40 YEARS

Education Programs
2021/22

The Nonprofit Center
at La Salle University

Introduction

Our lives are punctuated by disruptions and transitions, and this past year has brought so many for us all. But to say we have been "in this together" would be tired and untrue: we are all having our own personal and unequal experiences of grief, loss, joy, and change. The global pandemic and our country's most recent racial reckoning heightened and highlighted inequity. We know that our current unequal systems leave enormous gaps. Nonprofits are essential to fill in those gaps and to lead us in building more just systems. With this in mind, we are particularly excited to introduce our new series, "Equity in Philanthropy: Abolition, Reform, Expansion". This series is designed to help understand how and why the philanthropic ecosystem has developed to perpetuate these inequities, and how fundraisers can become 'change agents' in the work of de-centering the donor, and re-centering the community.

In this time of personal change and collective need, many of us are getting clearer about what we want next, how we value our personal and professional lives and how we want to make an impact on the world in our time here. As of August 2021, more than half of workers are contemplating seeking a new job, whether in their current organization or another. How will you level up to make your next career move and to better serve our communities? The Nonprofit Center builds on over 40 years of experience helping nonprofits be even better. From our established Certificate in Nonprofit Management courses to our newest offerings examining power and inequity in philanthropy, this guide will have something for you.

Are you dreaming of something that you don't see in this guide? Email us at fennell@lasalle.edu.

*Please note that where a time is TBD this is because we are currently unsure if the class will be online or in-person. The most up to date information for times (and locations if a class is in-person) can be found on our website - https://www.lasallenonprofitcenter.org/courses/

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
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Kreischer Miller
PECO Exelon
Pottstown Area Health & Wellness Foundation
Laura Solomon, Esq. & Associates

List of Classes

SPECIAL PROGRAM:

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 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)

Class Descriptions

An Open Examination of the Influence of Power and Privilege

As nonprofits, we get the importance of being truly diverse, equitable and inclusive. But that doesn't mean we are there or even know how to get there. Rather than jumping immediately to the how to get there—the desired future—it is important to understand the how and why we got where we are today. We cannot change without appreciating our past that brought us to our present—and is blocking us from getting to our future. This means learning about your own identity and those of our co-workers, clients, and larger community. This means understanding the implications of socially constructed labels and stereotypes, and how they inform all that we do.

This class will lead you through a series of exercises followed by robust discussion that will help you think critically and objectively about factors relating to identity, race, inequality, and oppression and will explore these issues to build greater self-awareness, and organizational awareness, on how identity impacts the dynamics of power and privilege in all aspects of our lives. 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: 5/10/2022, 9am-TBD
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

Best Practices in Board Governance

Nonprofit boards have a clear and essential job to do that, when done, allows a nonprofit to meet its full potential. Sadly, though, too many individual board members, and, therefore, collective boards, don't understand fully what this job entails. It requires more than good intentions and meeting attendance. It requires understanding the objective and true roles and responsibilities of the job of board member and a willingness to do them.

This class lays out the full responsibilities of board membership, in both the context of being part of a larger whole, as well as an individual. 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, income development, financial management, and the care and feeding of the board. In addition, this class will show how to maximize the all-important partnership of board and executive director. Attendees will leave knowing how to marry their good intentions with best practices, along with helpful tools to put it all into action.

When: 11/4/2021, 9am-3pm, or 4/7/2022, 9am-TBD (see * page 2)
Instructor: Laura Otten, Ph.D., Director of the MS in Nonprofit Leadership at La Salle University
Who Should Attend: Current and aspiring board members, executive directors
Fee: Members: $139 Non-Members: $169

Building a Successful Marketing Program

Every nonprofit operates in an exceedingly and ever increasingly competitive world. A clear focused approach to marketing enables a nonprofit to cut through the clutter and gain critical support from key stakeholders. This class will enable participants to understand the fundamental principles of marketing and its various components, all while giving you the understanding of how to apply them. 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, as well as for the capacity of your organization to execute? How do you pull this all together so it makes sense? By the end of the class, participants will be proficient in auditing current communication efforts, developing a marketing plan and putting principles that best meet the needs of your organization into practice.

When:	10/20/2021, 9am-3pm, or 2/18/2022, 9am-TBD (see * page 2)
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

Building an Effective Direct Mail Strategy

It is true: even in this day of digital almost everything, almost 2/3 of donations (61%) come as a result of direct mail. Studies continue to show that online giving is prompted by receipt of a direct mail solicitation, establishing the on-going importance of an effective direct mail program. Don't write its eulogy just yet. Instead, ask whether your direct mail program is pulling its weight?

If you answered no or unsure to that question, then this class is a must. It will show you how to make direct campaigns memorable, cost-effective, and worthy of attracting new donors and retaining existing supporters, allowing you to pump new life into your organization. Among the key components to be covered are effective writing and design, printing and mailing, mailing lists, stewardship, and measuring success. You want to hone that tool that keeps on giving.

When:	3/9/2022, 9am-3pm
Instructor:	Tina Barber, Director of Community Giving, The Trevor Project
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

Creating a Comprehensive and Strategic Approach to Social Media

More than 3 *billion* people use over 100 social media sites—and these numbers keep growing. How many are you using? One? Two? Five? Are you using them strategically, each for the right purpose, the right audience and with the right integrated messaging in order to insure you are getting the biggest bang from this all-important asset? Nearly 90% of nonprofits use some form of social media in their marketing. Are you standing out in that crowd? Without a comprehensive strategy, your message cannot reach its maximum impact as a marketing, and ultimately, fundraising tool, and, thus, you are wasting your time and other resources.

This class will help you understand the importance of having a smart, efficient and coordinated strategy that unifies *all* of your marketing efforts—and then it will teach you how to do develop that strategy. Among topics that will be covered are: market research, analytics to measure engagement, search engine optimization, trends, tracking links, and, of course, best practices in social media. Social media may be free, but you need to be smart and strategic in how you use if you want to leverage the greatest amount of good from this powerful influencer.

