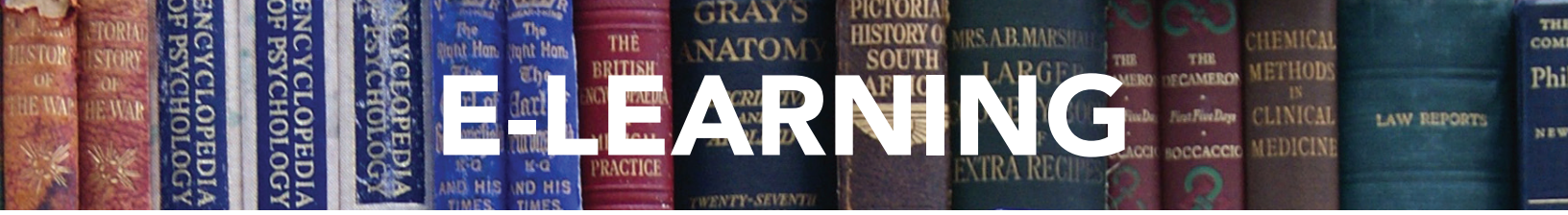
To maximize the webinar experience, ask yourself these questions:

- Does your organization have safety and emergency plans in place (e.g., fire evacuation plans) as mandated by local, state, or federal agencies or by your organization's leadership?
- Can you identify various crisis scenarios that might affect your organization's employees, those you serve, or your facilities and programs?
- Have you paid attention to crises that have affected organizations like yours?

When: 3/1/19, 12 noon to 1 pm
Instructor: Michael Smith, Ph.D., Chair and Associate Professor of Communication, La Salle University
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

Special Bundle Rate: Choose any 3 webinars for $48 for Members or $60 for Non-Members.
Use Promo Code: Web3



E-LEARNING

WEBINAR: FIRE UP YOUR BOARD ABOUT FUNDRAISING

After you've stopped chuckling, sign up for this new webinar in which an experienced fundraiser shares her tested tips for getting a reluctant board to fulfill its fundraising responsibilities. Learn how to overcome the typical concerns board members offer as excuses – from I hate asking people for money to I'm not well connected, to I can't ask my friends for donations because then they'll expect me to give to all their causes, and so many more.

You'll learn ways to demonstrate to board members how, in addition to participating in the cultivation and solicitation processes, they can be effective in other aspects of the fundraising continuum, including thanking donors, communicating their personal passion for your mission, identifying prospects and making introductions, understanding and supporting the organization's various development activities.

You can help your Board overcome their fear and reluctance. The best way to get where you want to go is to start! Every board has the potential to be part of a successful fundraising partnership of board, executive and development team, with each party understanding and embracing their specific roles. It's time to transform your board into one that embraces fundraising as an essential component of its job.

When and Where: 10/3/18, 12 noon to 1 pm
Instructor: Meredith Sossman, Principal, MM&C Consulting
Fee: Members: $20 Non-Members: $25

NEW

WEBINAR: WHAT FAITH-BASED CHARITIES NEED TO KNOW ABOUT UNIQUE LEGAL AND REGULATORY CONSIDERATIONS

Whether you are a church, synagogue, mosque or ashram, there are legal requirements and considerations that impact your activities and operations in the community.

To help you better understand these requirements and their interplay with your religious principles and ministry, nonprofit attorney Laura Solomon, Esq., founder of Laura Solomon and Associates, has developed a 30-minute webinar that presents an overview of what every faith-based nonprofit group needs to know about:

- The ways in which religious principles and requirements (e.g. canon law) impact formation documents like Articles and Bylaws
- Challenges with regulators like the IRS and local real estate boards on tax issues
- Structural considerations (subsidiary formation) for religious vs. non-religious charitable activities
- Regulatory requirements that apply to foreign ministry work and international grantmaking

If you've been searching for a learning experience that embraces what distinguishes your faith-based organization from other community nonprofits, we urge you take advantage of this program which will include 30 minutes at the end for you to ask specific questions that concern you.

When: 3/19/19, 12 noon to 1 pm
Instructor: Laura Solomon, Esq., Founder, Laura Solomon & Associates
Special Price: $10

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.

