

# **Education Programs 2020/21**

The   
Nonprofit  
Center  
at La Salle University

# Introduction

As The Nonprofit Center approaches its 40th birthday (in 2021), we share with you our Education Guide for the coming year. We are bringing back updated versions of all the classics folks have loved and benefited from. Classes that help those new to the sector, those wanting a refresher, those considering joining the sector, and those who are eager to learn the latest innovations for doing some tried and true tasks. This includes the classes in our Certificates in Nonprofit Management and in Fundraising. Then, of course, there are the classes and webinars on topics that are timely and cutting edge, classes that will help you respond to the times in which we are living. It is all here, now, for you to explore.

Join us in our classes and help us celebrate our 40th year of helping to build the capacity of nonprofit staff and volunteers, and the nonprofits with which they work.

## Acknowledgements

We would like to thank the following partners who support us in our capacity-building work:

Bucks County Community College  
Geraldine R. Dodge Foundation  
Dow  
Kreischer Miller  
Northampton Community College  
PECO Exelon  
Pottstown Area Health & Wellness Foundation  
Laura Solomon, Esq. & Associates



## **Looking to pull ahead of the pack?**

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Fundraising? Marketing? More?

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([moffa@lasalle.edu](mailto:moffa@lasalle.edu))

# List of Classes

Beyond the Fundamentals of Financial Management

Building a Strong Corporate Fundraising Program

Building a Successful Marketing Program

Collaborations, Formal Partnerships and Mergers: Is One or More Right for your Organization?

Common Problems—and their Solutions—that Disrupt Boards

Creating a Comprehensive and Strategic Approach to Digital Media

Creating Successful Individual & Major Donor Campaigns

Crisis Communications Planning that Can Save your Nonprofit and its Reputation

Designing & Implementing an Effective Direct Mail Program

Donor Retention Strategies: Keeping the Love

Effective Communications to Build Relationships, Engagement & Understanding

Effective Nonprofit Governance: How Boards Should Work

Engaging Your Board Members: Orientation and Beyond

Fire Up Your Board About Fundraising

Fundamentals of Budgeting

Fundamentals of Finance

Fundamentals of Human Resources

Fundamentals of Successful Fundraising

Fundraising Without a Fundraising Team

How to do Fundraising Events Right

How to Launch a Legacy Program for Planned Giving

How to Recruit Great Volunteers and Keep Them Coming Back

Identifying, Finding and On-Boarding the Right Board Members for Your Organization

Keys to Successful Strategic Planning

Learn to Love Program Evaluation

Making the Case for General Operating Support

Maximizing your Website's Impact on Engagement, Donations, Marketing & Branding

Motivating and Rewarding Employees

Motivating the Millennial Donor

Nonprofit Management 101

Power and Privilege: An Open Examination of Identity and Culture & How They Impact our Understanding and Actions

Program Design – Giving Life to your Mission

Promoting Successful Fundraising Through Effective Stewardship and Donor Management

Smooth Leadership Transition Planning that Secures your Organization's Future

Successful Fundraising in a Diverse World Starts With You

Taking Your Event Into the Virtual World

The Art of Persuasive Nonprofit Story-Telling

The Power of Video Story-telling

The Step-by-Step Guide for the Grantseeker

Tips & Tools for the Remote Workplace for Both Employee and Supervisor

We Want You Back – How to Win Back Lapsed Donors

What it Takes to be a Board President

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

Your Fundraising Strategies: Fitting All the Pieces Together for Maximum Impact and Results



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# Class Descriptions

## **Beyond the Fundamentals of Financial Management: What the Numbers Are Really Saying**

We created this class in response to overwhelming demand for a “deeper dive” beyond our Fundamentals of Finance class. Continuing the process of understanding, analyzing, interpreting and communicating information contained in audited financial reports, an in-depth dissection and analysis of a financial case study will take participants through the process of determining the health and impediments revealed in financial statements. You will learn to look beyond the surface to recognize the truth behind the numbers and how to frame the story for readers of your organization’s financial reports.

This deeper level of understanding will enhance your ability to communicate the financial picture to funders, board members and other key stakeholders. Equally important, you will be able to make decisions based on a more precise financial picture.

Beginning with a review of analysis tools and how financial statements relate to one another, the class will move on to the examination of multi-year audited financial statements of a sample nonprofit. You’ll practice using these tools to make observations and form conclusions about the organization’s future, based on what the statements reveal. The next step is formulating recommendations for course corrections or actions. This class will be a treasure hunt to reveal what truly lies beneath the numbers.

**When:** 4/30/2021, 9am-1pm

**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; finance staff and/or board with a mandatory minimum of two years of experience in nonprofit finances.

**Fee:** Members: \$96      Non-Members: \$116

## **Building a Strong Corporate Fundraising Program**

Corporate fundraising has changed dramatically in recent years, as corporate social responsibility has been integrated into corporate culture. It is essential for nonprofits who are seeking connections with businesses to adapt traditional approaches and offerings to make CSR an easy fit. Countless corporate mergers and restructuring make it even more critical for you to target your efforts in reaching out to corporations to negotiate mutually beneficial relationships.

This class will provide a broad overview of corporate philanthropy and fund-raising 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 preferred approaches and what businesses want to receive for their philanthropic efforts.

**When:** 4/15/2021, 9am-3pm

**Instructor:** Neil Batiancila, Chief Development Officer, Philadelphia Zoo

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

**Fee:** Members: \$139      Non-Members: \$169

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## **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 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 class 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 class, participants will be proficient in auditing their communications, developing a marketing plan and putting principles that best meet the needs of your organization into practice.

**When:** 10/16/2020 or 2/12/2021, 9am-3pm

**Instructor:** Meghan Pierce, Associate Professor, La Salle 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: \$139      Non-Members: \$169

## **Collaborations, Formal Partnerships and Mergers: Is One or More Right for your Organization?**

Collaborations and formal partnerships have been on the minds of and in use at nonprofits for many, many years; mergers, too, have become more commonplace in the nonprofit sector. The importance of all three, however, has been elevated as a consequence of the pandemic. But, despite how common these concepts are in our lexicon, they are not necessarily well understood, nor achieved through the best of processes. This three-hour class will change all that.