When: 12/9/2021, 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

Creating Successful Individual and Major Donor Campaigns

No nonprofit can afford to miss the opportunities that individual giving offers. If this were an infographic, you would be looking at a picture showing that year after year--even in the leanest of 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--those people who really care about your mission and how you achieve it. That's why individual and major donor campaigns are a perpetual cornerstone of fundraising, though the campaigns themselves must continually be updated and refreshed.

Need to know where to start an individual giving campaign? Need to refresh and renew or strengthen your current efforts? Need help with an annual appeal, a personal solicitation with a major donor to anything in between? 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: 1/20/2022, 9am-3pm
Instructor: Richard Przywara, CEO, Woodlawn Trustees
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

Designing a Virtual or Hybrid Event

The pandemic forced the move from in-person to fully virtual events. We saw how this change can be successful and remove barriers allowing us to draw from a much larger audience than an in-person only event. Now, we must continue to perfect our virtual events to stand alone, and learn how to design them to work in tandem with in-person components. The virtual event is here to stay, and the hybrid event will be the new expectation.

This class will address both the strategy and tactics in the evolving world of events with an online component. It will examine the pros and cons of fully virtual versus in-person only events, and show how a hybrid event requires much more than a feed to Facebook Live. It will consider such variables as the purpose and goals of the event, the audience you wish to reach, the event budget and desired return, and the opportunities to have big name speakers and guests from around the world. Tactical issues will also be addressed, allowing you to learn about the growing array of platforms for that have come online or been greatly refined since March 2020. The class will include alternative methods of production and distribution for online event components, and their respective strengths and weaknesses. There will be a focus on utilizing a "Strategy First" approach that emphasizes leveraging television program design elements to create an engaging event that doesn't look and feel like another Zoom meeting.

When: 4/6/2022, 9am-11:00am
Instructor: Michael Schweisheimer, Founder, PWPvideo
Who should attend: Anybody involved in creating or running events
Fee: Members: $36 Non-Members: $45

Digging the Data: What Is the Story Behind the Numbers?

Are you benefitting from all your financial data has to offer? Financial reports reveal far more than just whether you're in the red or the black. They tell the story of your current financial situation, your capacity to provide services and even forecast your future financial health, (thereby allowing you to safeguard the long-term viability of your organization - or program), IF you know where to look!

This class will begin with a brief review of the three principal nonprofit financial reports, their parts, and how they are all related, remind you of some key definitions to shake off the dust, and then we'll share some in-depth analytical tools to help you make sense of the numbers. After this we'll dig right in and look at actual financials from organizations focused on very different services to show how nonprofits can be compared and contrasted to build understanding, while highlighting common nonprofit challenges. You'll practice using what you've learned to make observations and form conclusions about the organizations' future, based on what the statements reveal. Finally, you'll share recommendations with the group for course corrections or actions these organizations could take to improve their financial and programmatic outcomes, leveraging your new understanding to inform decision making

This deeper level of understanding will enhance your ability to communicate your 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.

When:	4/28/2022, 9am-1pm
Instructor:	Thomas Scurto-Davis, Founding Principle, Money2Mission, LLC
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

Effective Communications to Build Relationships, Engagement & Understanding

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. In other words, the most successful people are the best communicators. That includes both the messages you deliver and how you deliver them, 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: the ability to say what we mean, understand what others are conveying to us and ensure that others receive our messages as intended.

This class will challenge you to recognize your communication style and how you give and receive messages, whether you are interacting with a donor, a regulator, a co-worker, a supervisor or a supervisee, a client, or anyone. You will also learn ways to communicate with difficult people, approaches to difficult conversations, and be provided the opportunity to focus on specific ways to improve your own communication skills.

When:	2/11/2022, 9am-3pm, or 4/21/2022, 9am-TBD (see * page 2)
Instructor:	Lynne Texter, Ph.D., 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

Effective Gift Stewardship + Donor Management = Successful Fundraising

Every fundraiser knows that what comes after a gift is received is absolutely as important as what led up to getting the gift in the first place. But knowing what should be done and actually doing it day-to-day are too often two very different things. Unfortunately, the not doing is potentially very costly. Donor retention is becoming an increasingly large challenge, making it a truth that no organization can afford to lose track of a gift or a donor, fail to acknowledge and thank the donor or botch the follow-up in any other way. It takes a strong alliance and good communication between the development and finance staff to ensure accuracy, continuity and accountability to the funder, all of which leads to fundraising success.

This class will walk you through the procedures for accepting, acknowledging and stewarding gifts, from the first donation through to the end of the relationship. It will help you master

the different requirements and expectations of various gift vehicles, show you how to budget the costs involved and manage the expenses, reinforce the importance of recognition and accountability, and how to trouble-shoot potential problems. Real world examples will show the significance of what's included in this process and how doing it right helps to maintain current and secure future support.

When:	2/17/2022, 9am-3pm
Instructor:	Meredith Sossman, Senior Consultant with 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

Engaging with Millennial Donors

The largest generation in the workforce right now, at more than one in three workers, is Millennials (those born in the 1980s to the early 1990s); their mean disposable income, a bit under $71,000, rivals that of Boomers (at just over $72,000), with many more years to go. Are you capturing your share of Millennial donors?

Millennials are loyal to causes, not organizations, and their how and why of giving is different than that of previous generations. Thus, pursuing Millennials in the same way is not going to work. In this one-hour webinar, we will share the latest information on how Millennials want to give, how they connect with organizations, what influences and motivates them to give, what engenders their loyalty, what kinds of communication and tactics they respond to, and how they want to be thanked. The webinar will explain the importance of operating at the intersection of technology, transparency and having hands-on relationships in order to give Millennials the overall experience they seek. And, while we are it, we will mention planning for the future and what we know thus far about Generation Z.

When: 12/2/2021, 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

Executive Transitions: Planning to Secure Your Organization's Future

There are three things that are guaranteed: death, taxes and leaving a job. The most vulnerable time for a nonprofit is when it is experiencing an executive leadership change. Knowing this, why would a board and senior leadership wait until the announcement of a pending departure to start preparing for what's next? Especially when transition planning is easy to do and reduces so much risk?