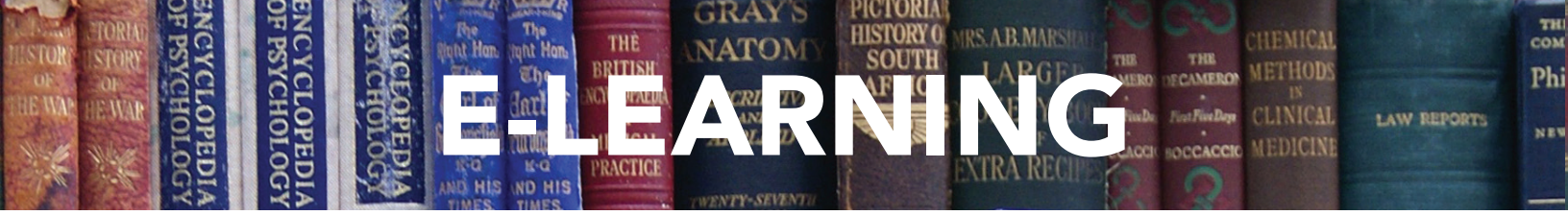
STRATEGIC PLANNING STREAMLINED

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.



E-LEARNING

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: 1/22/19, 12 noon to 1 pm
Presenter: Tina Barber, Vice President, Development, Esperanza USA
Fee: Members: $20 Non-Members: $25

GIVINGTUESDAY *(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 $214 million in nearly 175 countries raised on 2017 #GivingTuesday, it 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 and Where: 9/14/18, 12 noon to 1 pm
Instructor: Tina Barber, Vice President, Development, Esperanza, USA
Fee: Members: $20 Non-Members: $25

BUNDLE DEAL

Special Bundle Rate: Choose any 3 webinars for $48 for Members or $60 for Non-Members.
Use Promo Code: Web3

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

E-LEARNING

MOTIVATING THE MILLENNIAL DONOR

Millennials (those born in the 1980s to the early 2000s) now have the largest buying power in the U.S., trailing just behind baby boomers. That's because there are more Millennials in the U.S. than any other age group, 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: 11/7/18, 12 noon to 1 pm
Instructor: Tina Barber, Vice President, Development, Esperanza, USA
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: $20 Non-Members: $25

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: 4/4/19, 12 noon to 1 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 Rate: Choose any 3 webinars for $48 for Members or $60 for Non-Members.
Use Promo Code: Web3

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 53 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, 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 can only accept credit cards online.

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

Christine Armstrong is a Professor of Communication at Northampton Community College's Monroe Campus. In addition to a wide variety of communication courses, Chris also teaches Research Methods at the college in which she supervises research projects and walks students through the process of careful data collection and interpretation. She has a long history of working with, and within nonprofit organizations at a variety of levels both locally and internationally. She holds a M.A. in Communication Arts and Sciences from the Pennsylvania State University and a bachelors in Communication Studies from Colorado State University.

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.

INSTRUCTOR BIOGRAPHIES

Paul Fleming is a partner and CMO in the Philadelphia-based digital marketing agency Dinkum Interactive. Originally from Australia, Paul began his professional career in Elementary Education and Special Education with a Bachelor of Education from the University of Technology in Sydney and an Associate Diploma in Recreation. After adding certifications in workplace training and assessment, it was while teaching adult education computer and technology classes that he moved to an information, communications and marketing position and quickly embraced the role that digital technology played in nonprofit and education organizations. After working for an online higher education marketing company, in 2005 Paul started Dinkum Interactive where he has helped companies, organizations and agencies with their online performance through website design and development, SEO, SEM, email, social media and Analytics.

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, 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 Executive Vice President, operations for Ashley Addiction Treatment. Prior to joining Ashley, he was executive director of 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. Rich has also been 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 served as the associate dean for Alumni and Development at Widener University School of Law and has been 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.

Roslyn H. Schaffer is a human resources executive who has spent two decades providing HR guidance to some of the region's most preeminent nonprofit organizations, including the Barnes Foundation and the Renfrew Center. She is currently director of benefits for Resources for Human Development, which has more than 5,000 employees in 14 states. Her expertise covers such areas as performance management, leadership development, HR policies, employee relations, diversity, staff coaching and mentoring, consensus building, change management and organizational development. She earned a BS at Cornell, an MSW at the University of Pennsylvania and an MBA at Drexel University.

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.