In this class, these three options—collaborations, formal partnerships and mergers--will be fully defined, and commonalities and differences among the three identified and what each relationship brings with it will be explored, allowing you to know what makes the most sense for your organization to consider. Along with these basics, the class will provide you with two tools centrally important in determining whether any of these options is right for you. Learn about and complete the Value Proposition Tool that will allow you to identify the value-add that your organization would bring to any of these three relationships. Then determine your organization's readiness for any of these options by completing the Partnership Readiness Tool. Leave with a clear understanding of the alternatives for potentially strengthening how your organization, or a program, performs and tools to help you move forward.

**When:** 10/29/2020, 9am-12pm

**Instructor:** Laura Line, Principal, Bowling Business Strategies

**Who Should Attend:** Executive directors, program directors, board members, strategists, and anyone thinking about how to strengthen organizational and programmatic performance

**Fee:** Members: \$79      Non-Members: \$85

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## **Common Problems—and their Solutions—that Disrupt Boards**

Has the board lost momentum? Is there 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? Are they 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 judiciously and whose role is it? This webinar will provide the answers.

**When:** 12/2/2020, 12pm-1pm

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

**Who Should Attend:** Board members and executive directors

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

## 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 so many 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, efficient, coordinated strategies that unify your marketing efforts. The three primary learning goals are to:

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

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:** 5/11/2021, 9am-3pm

**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: \$139      Non-Members: \$169

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**CONDUCT A SOCIAL MEDIA AUDIT**

**Is your social media working as hard as it could?**

**Is it helping to separate your tree from the forest?**

A consultant through The Nonprofit Center can conduct a social media audit to answer these questions, and more, while providing you with tips to ensure your social media is working hard for you.

**Contact Lori Moffa ([moffa@lasalle.edu](mailto:moffa@lasalle.edu)) to learn more**

## Creating Successful Individual and Major Donor Campaigns

If we were to replace the description of the class with an infographic, it would show that year after year - even in the leanest times - giving by individuals is always the largest source of charitable giving. In recent history, that percentage has never fallen below 70% and has been as high as 82%. As significant as these numbers are, an individual giving program is about more than money. It's also about broadening your circle of supporters - the people who care about your mission and how you achieve it. That's why individual and major donor campaigns are a perpetual cornerstone of fundraising. No nonprofit can afford to miss the opportunities that individual giving offers.

This class covers the various approaches to individual giving, from the annual appeal to a major donor personal solicitation. Whether a major gift to your organization means \$500 or \$5,000, your individual giving program should have a unique strategy for these donors.

This class will help you develop the tools and techniques needed to 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's fundraising mix.

**When:** 5/6/2021, 9am-3pm

**Instructor:** Richard Przywara,

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

**Fee:** Members: \$139      Non-Members: \$169

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## Crisis Communications Planning that Can Save your Nonprofit and its 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. With the right planning and people in place, an organizational crisis doesn't have to do permanent damage to your nonprofit and its reputation. But the key word is planning. It's often not the crisis itself, but the way the crisis is handled, that determines whether your organization survives and rebounds. And that's where crisis communication planning rules.

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.

**When & Where:** 3/5/2021, 12pm-1pm

**Instructor:** Michael Smith, Ph.D., Assistant Professor of Communication, La Salle University

**Who Should Attend:** Executive directors, board members, marketing and communications staff

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

## Designing & Implementing an Effective Direct Mail Program in A Digital World

Direct mail is alive and well and for the foreseeable future will continue to be a powerful workhorse for fundraisers appealing to every generation of donor. This class will cover both donor renewal and donor acquisition, as you keep current donors engaged and attract new supporters to keep pumping life into your program. Among the key components to be covered are effective writing and design, printing and mailing, mailing lists, stewardship and measuring success.

Studies continue to show that online giving is inspired by receipt of a direct mail solicitation first, a solid demonstration of why direct mail needs to be part of a diverse, successful fundraising plan.

So how do you make your direct mail campaigns memorable, cost-effective, and worthy of attracting new donors and retaining existing supporters? This class will help you answer those questions while overcoming anxiety about the cost of direct mail.

**When:** 3/17/2021, 9am-3pm

**Instructor:** Tina Barber, Director of Individual Giving, Free Library of Philadelphia Foundation

**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: \$139      Non-Members: \$169

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## Donor Retention Strategies: Keeping the Love

How long could a business that lost three out of every four new customers, survive? Statistics show that nonprofits lose nearly 75% of newly acquired donors who fail to become continuing 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. While there will always be elements that impact fundraising over which we have no control, such as a world-wide pandemic, there are factors upon which we can have great impact. When nearly half of donors blame “poor communications” for why they stopped giving to an organization, including lack of information on how donations are used, no acknowledgements and feeling that they were not needed, your potential influence on donor retention by behavior, attitudes, policies and actions, is clear.

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

**When:** 5/12/2021, 12pm-1pm

**Instructor:** Tina Barber, Director of Individual Giving, Free Library of Philadelphia Foundation

**Who Should Attend:** All staff involved in fundraising

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

## **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 both the messages you deliver as well as how you listen and react to others.

While we're busy honing our specific job skills, we 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 "soft skill" but rather an essential one 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 own communication skills.

**When:** 2/5/2021 or 5/20/2021, 9am-3pm

**Instructor:** Lynne Texter, Ph.D., Interim Associate Provost, 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: \$139 Non-Members: \$169

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## **Effective Nonprofit Governance: How Boards Should Work**

Effective board membership requires more than good intentions and meeting attendance. Understanding the objective and true roles and responsibilities of the "job" of board member is the first step towards effectiveness. Attendees will come to understand 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 class 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. Attendees 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:** 10/30/2020 or 3/11/2021, 9am-3pm

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

**Who Should Attend:** Current and aspiring board members, executive directors

**Fee:** Members: \$139; Non-Members: \$169

## Engaging Your Board Members: Orientation and Beyond

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, history of the organization and about the job of a board member for this point in time at your organization. The more board members understand about their job and the more supported they are, the higher performing they are likely to be. This webinar outlines an effective orientation process and identifies where and why most boards lose their members.