Despite years of warnings about the impending exodus of baby boomer executive directors and the lack of emerging leaders to replace them, too few organizations have created formal succession plans—one for a planned and another for an unplanned departure. This webinar will help every organization move forward in the succession planning process to help ensure the resiliency of your organization in a leadership transition. You'll learn concrete steps your organization can take now 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: 10/22/2021, 12pm-1pm
Instructor: Laura Otten, Ph.D., Director of the MS in Nonprofit Leadership at La Salle University
Who Should Attend: Board members, executive directors
Fee: Members: $20 Non-Members: $25

Fire Up Your Board About Fundraising

Every member of your organization chart must be a fundraiser, but your board members must take the lead, model the behavior and be the inspiration for all. Yet, they too often drag their feet, look the other way, beg to do anything but that, throw up every classic excuse possible. This webinar will show you how to get your board members to eat their veggies so they, too, can reap the satisfaction of being a successful fundraiser while taking on this essential component of their job.

In one powerful hour, this webinar will share tested tips for getting disinclined board members to fulfill their fundraising responsibilities. You will learn tactics for overcoming board members' typical 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 will learn ways to show board members how, in addition to participating in the cultivation and solicitation processes, they can be effective in other aspects of the fundraising continuum, such as thanking donors, communicating their personal passion for the mission, identifying prospects and making introductions, and understanding and supporting the organization's various development activities.

When: 11/30/2021, 12pm-1pm
Instructor: Meredith Sossman, Senior Consultant, plannedgiving.com
Who Should Attend: Executive directors, board members, development staff
Fee: Members: $20 Non-Members: $25

Fundamentals of Budgeting

An organization's budget is fundamental to its success. A poorly created budget can quickly lead to serious jeopardy; while a well-built one is a critical tool for better, more effective service delivery, and, equally important, for establishing current and future organizational health and well-being.

Understanding the difference is critical to maintaining a strong organization that is prepared to leverage its resources.

Your budget is a financial and programmatic road map that reveals more than just where the money comes from or where it's going; it is a GPS for decision-making that keeps you focused on mission and headed toward your objectives. This class begins with a brief overview of financial statements and moves on to cover core budgeting concepts and terminology. We demystify the language and process of budget building, removing roadblocks along the way that too often prevent organizations from realizing what it will take to reach their destination. Working in a framework of best practices, the instructor will then walk you through the components and qualities of an effective budget, and cover the budgeting process and projecting critical cash flow.

By the end of the class, you will have learned a systematic approach to constructing a budget for a program or an organization as well as strategies for monitoring actual income and expenses, enabling you to make important management decisions in real time, while also being able to project through the end of a fiscal year, thereby avoiding the shock of an unexpected collision with a resource shortfall.

When: 3/23/2022, 9am-12pm
Instructor: Thomas Scurto-Davis, Founding Principle, Money2Mission, LLC
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

Fundamentals of Finance

You cannot be a successful manager of a program or an organization without a command of the finances. Yet, too few nonprofit managers feel comfortable with their understanding of the numbers, let alone their ability to manage, organize and effectively communicate financial information.

Whether you're a non-finance professional and/or new to financial responsibilities in your job, this class is designed to help you acquire the requisite skills that will enable you to understand and interpret your financial story for both internal and external audiences. You will leave this class with a deeper understanding of financial reports, the role they play and the stories they tell. You will understand how to read and interpret financial statements to inform strategic decision-making, appropriately separate financial duties and responsibilities to protect against fraud and misuse, and allocate expenses more accurately in order to truly reflect your programmatic needs and 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 and for individuals who want to understand what the numbers are saying about their organization.

After you learn the fundamentals, continue your financial management development with "Digging the Data: What Is the Story Behind the Numbers?" for a deeper understanding of interpreting and reporting your finances, with strong emphasis on financial analysis.