INSTRUCTOR BIOGRAPHIES

Thomas Scurto-Davis, is Executive Director of the Main Line Art Center in Haverford, where he had been serving as Interim Executive Director and prior to that, Director of Finance and Operations. With a special interest in arts and culture, he is passionate about advancing the role of arts and culture in the national consciousness and has been committed to promoting nonprofits through enhanced education and management for more than 30 years. 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. 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. Thomas holds a B.M. in vocal performance from the University of Michigan and an M.S. in arts administration from Drexel University.

Jennifer Shropshire is a principal with Edward F. Swenson & Associates, Inc., a management and fundraising consulting firm, where she uses management and fundraising expertise to support nonprofit clients. She was formerly director of development for the Walnut Street Theatre. In addition to her consultant work with The Nonprofit Center, she was a 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.

Michael Smith, Ph.D. chairs the Department of Communication at La Salle University, where he is also an associate professor. He was formerly director of the graduate program in Professional and Business Communication. He teaches undergraduate and graduate courses in public relations, organizational communications and conflict. He has worked with a variety of nonprofits, including the American Heart Association, Cultural Center for Art and Historical Artifacts, the Greater Philadelphia Coalition Against Hunger, and the World Meeting of Families, and has presented crisis communication training to organizations throughout the country and region. Mike earned a Ph.D. in Communication at Purdue University, and his MA, MS and undergrad degrees at Central Michigan University.

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.

Meredith Sossman, CFRE, JD, is an accomplished development professional and attorney, who has helped non-profits achieve better results through insight and experience in all aspects of giving and non-profit management. In her ten years with the West Chester University Foundation, she served as a campaign director, associate executive director, in-house counsel and chief development officer. She successfully led the foundation's $50 million capital campaign. Meredith is a principal at MM&C Consulting and works with plannedgiving.com to help non-profits exceed their goals by providing experience, insight and proven solutions that drive results while honoring every philanthropist. She earned her JD at Temple University School of Law and BA at Muhlenberg College.

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

Lynne A. Texter, Ph.D. is an Associate Professor of Communication at La Salle University. She most recently served as Interim Director of La Salle University's School of Arts and Sciences, after having served as chair of the Department of Communication. 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.

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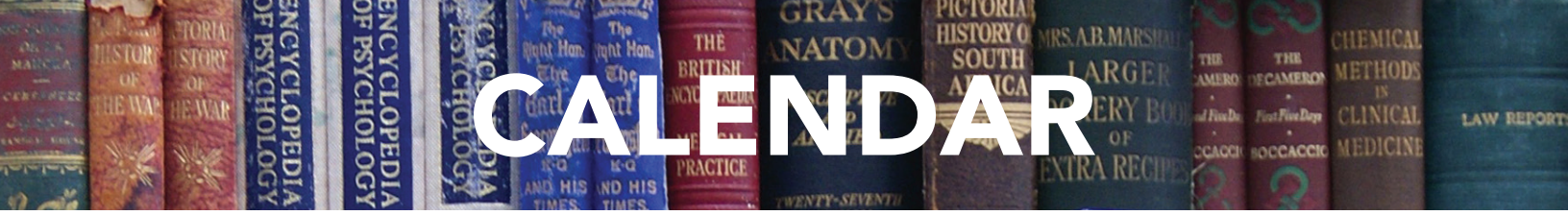
CALENDAR

SEPTEMBER 2018

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
9	10	11	12	13 Nonprofit Management 101, 9:00 am - 4:00pm pg. 24	14 #Giving Tuesday (and Cause Awareness Days): #Hype or #Hurrah?, 12:00 pm - 1:00pm pg. 14, 50	15
16	17	18	19	20 Nonprofit Management 101, NCC 9:00 am - 4:00pm pg. 24	21 "Meet the Funders" Panel Discussion, 8:30 am - 10:30pm pg.45	22
23	24	25	26 Fundamentals of Successful Fundraising, 9:00 am - 4:00pm pg. 14	27	28	29

OCTOBER 2018

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
	1	2	3 Fire Up Your Board About Fundraising, 12 noon - 1:00 pm pp. 19,48	4 Nonprofit Management 101, BCCC 9:00 am - 4:00pm pg. 24	5	6
7	8	9 Building a Successful Marketing Program, 9:00 am - 4:00pm pg. 29	10	11	12	13
14	15	16 Roadmap for New Executive Directors, 9:00 am - 4:00pm pg. 44	17	18 Learn to Love Program Evaluation 9 am - 4:00 pm pg. 34	19	20
21	22	23	24	25 Fundamentals of Finance 9 am - 4:00 pm pg. 10	26	27