**When:** 11/12/2020, 12pm-1pm

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

**Who Should Attend:** Board members and executive directors

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

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## Fire Up Your Board about Fundraising

Not many of us could honestly say that our board is ecstatic about fundraising. Board reluctance to fundraise is a common lament and the motivation for this webinar. A veteran fundraiser, who has heard every board excuse, shares her tested tips for getting a disinclined 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, and understanding and supporting the organization's various development activities.

Help your board overcome its resistance. 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 accepts fundraising as an essential component of its job.

**When:** 3/16/2021, 12pm-1pm

**Instructor:** Meredith Sossman, Senior Consultant, [plannedgiving.com](http://plannedgiving.com)

**Who Should Attend:** Executive directors, board members, development staff

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

## Fundamentals of Budgeting

The accuracy of your organization or program budget is one of the key factors in an organization's financial stability, growth and ability to fulfill its 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 critical cash flow.

Starting with a brief overview of financial statements, we will review basic financial terms and different types of financial systems. After covering core concepts, the class will address a systematic approach to constructing a budget for a program or an 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 the budget so that you're able to make important management decisions in real time, and be able to project, based on reliable data. You'll learn about how cash flow statements can be used to monitor and project potential cash shortfalls to be better 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 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:** 3/12/2021, 9am-12pm

**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: \$79      Non-Members: \$85

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Contact Terri Clark ([clarkt@lasalle.edu](mailto:clarkt@lasalle.edu)) to learn about Membership options

## Fundamentals of Finance

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 you're 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 understand and manage organizational resources: from protecting your organization's assets, to communicating what the numbers mean to inform 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 stories they tell, your organization will be empowered to make strategic decisions and encourage 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.

Even with limited financial knowledge, you can learn to effectively manage your organization's finances and use them to understand and communicate your organization's story.

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

Continue your financial management development with "Beyond the Fundamentals of Financial Management: What the Numbers Are Really Saying," for a thorough understanding of interpreting and reporting your finances, with strong emphasis on the analysis component.

**When:** 12/3/2020 or 2/25/2021, 9am-3pm

**Instructor:** Thomas Scurto-Davis, Executive Director, 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: \$139                      Non-Members: \$169

## Fundamentals of Human Resources

This class 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 effective guidelines for hiring the right people.

**When:** 1/13/2020 or 3/23/2021, 9am-3pm

**Instructor:** Roslyn H. Schaffer, Human Resources Director, Delta Community Supports

**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: \$139      Non-Members: \$169

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## 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 that fits your organization and 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 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:** 9/30/2020 or 1/27/2021, 9am-3pm

**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: \$139      Non-Members: \$169

## Fundraising Without a Fundraising Team

Fundraising is one of the areas where size envy can be intense. Smaller nonprofits look at media coverage, corporate relationships, naming opportunities, major donors and bequests, and accept that they can't compete with the larger, flashier organizations.

But we can't lose sight of the fact that it's mission that matters most. Even with-out a big name and connections, a nonprofit can be successful at fundraising by following the fundamental rules about building relationships. Small donor lists require deeper relationships. How to build and maintain these will be a key topic of this class. Other important elements that will be covered include the make-up of a fundraising team when you lack staff, the role of the board, how to identify and prioritize the right fundraising vehicles to diversify your income and how to find and share the stories that connect people to your organization.

<b>When:</b>	2/10/2021, 9am-12pm
<b>Instructor:</b>	Allison Trimarco, Founder, Creative Capacity
<b>Who Should Attend:</b>	While aimed especially at small nonprofits (with budgets of \$250,000 or less) who are less likely to have multiple staff fundraisers, this class is appropriate for any organization who lack a fund-raising office.
<b>Fee:</b>	Members: \$79      Non-Members: \$85

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## How to do Fundraising Events Right

Most nonprofits include events in their fundraising plans. They offer additional value in public awareness, brand recognition and donor cultivation. A well-planned and executed event can connect your organization, motivate stakeholders, offer networking and engagement opportunities, and garner interest from prominent people, thereby adding strength to your message and mission and gaining resources for advancing your work.

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

This three-hour class will teach you how to integrate event fundraising into your overall development strategy while focusing on the nuts and bolts of planning and executing organizational friend & fundraising events. You will learn how to develop a realistic budget and cost projections, how to secure organization buy-in and how to set expectations and measure success, and whether and when to consider doing a virtual event. And because you want more from your event than a good will, you'll learn strategies for converting event attendees into committed donors.

<b>When:</b>	11/20/2020, 9am-12pm
<b>Instructor:</b>	Tina Barber, Director of Individual Giving, Free Library of Philadelphia Foundation
<b>Who Should Attend:</b>	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
<b>Fee:</b>	Members: \$79      Non-Members: \$85

## How to Launch a Legacy Program for Planned Giving

Planned Giving - or Legacy Giving as it is also known - is among the most neglected tools of a development office. While society is uncomfortable about talking about death, 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.

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 donors and is not missing out on great opportunities for an additional funding stream. This class demystifies the various planned giving techniques and vehicles. With this knowledge, you can thoughtfully decide what will work for your organization.

**When:** 1/12/2021, 9am-3pm

**Instructor:** Richard Przywara

**Who Should Attend:** Development staff, executive directors, board members and others involved with donors

**Fee:** Members: \$139      Non-Members: \$169

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## How to Recruit Great Volunteers and Keep Them Coming Back

Volunteers are part of the DNA of virtually every type of nonprofit. Whether or not your organization has a dedicated volunteer manager, you need a formalized recruitment and retention program that prepares you to face the challenges of finding, training and supervising volunteers, while also ensuring a satisfying experience for both the volunteers and your organization. After all, you want them to come back and volunteer again.