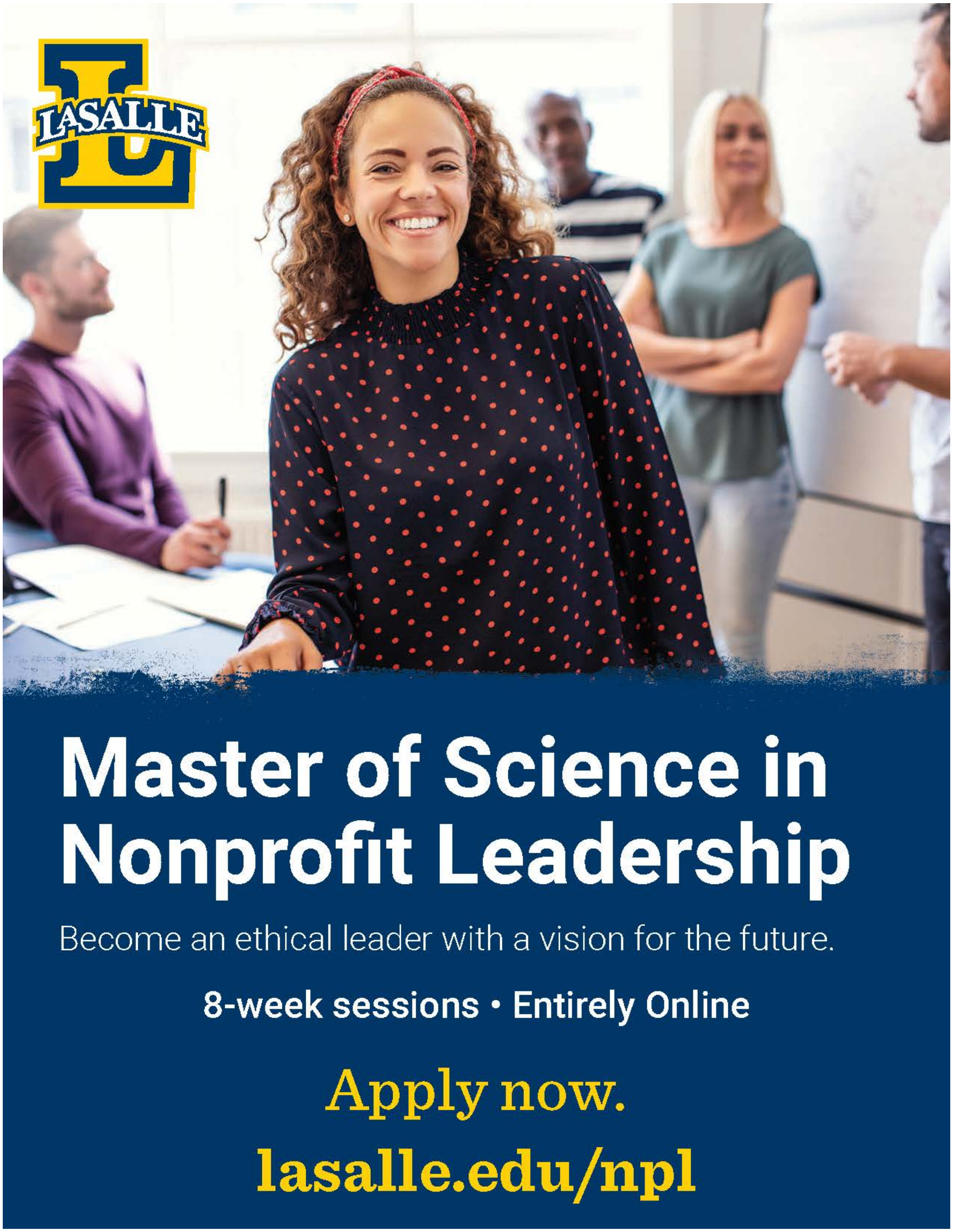
When: 12/1/2021, 9am-3pm, or 3/2/2022, 9am-TBD (see * page 2)
Instructor: Thomas Scurto-Davis, Founding Principle, Money2Mission, LLC
Who Should Attend: Executive directors, newer finance staff, non-finance program directors and managers, board members, and others involved in financial interpreting and decision-making (also see description above)
Fee: Members: $139 Non-Members: $169

Fundamentals of Human Resources

Too few nonprofits have a dedicated human resource professional on staff. Yet, the minute you have a staff member, or are even thinking of hiring your first staff member, it is imperative that someone in the organization understands the essential human resource responsibilities, regulations and laws.

Because workplace laws guide and control much of what we must do with employees, this class covers the major workplace laws and the legal principles that govern the employment relationship. It will explore the importance of good policies and procedures in creating an effective working environment and provide an introduction to two of the most common and challenging HR responsibilities: addressing performance problems and effective guidelines for hiring the right people.

When: 11/19/2021, 9am-3pm, or 3/18/2022, 9am-TBD (see * page 2)
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

Understanding the fundamental building blocks of nonprofit resource development allows you to craft a diversified development strategy that fits your organization and has the greatest potential for success.

This class introduces those building blocks, along with current fundraising trends and a snapshot of the pros, cons, and requirements of the many fundraising strategies available. Other topics include donor motivation, board engagement in fundraising, and donor retention. You will leave with a realistic understanding of the skills, techniques and resources involved in fundraising so that you can decide where to spend your time and energy to achieve the best results for your organization.

After this class, continue your fundraising education by taking any of the classes in our Certificate in Fundraising, and get a deep dive into the different fundraising tactics.

When:	10/6/2021, 9am-3pm, or 2/2/2022, 9am-TBD (see * page 2)
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 for a Small Organization

More than half the nonprofits in the US have budgets under $500,000, and half of them have budgets under $250,000. While it is easy to be envious of bigger nonprofits with dedicated development staff, small nonprofits can still have a robust fundraising strategy that secures the resources you need for your mission.

How do you develop and implement this fundraising strategy when you have a very small (or maybe no) staff? Have only a small amount of funds that can be invested in your fundraising efforts? Already feel overwhelmed? Taught specifically for small nonprofits, this class will focus on how to match your organization's capacity with the right fundraising vehicles, better organize board and volunteer help, and take advantage of trends in the fundraising landscape. You'll leave with new ideas about how to make fundraising successful at your small nonprofit.

When:	2/24/2022, 9am-12pm
Instructor:	Allison Trimarco, Founder, Creative Capacity
Who Should Attend:	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
Fee:	Members: $79 Non-Members: $85

How to Create a Fundraising Strategy to Achieve Maximum Success

Whether you have been a fundraiser for many years, have taken several or many of The Nonprofit Center's fundraising classes or have been an active volunteer helping here and there to raise funds for an organization you love, you have picked up tactics and ideas along the way. And while these are all essential to fundraising, they are not nearly as effective as they should be—and as you absolutely want them to be—if they are not integrated into a comprehensive fundraising strategy. Far too often, organizations focus on the tactics without that integrated strategy to guide them to their goals. Without the strategy, fundraising can feel scattered, reactive and constant, as you go to the "well" too many times and create that donor fatigue that everyone fears. This is not a path that leads to maximum success.

This class is designed to help strengthen you as a fundraiser, as well as your nonprofit's "culture of philanthropy," by looking critically at the items in your fundraiser's toolkit and showing you how to create an integrated development strategy right for you and your organization. With a focus on practical application, you will use your tools to explore ways to engage others, such as the executive director, other staff and board members, in the fundraising process; you will practice ways to strengthen donor communications and build relationships; and you will explore metrics and how best to involve others in the analysis of fundraising results, thereby allowing for continual improvement. You will return to your organization with a framework for next steps that are grounded in your organization's strategic thinking and that will allow for improved fundraising success.

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 create and refine (key aspects of) their fundraising strategies, their personal fundraising skills and engage others more deeply in this work.