CALENDAR

NOVEMBER 2018

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
				1 Fundamentals of Finance, BCCC 9:00 am - 4:00 pm pg. 10	**2** Guide to Finding and Getting Grants 9:00 am - 4:00 pm pg. 15	**3**
4	**5**	**6**	**7** Motivating the Milennial Donor, 12:00 pm - 1:00 pm pp. 16,51	**8**	**9** Fundamentals of Human Resources 9:00 am - 4:00 pm pg. 24	**10**
11	**12**	**13**	**14** Effective Nonprofit Governance: How Boards Should Work, NCC, 9:00 am - 4:00 pm pg. 21	**15** Harnessing the Power of your Nonprofit's Brand, 9:00 am - 4:00 pm pg. 31	**16**	**17**
18	**19**	**20**	**21**	**22**	**23**	**24**
25	**26**	**27**	**28** Keys to Successful Strategic Planning, 9:00 am - 4:00 pm pg. 34 Snow Date 12/7/18	**29** What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style, BCCC, 9:00 am - 4:00 pm pg. 26	**30** On Boarding: Determining, Finding and Recruiting the Right Mix of Board Members, 12 noon - 1:00 pm pp. 20,46	

DECEMBER 2018

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
2	**3**	**4**	**5** Donation Management and Stewardship that Foster Positive Donor Relations 9:00 am - 4:00 pm pp. 11, 18 Snow Date 12/12/18	**6**	**7**	**8**
9	**10**	**11** Guide for First-Time Supervisors, 9:00 am - 1:00 pm pg. 44 Snow Date 12/18/18	**12**	**13** **Financial Forecasting for a More Secure Future,** 9:00 am - 12:00 noon pg. 9 Snow Date 1/10/19 **Building a Successful Marketing Program, NCC** 9:00 am - 4:00 pm pg. 29	**14** Effective Communications to Build Relationships, Engagement & Understanding, 9:00 am - 4:00 pm pg. 22 Snow Date 12/20/18	**15**
16	**17**	**18**	**19** Keys to Successful Strategic Planning, BCCC, 9:00 am - 4:00 pm pg. 34	**20**	**21**	**22**

CALENDAR

JANUARY 2019	Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
		7	8 Effective Nonprofit Governance: How Boards Should Work, 9:00 am - 4:00 pm pg. 21 Snow Date 1/15/19	9	10	11 Blueprints for Communications Planning and Media Relations in a Digital World, 9:00 am - 4:00 pm pg. 28 Snow Date 1/17/19	12
	13	14	15	16 **Creating Successful Individual and Major Donor Campaigns,** 9:00 am - 4:00 pm pg. 12 Snow Date 1/23/19 **Keys to Successful Strategic Planning, NCC,** 9:00 am - 4:00 pm pg. 34	17	18 Nonprofit Management 101, 9:00 am - 4:00 pm pg. 24 Snow Date 1/24/19	19
	20	21	22 Donor Retention Strategies: Keeping the Love 12 noon - 1:00 pm pp. 13, 50	23 Fundamentals of Human Resources, BCCC, 9:00 am - 4:00 pm pg. 24	24	25 Learn to Love Program Evaluation, 9:00 am - 4:00 pm pg. 34 Snow Date 1/31/19	26
	27	28	29 The Art of the Relationship: Board Orientation that Sets the Right Direction, 12 noon - 1:00 pm pp. 20, 46	30 Building a Successful Marketing Program, 9:00 am - 4:00 pm pg. 29 Snow Date 2/8/19	31		

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- John F. Kennedy

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Contact our Director of Consulting
Lori Moffa at
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CALENDAR

FEBRUARY 2019

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
					1 "Meet the Funders" Panel Discussion, 8:30 am - 10:30 am pg. 45	2
3	4	5	6 What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style, 9:00 am - 4:00 pm pg. 26 Snow Date 2/15/19	7 How to Love Your Special Events, 9:00 am - 4:00 pm pg. 16 Snow Date 2/14/19	8	9
10	11	12 Maximizing your Website's Impact on Engagement, Donations, Marketing & Branding, 9:00 am - 4:00 pm pg. 32 Snow Date 2/19/19	13 Fundamentals of Successful Fundraising, 9:00 am - 4:00 pm pg. 14 Snow Date 2/22/19	14 Fundamentals of Finance, NCC, 9:00 am - 4:00 pm pg. 10	15	16
17	18	19 Kicking Butt and Taking Names: Shaking up the Board (or Secrets to Effective Boards), 12 noon - 1:00 pm pp. 20,46	20 Building a Successful Marketing Program, BCCC, 9:00 am - 4:00 pm pg. 29	21	22	23
24	25	26 Effective Nonprofit Governance: How Boards Should Work, 9:00 am - 4:00 pm pg. 21 Snow Date 3/5/19	27	28 Fundamentals of Budgeting, 9:00 am - 12 noon pg. 8 Snow Date 3/7/19		