This class will provide realistic volunteer management strategies that will help you operate an effective program that will provide the dedicated, volunteer people power you need to serve your mission. It will show you how to appeal to different generations and motivations, so that you're tapping into a wide range of volunteer talent.

Furthermore, you'll learn how to keep volunteers engaged and motivated so that you're not spending precious resources replacing departing volunteers who seek more rewarding experiences elsewhere, and you'll hear ideas on how to recognize and reward volunteers even if you have a limited budget.

**When & Where:** 4/7/2021, 9am-3pm

**Instructor:** Allison Trimarco, Founder, Creative Capacity

**Who Should Attend:** Any staff involved in working with volunteers

**Fee:** Members: \$79      Non-Members: \$85

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## **Identifying, Finding and On-Boarding the Right Board Members for Your Organization**

Every nonprofit is looking for board members who will deliver. This webinar deals with the ongoing process of finding diverse individuals committed to your mission who will be engaged, active, supportive and philanthropic. 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:** 10/23/202, 12-1pm

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

**Who Should Attend:** Board members, governance committee members and executive directors

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

## 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. It will demonstrate how, when done correctly, strategic planning becomes an ongoing, integrated function designed to drive your organization to do better. You will understand what's involved in a successful strategic planning process that makes forward-looking decisions that shape and guide what your organization is, who it serves, what it does, and why, with a focus on the future. You will understand how an effective strategic planning process can clearly articulate where your organization is going and what is needed to get there, as well as how to know if you're successful.

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.

**When:** 1/8/2021 or 5/5/2021 , 9am-3pm  
**Instructor:** Allison Trimarco, Founder, Creative Capacity  
**Who Should Attend:** Executive directors, board leaders, program staff  
**Fee:** Members: \$139 Non-Members: \$169

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## Learn to Love Program Evaluation

Program evaluation is no longer optional, particularly when dealing with funders. Although we may have reluctantly entered into the world of evaluation, it provides information valuable to understanding our programs and making smart choices and decisions.

You will leave this class with a greater ability to understand, verify and/or increase the impact of your services, and demonstrate outcomes. You will see that program evaluation need not consume vast amounts of time and money to be of value and learn that simple systematic methods of collecting, analyzing, and using information to answer basic questions about a program can easily be incorporated into any program design and delivery.

At this same time, you'll learn how program evaluation allows us to move beyond just instincts, anecdotal information and/or educated guesses to know how your programs are meeting promised goals and whether all of your resources are being directed effectively. With evaluation and the accurate data it provides, you can improve your delivery systems and become more efficient and effective, as you identify strengths and weaknesses. With this overview of key program evaluation tools, including a step-by-step model, the class will 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:** 1/22/2021 or 4/9/2021, 9am-3pm  
**Instructor:** Christine Armstrong, Professor of Communications, Northampton Community College, Monroe Campus  
**Who Should Attend:** Executive directors, board members, development staff, program administrators, data managers and consultants.  
**Fee:** Members: \$139 Non-Members: \$169

## **Making the Case for General Operating Support**

Securing a general operating grant that gives your organization unrestricted, flexible funds to use where they are needed may seem as likely as winning the lottery. Since a general operating proposal is, in essence, a case in support of your entire organization, you need to be able to present a compelling yet succinct case that encompasses your purpose, goals, current programs, outcomes, evaluation and indication of organizational sustainability.

Convincing a funder to invest in your organization by providing working capital to sustain day-to-day operations includes answering such questions as: how do you demonstrate impact? How do you determine the best prospects for this kind of request? This webinar will help provide the tools you need to demonstrate to best-fit funders that you are deserving of their trust, confidence and commitment to deliver on your mission promise.

**When:** 11/6/2020, 12pm-1pm

**Instructor:** Meredith Sossman, Senior Consultant with [plannedgiving.com](http://plannedgiving.com)

**Who Should Attend:**

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

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## **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 give you real world examples and tools available to help enable you to present a professional website strategy aimed at accommodating the many players in nonprofit organizations, including users, staff and board members. You'll get valuable information on website platforms, architecture and designs; expert tips on increasing visibility, especially through SEO and other powerful marketing channels; and learn about user behavior through data and analytics as well as UX (user experience) and CRO (Conversion Rate Optimization).

This class is the perfect companion to our class on digital media, both of which emphasize the importance of developing a coordinated strategy across your website and social media tools.

**When:** 4/13/2021, 9am-3pm

**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: \$139      Non-Members: \$169

## Motivating and Rewarding Employees

Regardless of whether your office is working all virtually, all face-to-face or some combination thereof, the importance of motivating employees to do their best, and then rewarding them for doing so, does not change. No matter how employees are working, it is important to understand their different needs and wants in order to be a great supervisor and create a place of employment where people want to stay and grow. What is each looking for in the job? How is each feeling about her/his job? What keeps each engaged, connected and motivated? This one-hour webinar will address these questions and more, and will offer concrete suggestions for keeping employees engaged whether working from home or in the office next door and give ideas on low-cost and no-cost ways of rewarding them. Tip sheets will be provided.

**When:** 2/23/2021, 12pm-1pm  
**Instructor:** Roslyn H. Schaffer, Human Resources Director, Delta Community Supports  
**Who Should Attend:** Anyone in a supervisory role, executive directors  
**Fee:** Members: \$20      Non-Members: \$25

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## Motivating the Millennial Donor

Millennials (those born in the 1980s to the early 1990s) have more spending power than Baby Boomers, which is now about \$1.4 trillion. They are also the most ethnically and racially diverse generation to date as well as the largest segment of the current workplace.

Any nonprofit that doesn't tap into the power of the 80 million or so Millennials for philanthropic support (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 webinar will help you appreciate the ways Millennials want to participate in causes. This 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. And, while we are it, we will mention planning for the future and what we know thus far about Generation Z.