When: 5/24/2022, 9am-3pm
Instructors: Jennifer Shropshire, Principal, 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

How to do Fundraising Events Right

Events didn't go away during the pandemic; they simply became virtual events. And events—virtual or otherwise—aren't going away now. In fact, trend predictions for 2021 keep events—virtual, face-to-face and/or hybrid—high on "to do" lists. Regardless of their format, events offer opportunities for raising public awareness and brand recognition, as well as for donor cultivation. A well-planned and executed event can connect your organization, motivate stakeholders, offer networking and/or engagement opportunities, and garner interest from prominent people, thereby adding strength to your message and mission and gaining resources for advancing your work.

Events of any kind require an investment of resources and, thus, must be sure to go beyond the vague goal of raising awareness or friend-raising to generating 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 the nuts and bolts of planning and executing successful friend & fundraising events. You will learn how to develop a realistic budget and calculate cost projections, how to secure organizational buy-in, set expectations, and measure success. And, of course, the class will include the considerations for deciding the format of an event: face-to-face, virtual or hybrid. And because you want more from your event than just good will, you'll learn strategies for converting event attendees into committed donors.

When: 11/12/2021, 9am-12pm
Instructor: Tina Barber, Director of Community Giving, The Trevor Project
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
Fee: Members: $79 Non-Members: $85

How to Find, Engage and Nurture Your Volunteers

Volunteers are part of the DNA of every type of nonprofit. You need to take this labor force as seriously as you do your paid staff if you want to maximize the benefit to your organization and the volunteer and ensure that the experience is a win-win, instead of a loss-win. Whether or not your organization has a dedicated volunteer manager, you must be intentional in your use of volunteers and have a formalized recruitment, engagement, and retention program. As we operate in a post-COVID world, you will need to reimagine your strategies for volunteers for the safety, comfort, and benefit of all.

This class will guide you in the development of a program scaled to your organization's capacity that will advance your organization's mission, have a positive impact on staff and clients and provide volunteers with satisfying experiences. It will explore how to appeal to different motivations, cultures, and generations so that you're tapping into a wide range of volunteer talent. It will show you how to keep volunteers engaged and motivated so that high-performing volunteers don't seek more rewarding experiences elsewhere, and it will suggest new ideas for recognizing and rewarding volunteers. After all, volunteers are like donors: you want them coming back.

When & Where: 11/3/2021, 9am-12pm
Instructor: Jennifer Shropshire, Principal, Edward F. Swenson & Associates, Inc.
Who Should Attend: Any staff involved in working with volunteers
Fee: Members: $79 Non-Members: $85

How to Launch a Planned Giving Program

Does your organization have a planned giving (also known as legacy giving) program? If not, you are potentially leaving a lot of money on the table. Gifts made through planned giving are on the rise; Blackbaud says they are increasing by 5% a year. With $30T slated to transfer from one generation to the next, this increase in planned giving to nonprofits should come as no surprise. Research shows that donors who add a planned gift to their will increase their annual giving by an average of $3000/year and that nonprofits with a planned giving option see an increase in the results of their annual giving appeals. Put simply, any organization that doesn't have a planned giving program is leaving a lot of money on the table.

If you are fine leaving all that money on the table, *then do not take this class.* If, however, you want to make sure that your organization is prepared to serve donors wanting to make a planned gift, and if you want to be able to take advantage of this additional funding stream, then this class is a must. It will demystify the various planned giving techniques and vehicles, walking you through such options as Charitable Gift Annuities, Charitable Remainder and Lead Trusts, Life Insurance, Retirement Accounts, and Life Estate, and it will show you how you can easily implement a planned giving program that will cost you very little overhead.

When: 1/12/2021, 9am-3pm
Instructor: Richard Przywara, CEO, Woodlawn Trustees
Who Should Attend: Development staff, executive directors, board members and others involved with donors
Fee: Members: $139 Non-Members: $169

How to Win Back Lapsed Donors

Hard: retaining current donors; harder: gaining back lapsed donors (those who haven't given in 12 months since their last gift); hardest: attracting new donors. We don't get to choose whether to do the hard, harder or hardest work; we must do all three if we want to stay ahead. According to recent data, every 100 new and recaptured donors were offset by the loss of 99 donors. And while the numbers aren't in our favor, we *must* work against those numbers. Remember: your lapsed donors loved you once; thus, they can love you again. So, what do you need to do to bring them back?

This webinar will share strategies to reignite interest and win back donors, and in so doing also point out possible chinks in your donor retention efforts and help you strengthen all your fundraising efforts. It will provide ideas and recommendations based on successful experiences winning back lapsed donors that you can then apply yourself.

When:	5/11/2022, 12pm-1pm	
Instructor:	Meredith Sossman, Senior Consultant, plannedgiving.com	
Who Should Attend:	Anybody involved in fundraising	
Fee:	Members: $20	Non-Members: $25

Is Your Website Working as Well as It Should?

Your website isn't just a necessity; it is your most important communication tool. The pandemic showed us, among other things, just how vital a website is for connecting with others--such as clients, donors, volunteers, potential partners, etc.--when other means, such as office phones and dropping by the office, are not viable options. How well did your website stand up and out? Are you getting everything out of it you should and must? Is it serving all of your organization's needs?

If you don't know the answers to these questions or are stumped trying to figure out how to answer them, this class will give you what you need to know. It will provide real world examples and tools available to help enable you to present a professional website strategy aimed at accommodating the many players in your organization, including users, staff and board members. You'll get valuable information on website platforms, architecture and designs; expert tips on increasing visibility, especially through website management, SEO, digital advertising and other powerful marketing channels; and learn about user behavior through data and analytics. All in all, it will provide you with what you need to know and do to make your website the powerhouse tool it must be.

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:	2/3/2022, 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

Keys to Successful Strategic Planning

For some, strategic planning feels like a chore that has to be completed. But truly effective leaders know that having a solid strategic plan is the key to motivating your board, staff, volunteers, and supporters to embrace the organization's direction and work together to move your mission forward. This class will help you understand how to make strategic planning an ongoing, integrated function of a nonprofit, ensuring that your top priorities are driving your daily decisions and operations.