CALENDAR

MARCH 2019

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
					1 Crisis Communication Planning: Preserving your Nonprofit's Reputation, 12 noon - 1:00 pm pg. 30, 47	2
3	4	5	6 Program Design – Giving Life to your Mission, 9:00 am - 12 noon pg. 26 Snow Date 3/12/19	7	8 The Art of Persuasive Nonprofit Story-Telling 9:00 am - 4:00 pm pg. 27 Snow Date 3/15/19	9
10	11	12	13 **How to Launch a Legacy Program for Planned Giving**, 9:00 am - 4:00 pm pg. 15 Snow Date 3/20/19 **Fundamentals of Successful Fundraising**, NCC, pg. 14 9:00 am - 4:00 pm	14 Fundamentals of Finance, 9:00 am - 4:00 pm pg. 10	15	16
17	18	19 What Faith-Based Charities Need to Know about Unique Legal and Regulatory Considerations, 12 noon - 1:00 pm pg. 48	20 Effective Nonprofit Governance: How Boards Should Work, BCCC, 9:00 am - 4:00 pm pg. 21	21	22 Building a Communications Plan for your Ministry 12 noon - 1:00 pm pg. 47	23
24	25	26 Effective Communications to Build Relationships, Engagement & Understanding, 9:00 am - 4:00 pm pg. 22	27	28 Beyond the Fundamentals of Financial Management: What the Numbers Are Really Saying, 9:00 am - 1:00 pm pg. 6	29	30

APRIL 2019

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
	1	2	3	4 Smooth Leadership Transition Planning that Secures your Organization's Future, 12 noon - 1:00 pm pp. 21,51	5 Building a Strong Corporate Fundraising Program, 9:00 am - 4:00 pm pg. 12	6
7	8	9	10	11 **The Power of Video Story-telling**, 9:00 am - 12 noon pg. 32 **What Makes a Superior Leader? NCC,** 9:00 am - 4:00 pm pg. 26	12 Fundamentals of Human Resources, 9:00 am - 4:00 pm pg. 24	13
14	15	16	17 Fundamentals of Successful Fundraising, BCCC, 9:00 am - 4:00 pm pg. 14	18	19	20

CALENDAR

MAY 2019

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
			1 Keys to Successful Strategic Planning, 9:00 am - 4:00 pm pg. 34	2 Designing & Implementing an Effective Direct Mail Program, 9:00 am - 4:00 pm pg. 13	3	4
5	6	7	8 Getting Serious about Cyber Security, 12 noon - 1:00 pm	9 **Fundamentals of Human Resources**, NCC, 9:00 am - 4:00 pm pg. 24 **The Benefits of Business Planning** 9:00 am - 4:00 pm pg.33	10	11
12	13	14 Your Fundraising Strategy: Fitting All the Pieces Together for Maximum Impact and Results 9:00 am - 4:00 pm pg. 19	15 Effective Communications to Build Relationships, Engagement & Understanding, BCCC, 9:00 am - 4:00 pm pg. 22	16	17 What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style, 9:00 am - 4:00 pm pg. 26	18
19	20	21 Creating a Comprehensive and Strategic Approach to Digital Media, 9:00 am - 4:00 pm pg. 30	22	23 Learn to Love Program Evaluation, 9:00 am - 4:00 pm pg.34	24	25

JUNE 2019

Sun.	Monday	Tuesday	Wednesday	Thursday	Friday	Sat.
2	3	4	5	6 Effective Communications to Build Relationships, Engagement & Understanding, NCC 9:00 am - 4:00 pm pg. 22	7	8
9	10	11	12 Learn to Love Program Evaluation, BCCC, 9:00 am - 4:00 pm pg. 34	13	14	15


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COURSE INDEX

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- Support and expertise before, during and after this pivotal period in an organization's lifecycle

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