**When:** 1/21/2021, 12pm-1pm  
**Instructor:** Tina Barber, Director of Individual Giving, Free Library of Philadelphia Foundation  
**Who Should Attend:** Anybody involved in fundraising  
**Fee:** Members: \$20      Non-Members: \$25

## Nonprofit Management 101

This class immerses you in the individual areas and roles that every senior leader in a nonprofit must work in comfortably – including fundraising, finance, human resources, marketing and programming, etc. At the same time, it illustrates the importance of their connectedness.

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.

This class clarifies 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 presented, 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:** 9/18/2020 or 1/15/2021, 9am-3pm

**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: \$139      Non-Members: \$169



## The Pinnacle of Your Career Awaits

Accelerate your climb by completing one of The Nonprofit Center's certificates — Nonprofit Management, Fundraising or "build-your-own" — and go all the way to the top!

To learn about our Certificates, contact Rob Fennell ([fennell@lasalle.edu](mailto:fennell@lasalle.edu))

## **Power and Privilege: An Open Examination of Identity and Culture & How They Impact our Understanding and Actions**

Have you sought a productive discourse around issues of diversity, identity, power, privilege and all the related hot button issues swirling around these dynamics?

Are you interested in learning about your own identity, those of your co-workers, clients, and the larger community?

Are you uncomfortable with, or unclear about, the implications of socially constructed labels and stereotypes?

We created this timely interactive experience to come together for a constructive discussion on the subjects of the politics of identity and the dynamics of power and privilege, all of which influence us daily.

A frank conversation on the impact of diversity, identity, race, power and privilege can be intimidating or uncomfortable, and therefore elusive. But recognizing that these issues impact us both in our work and personally, this session will help us think critically and objectively about factors relating to inequality and oppression. Together with other nonprofit professionals, we will explore these issues to build greater self-awareness on how identity impacts the dynamics of power and privilege in all aspects of our lives.

In our work and volunteer roles we serve missions, many of which incorporate social justice, elimination of oppression and promotion of equality and human rights. That makes it essential that we delve into these issues honestly and collaboratively, if we are going to fulfill our promise. This highly synergistic session will enable you to look objectively at ways we use, or experience, influence, power and privilege in our own lives and the lives of those around us, offering a day of “aha” moments that will serve you well moving forward.

**When:** 5/21/2021, 9am-3pm

**Instructor:** Michael Matthews, Founder and Principal Member, Panache 5 Consulting

**Who Should Attend:** This program has universal appeal and value.

**Fee:** Members: \$139 Non-Members: \$169

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## **Program Design – Giving Life to your Mission**

Your organization’s programs translate your mission into action and are it's 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.

Moreover, 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 created with measurable outcomes that can be evaluated to determine their success while providing a framework for funding proposals.

**When:** 3/2/2021, 9am-12pm

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

**Who Should Attend:** Senior staff and board

**Fee:** Members: \$79 Non-Members: \$85

## Promoting Successful Fundraising Through Effective Stewardship and Donor Management

Are donor management and gift stewardship afterthoughts instead of integral parts of your fundraising plan and program? Procedures for accepting, acknowledging and stewarding gifts – from the first donation through the end of the relationship – are essential for donor cultivation, including legal and ethical compliance.

Just as you have a plan for raising funds, you need a plan for managing them. It takes a strong alliance and good communication between the development and finance staffs to ensure accuracy, continuity and accountability to the funder.

This class recognizes that it takes far fewer resources to renew or upgrade a current donor than it does to acquire a new donor, making accurate and thoughtful management and stewardship essential, cost effective tools for the development officer. It means mastering the different requirements and expectations for various gift vehicles, the management of expenses and the role of recognition and accountability and budgeting. Real world examples will enable you to understand the significance of what's included in responsible reporting, managing expenses, creating positive donor relations and trouble-shooting potential problems to maintain current, and secure future, support.

**When:** 2/19/2021, 9am-3pm

**Instructor:** Meredith Sossman, Senior Consultant with [plannedgiving.com](http://plannedgiving.com)

**Who Should Attend:** Development staff, finance staff, executive directors, board development and finance chairs, program staff involved in securing, managing and reporting on donations and grants

**Fee:** Members: \$139      Non-Members: \$169

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## Smooth Leadership Transition Planning that Secures your Organization's Future

Organizations that care about sustainability demonstrate that concern by planning for smooth leadership transition, before it happens. With the right planning, even unexpected departures can be handled without the trauma – and drama – that might otherwise disrupt the organization. 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 need 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 a comfortable way to find out what you need to know about succession planning.

**When:** 2/3/2021, 12pm-1pm

**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

## Successful Fundraising in a Diverse World Starts With You

Every successful development strategy uses a variety of different tools, from annual appeals to major donor cultivation to social media, and more. And every tool must be the finest honed version of itself. One of the key tools is you—the fundraiser. In our multicultural world, cultural competency, whether we divide culture based on race, age, sex, gender or some other variable, is an essential skill for every successful fundraiser.

Strong fundraisers understand the importance of meeting people where they are. You are effective when you tell people a compelling story about your cause in ways that resonate with them, their life and their values. One size does not fit all. While we all bring historic and systemic biases to what we do and how we do it, no fundraiser can afford to have those biases seep into their work. This class will help you understand the fundamentals of the components of cultural competency: awareness of your own culture's perspective and your attitudes towards cultural differences. It will then explore how your cultural competency influences your ability to be a more or less successful fundraiser when working within the multicultural world in which we live.

Regardless of whether this is your full-time job, an “also and” to your “real” job or part of your volunteer role it is, perhaps, even more crucial that you too, as a key tool in this strategy, are as finely honed as you can be. This course will start to get you there.