This class covers traditional strategic planning techniques and touches on related models like adaptive planning, scenario planning, and strategic frameworks to give you a comprehensive overview of how to build a planning process that will work for your organization. It will provide solid information on the steps involved, from gathering stakeholder data to creating a shared vision, from framing strategic goals, objectives and action plans to the budget. We'll also evaluate different strategic planning tools that will help your organization gain clarity on its purpose, the people it serves, its programs, and its priorities. The course will also offer different methods for involving stakeholders and the community during the process, and tips for ensuring that your plan is actively implemented instead of winding up dusty in a drawer. Finally, we'll discuss techniques for ensuring that your plan can stand up to unexpected changes both inside and outside your organization, making it your most adaptable tool for ensuring long-term success.

When:	1/12/2022, 9am-3pm, or 5/18/2022, 9am-TBD (see * page 2)
Instructor:	Allison Trimarco, Founder, Creative Capacity
Who Should Attend:	Executive directors, board leaders, program staff
Fee:	Members: $139 Non-Members: $169

Learn to Love Program Evaluation

Program evaluation is no longer optional; you must do it. If you don't, how do you *know* whether the programs that you are offering and the services you providing your clients are really making the difference you say they make? Can you ethically continue to do what you do without knowing if what you are doing is truly achieving the promised ends? Believing and wanting to do good and having the data that will demonstrate how well you are doing are two very different things. Gone are the days when belief and desire were sufficient; today you must have hard data. So, the question now isn't whether to do program evaluation (also known as impact evaluation) or not, but rather how best to do it.

This class will show you how to move beyond using instincts, anecdotal information and/or educated guesses to documenting how your programs are/are not meeting their promised goals and, thus, whether your resources are being directed effectively. It will provide you with simple systematic methods for collecting, analyzing, and using information, including a step-by-step model for an evaluation design, to answer basic questions about a program such as: "Is this program meeting its promised impact?" "Is it working better for some subset(s) of clients over others?" "How might we tweak the program make it have even more impact?" You will leave with proven tools, approaches, techniques, and ideas that are customizable to a wide range of programs and to your organization's and staff's capacity and give you the data you need for sound decision making and sharing with donors, clients, staff, and others.

When: 1/28/2022, 9am-3pm, or 3/25/2022, 9am-TBD (see * page 2)
Instructor: Christine Armstrong, Professor of Communications, Northampton Community College
Who Should Attend: Executive directors, board members, development staff, program administrators, data managers and consultants
Fee: Members: $139 Non-Members: $169

Love Them or Lose Them: How to Keep the Donors You Have

It is well known that it is harder to get a new customer than to keep a current one; and so it is with donors: it is easier to keep a donor you already have than gain a new one. And yet, nonprofits, on average, *retain less than half of their donors every year*, causing them to have to work harder to bring in new ones. What if you could get the "secret sauce" that would allow you to improve your retention rates, thereby keeping more of your current donors and losing fewer? This one-hour webinar will share the elements of that sauce that, truly, isn't much of a secret, but rather the basic elements of good donor cultivation, such as appreciation of the very first gift to really effective communication to good donor stewardship, and more. Walk away with practical tips, proven successful efforts and more.

When: 4/20/2022, 12pm-1pm
Instructor: Tina Barber, Director of Community Giving, The Trevor Project
Who Should Attend: All staff involved in fundraising
Fee: Members: $20 Non-Members: $25

Nonprofit Management 101

Nonprofits are complex organisms with many moving parts, all of which impact one another. To be successful, a person leading, managing or simply being in a nonprofit must first understand the purpose and function of each part and then understand how each influences—and is influenced by—the other parts. Lacking such understanding undermines chances of thriving and sustainability.

This class begins with a focus on mission and core values, the very hub of an organization; it then walks you through each part of the organism, such as fundraising, finance, human resources, marketing, programming, and more—explaining each's role and function and how it impacts others. While every nonprofit employee needs to understand this, leaders at every level within a nonprofit must be able to juggle these various roles and responsibilities, always in the context of the pieces' connectedness. As you learn about the different parts, you will be given opportunities for self-reflection that will allow you to identify those pieces of the whole where you feel skilled and comfortable and those where you need to strengthen your understanding and skills.

When:	9/24/2021, 9am-3pm, or 1/19/2022, 9am-TBD (see * page 2)
Instructor:	Laura Otten, Ph.D., Director of the MS in Nonprofit Leadership at La Salle University
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

Successful Corporate Fundraising

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:	3/29/2022, 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

Successful Fundraising in a Diverse World Starts with You

Every successful fundraiser has a variety of tools in their toolbox. To be successful, each tool must be honed to its finest version of itself. The fundraiser – as a person and as a professional – is a key tool that too often is overlooked. In our multicultural world, cultural competency is an essential skill for every successful fundraiser. Whether you segment culture based on race, age, sex, gender, or any other variable, meeting people where they are—being able to tell a compelling story about your cause in ways that resonate with them, their life, their values—is crucial.

One size does not fit all. While we all bring historic and systemic biases to what we do and how we do it, fundraisers cannot afford to have those biases seep into their work. This class will explain the fundamental 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 success as a fundraiser the multicultural world in which we live and point out ways to improve your performance.

Regardless of whether this is your full-time job, an "also and" to your "real" job or part of your volunteer role it is equally important that you, as a key tool in your fundraising strategy, are as finely honed as you can be. This course will start to get you there.

When: 12/7/2021, 9am-12pm
Instructor: Jennifer Shropshire, Principal, Edward F. Swenson & Associates, Inc.
Who Should Attend: Anybody involved in fundraising
Fee: Members: $79 Non-Members: $85

The Art of Persuasive Nonprofit Storytelling

One of the greatest assets every successful fundraiser has, regardless of the tactic being used, is a powerful story. The story is there in a letter, the stewardship conversation, the hard ask. While statistics and data that back up your presentation and story are important, it is the actual telling of the story that brings your cause to life and motivates your listener to act. How you tell your story can make or break your fundraising success.

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.

This class will show you how to craft stories that will motivate, persuade, inspire, and make your cause memorable, regardless of whether the story is oral or in print. It will share tips on how to craft a story that connects with and engages an audience, and help you develop or reinforce your existing storytelling skills. It will even give you time to practice telling your story and receive peer feedback.

When: 3/31/2022, 9am-TBD (see * page 2)
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 Storytelling

Humans have been storytellers throughout our existence. Historically, we shared a great story orally, or through paintings, then writing and photography. Eventually we could tell our stories via moving images. In 2020, the pandemic solidified the importance of video storytelling as an essential tool in every marketing and development toolbox. Reaping the benefit of this important and accessible tool, however, requires knowing what goes into creating a visually compelling message.

This class will share practical strategies for reaching your audience with videos that will compel them to action. This is not a hands-on video production tutorial. Rather, this class focuses on tools and techniques that you can explore further outside the classroom, and how you can apply proven approaches to creating engaging videos while protecting the limits of your nonprofit budget. This class will show you how, with only minimal resources, you can increase your fundraising, awareness levels, event attendance, and more. Lots of video viewing examples will solidify your thinking.

When:	4/6/2022, 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

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 defining funding needs, understanding the differences between different types of grants, conducting funding research, writing a solid proposal, and approaching different types of funders.

Emphasis will be on determining which grant opportunities best match your organization's programs so that you can focus your energy on preparing clear and 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: 10/27/2021, 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

Understanding Business Planning

No, business plan and strategic plan are not different names for the same thing; they are two different kinds of planning and successful organizations and programs need both. While both address purpose, goals and tactics, the business plan adds in the answer to the question "how will we pay for it?" In the for-profit sector, the business plan is used to attract investors as it lays out how the proposed enterprise will be financed, identifies all of the resources that will be needed and explains the ROI. In other words, when will profit be realized so that investors will start seeing their financial return on their investment and how much will that return be? Nonprofits need the same extras as we work to create sustainable business models for each of our programs that provide for a solid mix of income streams and the appropriate combination of raised and earned dollars. And nonprofits must be able to spell out the SROI for our donors—and then be able to prove it: what will be the social return on their investment and when will it be achieved? Solid business planning leads to program sustainability and overall success.

"Understanding Business Planning" will demystify business planning, allowing you to get comfortable with its content, how to do it and just what you have been missing in your organization. It will help you understand the essential differences between strategic and business planning and why each has a key, but different and complimentary, role in your organization and explain how it connects your mission and your programs, identifying needed resources and developing performance measures that enable everyone in your organization to understand if the desired results are being achieved. Working on a case study, you will see how business planning addresses key questions like: What is the right fee structure? Does this meet client needs? Will donors be interested, and if not, how will we finance it? Does it mesh with our core competencies? How will we measure outcomes? When you are done with the class, you will understand why and how a business plan should drive organization decision-making if you want sustainable programs and a sustainable organization.

When: 11/17/2021, 9am-3pm
Instructor: Thomas Scurto-Davis, Founding Principle, Money2Mission, LLC
Who Should Attend: Executive directors, board members, finance staff, senior program staff
Fee: Members: $139 Non-Members: $169

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

Effective leadership is not something that happens by chance, or accident or hoping for it; it comes from thoughtfulness, intention, effort, and more. It is a journey, not a destination. And while everyone loves to talk about their own or someone else's "leadership style," the reality is if you have just one style of leadership you will never be an effective leader. Effective leaders have a toolbox filled with styles.

All leaders have a "kneejerk style of leadership", effective leaders, however, take it well beyond that. This class is for current and future leaders who aspire to be the leader their organization deserves: one who motivates, inspires, earns trust, and gets results. It will take you through a series of reflective exercises to help you understand what leadership is—and what it is not—and where you are as a leader. It will provide a tour of different approaches to leadership to help you identify the tools you need in your successful leader's toolbox.

When:	12/14/2021, 9am-3pm, or 5/3/2022, 9am-TBD (see * page 2)
Instructor:	Laura Otten, Ph.D., Director of the MS in Nonprofit Leadership at La Salle University
Who Should Attend:	Executive directors, board members, senior staff, those who aspire to leadership
Fee:	Members: $139 Non-Members: $169

Writing Social Media Content that Hits its Mark

The average American spends 2 hours and 8 minutes a day on social media. That average almost doubles (4hrs 5 mins) for Generation Z and is almost 150% more for Millennials (3 hrs 8 mins). If you want to capture people's interest in that morass of words, you best have content that will stand out and demand attention.

Whether your objective is fundraising, event promotion, or community outreach, one thing remains constant when writing online: content reigns supreme. The topics you choose, the word count, the keywords you mention all play an important role in getting your content seen on social media and captured by search engines. A data-driven framework will enhance your reach without the need to spend on digital advertising campaigns. This 2-hour, interactive session will show you how to create valuable content while sharing actionable insights on things such as creating an editorial campaign, using keywords and trending topics to rank higher and extend your reach and strategizing to refresh and repurpose content across different media.

When:	3/4/2022, 9am-11am
Instructor:	Rachel Dukeman, Founder and Lead Strategist, RR Creative Group
Who Should Attend:	Marketing staff and anyone involved in posting content on social media
Fee:	Members: $36 Non-Members: $45

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To discuss classes, workshops and possibilities, contact Terri Clark (clarkt@lasalle.edu)

Special Program

Equity in Philanthropy: Abolition, Reform, Expansion

Do fundraisers have an obligation to disrupt systems of inequity? We invite fundraisers at all career stages to join us as we explore the past, present, and future of the philanthropic ecosystem and the threads of inequities that continue to plague it. This series includes three distinct yet interconnected sessions that will take you on an exploration of equitable philanthropy. With three diverse and experienced facilitators as your guides, you will consider various aspects of the philanthropic ecosystem.

Which aspects are irreparably broken and need to be abolished? Which could benefit from reform? Where is healthy and equitable philanthropy flourishing, and how can these philosophies and practices be shared, expanded, and fostered?