**When:** 12/11/2020, 9am-12pm  
**Instructor:** Jennifer Shropshire, Principal, Edward F. Swenson & Associates, Inc.  
**Who Should Attend:** Anybody involved in fundraising  
**Fee:** Members: \$79      Non-Members: \$85

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**Want the ability to stand out from the crowd without ever leaving home?**

**Do you have 1.5 hours one night a week to invest in your future? If so, our on-line Certificate in Nonprofit Management is your ticket to standing out in a sea of same.**

Contact Terri Clark  
([clarkt@lasalle.edu](mailto:clarkt@lasalle.edu)) to learn more

## Taking Your Event Into the Virtual World

Pivoting from a face-to-face event to a virtual one is not a simple linear effort. There are many moving parts to the switch and many questions that need to be asked and answered.

Michael Schweisheimer, who has been helping nonprofits make this very pivot, along with his colleague David Smith, will take you through the ins and outs of virtual events in this 2 hour remote class. The class will cover both the strategic and the tactical elements of doing a virtual event. What are the pros and cons of a virtual event versus face-to-face? Is a virtual event right for your target audience? They will discuss the opportunities in a virtual event that removes geographical and physical limits, such as time shifting, reduced expenses, larger capacities, and the ability to have guests and speakers from around the world.

Tactical issues will also be addressed, allowing you to learn about the different online meeting platforms, like Zoom, Go To Meeting, and others like Facebook Live and YouTube Live. The class will address alternative methods of production and distribution for an online event, and their respective strengths and weaknesses. Safe hygienic production procedures, security and best practices will be addressed as well. In addition, the instructors will discuss online program design utilizing a "Strategy First" approach that emphasizes using television program design elements to create an engaging event, rather than just mimicking an in person event.

Attending this class will provide you with the information you need to make an informed decision as to whether a virtual event should be in your future—and if it is, how to execute it well.

**When:** 1/13/2021, 9am-11:00am  
**Instructor:** Michael Schweisheimer, Founder, PWPvideo  
**Who should attend:** Anybody involved in creating or running events.  
**Fee:** Members: \$36      Non-Members: \$45

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## The Art of Persuasive Nonprofit Storytelling

From society's earliest days, storytelling was an effective form of communication. In recent years, we have learned that while statistics and data that back up your presentation are important, it is storytelling that brings your cause to life, supporting your efforts to raise funds and other resources.

In this class, you will discover how social impact storytelling motivates, persuades and makes your cause memorable - both orally and in print - to inspire, connect, engage audiences and spur action. You will learn how to develop or reinforce your existing storytelling skills, raising your confidence level as you present on behalf of your organization. As your stories compete for attention with the deluge of other compelling ones, you need to set a higher standard. This class will enable you to enhance your artistry in publications and direct mail solicitations; verbally, from the elevator speech to a funder presentation; and online via social media. Your well-crafted story should inspire and compel action while distinguishing your cause from the competition. This class explores the factors that make a storytelling presentation successful so that you are utilizing various communication tools effectively to maximize support for your organization.

**When:** 4/29/2021, 9am-3pm  
**Instructor:** LiRon Anderson-Bell  
**Who Should Attend:** Executive directors, board members, marketing/communications and fundraising staff; appropriate for any level of experience  
**Fee:** Members: \$139      Non-Members: \$169

## The Power of Video Story-telling

Video storytelling was an increasingly popular tool to promote your mission before the pandemic; the pandemic, however, has made it an essential tool in your marketing and development toolkits.

This class will show you practical strategies for reaching the vast audience that is your virtual marketing with visually compelling messages about your organization. Rather than a hands-on video production tutorial, this class focuses on tools and techniques that you can explore outside the classroom and how you can apply proven approaches to creating engaging videos while protecting the limits of your nonprofit budget. With minimal resources, this class will help you increase your fundraising, awareness levels, event attendance, and more. Lots of video viewing examples will solidify your thinking.

**When:** 11/5/2020, 9am-11:30am

**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: \$69      Non-Members: \$75

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## The Step-by-Step Guide for the Grantseeker

Novice grant seekers will be walked through the progressive steps of the grant process, including proposal planning, research tools, writing, the submission process and the funder-grantee relationship. Discussion will include how to de-fine 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:** 10/21/2020, 9am-3pm

**Instructor:** Allison Trimarco, Founder, Creative Capacity

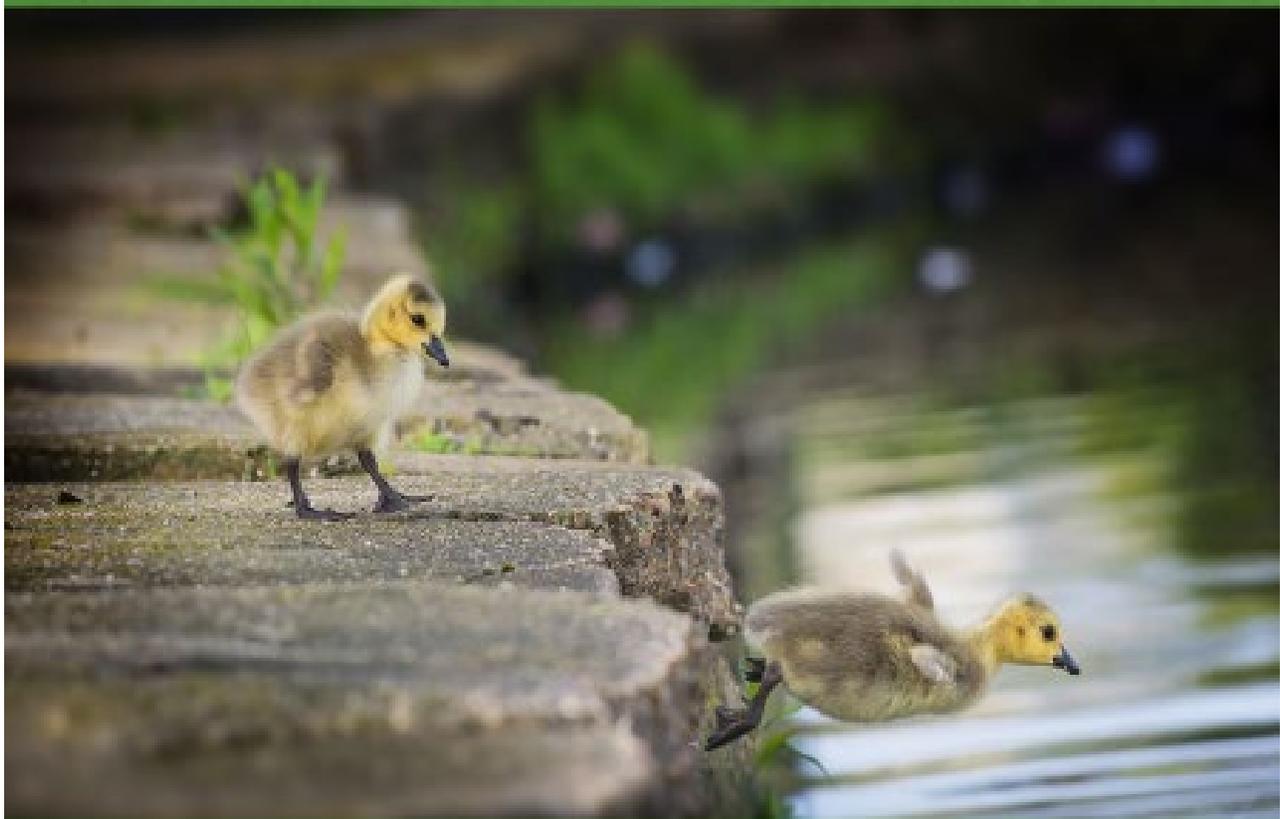
**Who Should Attend:** Executive directors, development staff (especially those new to the field), program staff, board members

**Fee:** Members: \$139      Non-Members: \$169

# To wobble or soar? Which is right for your board?

**Does your board have 2.5 hours to spare?  
Does it want to be a stronger, better board?**

**Our signature Best Practices in Board Governance training, or expanded to make it a Day of Clarity, can do the trick. We explain the all of the roles and responsibilities, and the dos and don'ts. And we point out what needs to change to get you soaring.**



Contact Terri Clark to explore your options ([clarkt@lasalle.edu](mailto:clarkt@lasalle.edu))

## Tips & Tools for the Remote Workplace for Both Employee and Supervisor

While working remotely may sound to some like a dream job, there are key decisions that need to be made to create a productive work environment. These begin at the point of transition to this new situation, as different ways to manage remote staff, assess productivity, maintain organizational culture, stay connected and engaged and communicate effectively, must be worked through.

Other key personal considerations are your physical workspace, adapting your work style, planning and scheduling, keeping motivated and disciplined, dealing with distractions, among other factors that can impede or improve the remote working experience.

If there is an option of working remotely part of the time, what's the right configuration? Can someone who craves the company of others be content working alone at home? How does a face-to-face communicator adapt to remote contact? How do you maintain "normal" working hours? These are just some of the questions that impact anyone who works remotely that will be addressed in this webinar for both individuals new to remote working as well as those who supervise remote staff.

**When:** 10/15/2020, 12pm-1pm  
**Instructor:** Roslyn H. Schaffer, Human Resources Director, Delta Community Supports  
**Who Should Attend:** All staff  
**Fee:** \$20 for Members      \$25 for Non-Members

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## We Want You Back – How to Win Back Lapsed Donors

Many organizations simply write-off donors who stop giving. Doing so is turning your back on some of your best prospects, since they've already shown an interest in your mission. Every nonprofit needs to incorporate reactivating former donors into its annual giving strategy.

There are specific strategies you can utilize to reignite interest and win back donors at all levels. This webinar will give you ideas and recommendations, based on successful experiences, for all types of organizations. It will also help you identify possible weaknesses in your overall handling of donors that has contributed to the loss of them. Thus, not only will this webinar help you with lapsed donors, but it can help strengthen your overall fundraising program.

**When:** 4/23/2021, 12pm-1pm  
**Instructor:** Meredith Sossman, Senior Consultant, [plannedgiving.com](http://plannedgiving.com)  
**Who Should Attend:** Anybody involved in fundraising  
**Fee:** Members: \$20      Non-Members: \$25

## What it Takes to be a Board President

Board presidents can make or break a board, and a board can make or break an organization. Thus, it is imperative that a board carefully and intentionally select its board president and that those nominated for that position fully understand what is expected of and as a board president. This webinar lays out what everyone needs to understand about the position of board president: how to select a board president, what is expected of a board president and suggestions for doing the selection and the job well.

- When:** 9/25/2020, 12pm-1pm  
**Instructor:** Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership  
**Who Should Attend:** Board members, governance committee members and anyone considering becoming a board president  
**Fee:** Members: \$20      Non-Members: \$25
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## What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style

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

Effective leadership is not something that happens by accident, nor do you have to be born a leader. 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, distinguishing them from managers.

- When:** 12/10/2020 or 4/21/2021, 9am-3pm  
**Instructor:** Laura Otten, Ph.D., Director, The Nonprofit Center at La Salle University and the MS in Nonprofit Leadership  
**Who Should Attend:** Executive directors, board members, senior staff, those who aspire to leadership  
**Fee:** Members: \$139      Non-Members: \$169

## **Your Fundraising Strategies: Fitting All the Pieces Together for Maximum Impact and Results**

This class 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 integrated development strategies. Designed to help strengthen your nonprofit's "culture of philanthropy" as well as you as a fundraiser, this class looks critically at various components of the fundraiser's toolkit and focuses on practical application of your fundamental knowledge of fundraising to create the most effective approaches for your organization and to position you as a successful fundraiser.

You will be able to apply your knowledge in ways that are immediately action-able. You will learn and explore processes for engaging others in the fundraising process, such as the executive director, board members and other staff. You and your fellow students will practice ways to strengthen donor communications and build relationships, and explore metrics and how best to involve others in the analysis of fundraising results.

You will return to your organization with a framework for next steps that are grounded in your organization's strategic thinking and advancing its mission and vision. By understanding how philanthropic culture is incorporated into organizational culture, you will be better prepared to move forward in defining and refining future steps for implementation.