Session 1: From Root to Ritual: The Systemic & Historical Characteristics of Inequity in Philanthropy

This session will unearth the systems that root philanthropy and fundraising by grappling with history, intention, and impact. We will discuss philanthropy's role in ensuring that equity, diversity, inclusion, access, and belonging exists within the nonprofit sector, and whether the practices of philanthropy and fundraising have evolved with society. Participants will gain clarity on viewing the philanthropic ecosystem through an equity lens and understand where fundraisers can disrupt long standing (and potentially inequitable) rituals that exist in philanthropy today.

Session 2: Activating Your Leadership to Disrupt the Status Quo

This session posits that each of us can find our own path toward leadership in building equitable philanthropy. We will identify ways that you can be a change agent within your nonprofit (with your colleagues as well as with your Board) by helping to build a mindset and culture that achieves the twin goals of resource development and equitable practices. We will explore how to seek out allies in building your leadership capabilities as well as how to use your experience and authority to be an ally for others. Acknowledging the importance of intentional volunteerism as you move about the nonprofit sector, will spark ways to leverage your valuable talents as a fundraising professional to effect equitable change.

Session 3: Philanthropy As Political Activism: De-Centering the Donor, Re-Centering the Community

Several years ago, the nonprofit advocate Vu Le (Nonprofit AF) began expressing concerns about the donor-centric approach to fundraising, which is built on creating long-term and trusting relationships with donors and, as the name suggests, intentionally puts donors and their preferences right in the middle of nonprofit work. In this session, we will explore tactics associated with donor centric fundraising models and the ways in which we might challenge these practices in favor of models for fundraising that center communities and right size donor engagement. We will examine solicitation & stewardship strategies, communication and engagement messaging, and when taking a donor's advice goes too far.

90 Minute Consulting Session*

As part of your application to this series of courses, you will be asked to share two to three practical challenges that you are wrestling with related to Equity and Philanthropy. Some of these challenges will be discussed during the courses. Some of these challenges will likely benefit from more in depth, “ask the expert” conversations. Everyone who participates in all three facilitated sessions will be eligible to have a small-group consulting session led by one of the instructors. One of your practical challenges will be lifted up for “puzzle solving” by the instructor and several of your coursemates. In turn, you will support several of your coursemates in resolving one of their challenges.

Closing Panel Discussion*

Moderated by Laura Otten, recently retired Executive Director of The Nonprofit Center, this closing session unites the three facilitators who have led your exploration of the philanthropic ecosystem through the lens of equitable philanthropy. As panelists Dennis Dumpson, Jennifer Shropshire, and Tina Barber will discuss the similarities and differences of their fundraising philosophies. Their conversation will illustrate that the nonprofit sector is just at the beginning stages of developing best practices in this area. You will leave this session armed with alternative approaches to effecting change within your nonprofit.

Dates/times

Session 1 – 1/11/2022 – 9am-12pm

Session 2 – 1/25/2022 – 9am-12pm

Session 3 – 2/8/2022 – 9am-12pm

Consulting Session – 2/23/2022 – 9am-10:30am

Panel Discussion – 3/1/2022 – 12pm-1pm

ALL SESSIONS WILL BE HELD ONLINE

Fees

Package:

- Nonmember - $395
- Member - $345

Sessions 1, 2 and 3 (individually)

- Nonmember - $85
- Member - $79

*Attendance at the consulting session and panel discussion is only available to those purchasing the whole package

It is hard going it alone. Much better to have others who are walking in your shoes, who know what you are experiencing, who are dealing with the same issues and challenges. Let's face it; being an executive director or manager can be lonely. Wouldn't you love a made-for-you group of peers with which to problem solve, support, be supported by, learn from, and more? Then join one of our Learning Circles.

Contact Rob Fennell (fennell@lasalle.edu) to learn more and get on a waiting list. Learning Circles for executive directors and for emerging leaders start as we form them.

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
Best Practices in Board Governance
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

Online/evening Certificate in Nonprofit Management

This is our perpetually virtual Certificate in Nonprofit Management with the same great content and instructors as our regular 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 2021/22:

Nonprofit Management 101 – September: 8, 14, 21, 28
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
Keys to Successful Strategic Planning – January: 6, 13, 20, 27
Building a Successful Marketing Program – February: 1, 8, 15, 22
Fundamentals of Successful Fundraising – March: 3, 10, 24, 31
Best Practices in Board Governance – April: 5, 12, 19, 26
Fundamentals of Finance – May: 4, 11, 18, 25
Fundamentals of Human Resources – June: 2, 9, 16, 23
Learn to Love Program Evaluation – June: 28, July: 12, 19, 26

Cost:
Package Price: $1098 (Requires Membership)
Member Rate: $1251
Non-member Rate: $1690

Certificate in Nonprofit Management at Bucks County Community College

The Certificate in Nonprofit Management is also offered through Bucks County Community College. Registration is directly through BCCC, with classes on the following dates:

Nonprofit Management 101 – 9/17/21
Fundamentals of Finance – 10/13/21
Effective Communications to Build Relationships, Engagement & Understanding – 11/10/21
Key to Successful Strategic Planning – 12/8/21
Fundamentals of Human Resources – 1/13/22
Best Practices in Board Governance – 2/10/22
What Makes a Superior Leader? Creating and Mastering a Successful Leadership Style – 3/10/22
Fundamentals of Successful Fundraising – 3/30/22
Building a Successful Marketing Program – 4/27/22
Learn to Love Program Evaluation – 5/25/22

For more information visit their website –
http://www.bucks.edu/businesscareer/pro-dev/browsebyindustry/nonprofitmanagement/

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
Creating Successful Individual and Major Donor Campaigns
Effective Gift Stewardship + Donor Management = Successful Fundraising
Building an Effective Direct Mail Strategy
Successful Corporate Fundraising
How to Launch a Planned Giving Program
How to Create a Fundraising Strategy to Achieve Maximum Success

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 (based on 9 full-day classes)**:**
Package Price: $988 (Requires Membership)
Member Rate: $1112
Non-Member Rate: $1521