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

**When:** 5/25/2021, 9am-3pm

**Instructors:** Edward F. Swenson and Jennifer Shropshire, Principals, Edward F. Swenson & Associates, Inc.

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

**Fee:** Members: \$139                      Non-Members: \$169

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**To discuss classes, workshops and possibilities, contact Terri Clark  
([clarkt@lasalle.edu](mailto:clarkt@lasalle.edu))**

# Certificate Programs

In today's competitive environment, nonprofits and those who work with them need to position themselves for success. One of the most effective ways to elevate yourself and your organization is through The Nonprofit Center's Certificates. Advance your skills and career through a non-degreed, in-depth learning experience in a specific skill set, an achievement you can proudly add to your resume and demonstrate your competency and commitment.

Each of the programs requires between 9 and 10 classes given in a recommended sequence to progressively build expertise. You may take up to three years to complete a series, making it a realistic goal for working professionals. In addition to this real-world professional education, you will also earn respected Continuing Education Units, as well as CFREs for development professionals and Social Worker CEUs. A perfect match for today's world and tomorrow's changemakers, our Certificates offer skills, competency, confidence, a distinction and credibility, without the expense and time commitment of a degree program.

## Certificate in Nonprofit Management

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 requires 10 full-day classes:

Nonprofit Management 101

Fundamentals of Fundraising

Building a Successful Marketing Program

Effective Nonprofit Governance: How Boards Should Work

Fundamentals of Human Resources

Fundamentals of Finance

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

Keys to Successful Strategic Planning

Learn to Love Program Evaluation

Effective Communication to Build Relationships, Engagement & Understanding

### **Cost:**

Package Price: \$1098 (Requires Membership)

Member Rate: \$1251

Non-member Rate: \$1690

The Certificate in Nonprofit Management is also offered through Bucks County and Northampton Community Colleges. Registration is directly through the community college, with classes on the following dates:

**Bucks County Community College:**

Nonprofit Management 101 – 9/23/20

Fundamentals of Finance – 10/19/20

What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style – 11/18/20

Key to Successful Strategic Planning – 12/8/20

Fundamentals of Human Resources – 1/20/21

Effective Nonprofit Governance: How Boards Should Work – 2/17/21

Building a Successful Marketing Program – 3/10/21

Fundamentals of Successful Fundraising – 4/14/21

Learn to Love Program Evaluation – 5/12/21

Effective Communications to Build Relationships, Engagement & Understanding – 6/9/21

For more information visit their website –

<http://www.bucks.edu/businesscareer/pro-dev/browsebyindustry/nonprofitmanagement/>

**Northampton Community College**

Nonprofit Management 101 – 9/17/20

Fundamentals of Successful Fundraising – 10/14/20

Learn to Love Program Evaluation – 11/19/20

Building a Successful Marketing Program – 12/9/20

Effective Nonprofit Governance: How Boards Should Work – 1/7/21

Fundamentals of Finance – 2/4/21

Key to Successful Strategic Planning – 3/3/21

What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style – 3/25/21

Fundamentals of Human Resources – 4/22/21

Effective Communications to Build Relationships, Engagement & Understanding – 5/27/21

For more information visit their website -

<https://lifelearn.northampton.edu/modules/shop/index.html?action=courseBrowse&CatalogID=4070036>

## **Online/evening Certificate in Nonprofit Management**

Starting 5 January 2021, this is our perpetually virtual Certificate in Nonprofit Management with the same great content and instructors as our signature face-to-face Certificate in Nonprofit Management but delivered synchronously and virtually in 1.5-hour bites, one evening a week over ten months. Here's the schedule for 2021:

Nonprofit Management 101 – January: 5, 12, 19, 26

Keys to Successful Strategic Planning – February: 4, 11, 18, 25

Learn to Love Program Evaluation – March: 9, 16, 23, 30

Building a Successful Marketing Program – April: 6, 13, 20, 27

Fundamentals of Finance – May: 4, 11, 18, 25

Effective Nonprofit Governance: How Boards Should Work – June: 8, 15, 22, 29

Fundamentals of Human Resources – July: 8, 15, 22, 29

Fundamentals of Successful Fundraising – September: 9, 16, 23, 30

Effective Communications to Build Relationships, Engagement & Understanding – October: 5, 12, 19, 26

What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style – November: 2, 9, 16, 30

## **Certificate in Fundraising**

The Certificate in Fundraising is designed for those who want to advance in this ever-expanding 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 provides a foundation 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 courses that focus on the major fundraising vehicles, you gain practical knowledge that will enable you to design and execute each activity. Executive directors and board members will gain increased confidence and knowledge to support their essential roles as fundraisers for their causes. This Certificate features 10 classes:

Fundamentals of Successful Fundraising

The Step-by-Step Guide for the Grantseeker

How to do Fundraising Events Right

Successful Fundraising in a Diverse World Starts With You

How to Launch a Legacy Planned Giving Program

Promoting Successful Fundraising through Effective Stewardship and Donor Management

Designing and Implementing a Successful Direct Mail Program

Building a Strong Corporate Fundraising Program

Creating Successful Individual & Major Donor Campaigns

Your Fundraising Strategies: Fitting all the Pieces Together for Maximum Impact and Results

### **Cost:**

Package Price: \$995 (Requires Membership)

Member Rate: \$1,131

Non-member Rate: \$1522

## **Build-Your-Own Customized Certificate Program**

Create your own customized Certificate that combines classes from across multiple disciplines and fulfills your current and future needs. For a Customized Certificate in Nonprofit Management start with three core courses: Nonprofit Management 101, Fundamentals of Finance and Effective Communications. Then select from among our many offerings in nonprofit management, fundraising, marketing and communications, HR, finance and more. Or create a Customized Certificate in Fundraising & Marketing combining classes offered in both topics. We work with you to design the program that best serves your goals.

### **Cost:**

Package Price based on 9 full-day classes: \$988 (Requires Membership)

Member Rate: \$1112

Non-Member Rate: \$1521