



EDUCATION GUIDE

2023/24



The Nonprofit Center
at La Salle University



Class Descriptions

A History and Introduction to Fundraising

This class will explore the history of philanthropy in the US, how it has developed up to the current day, and its role in ensuring that equity, diversity, inclusion, access, and belonging exists within the nonprofit sector. We will discuss current fundraising practices and trends in the philanthropic marketplace and whether the practices of philanthropy and fundraising have evolved with society. This will include topics such as donor motivation, board engagement in fundraising, and donor retention. Participants will leave with an understanding of how the historical legacy of philanthropy relates to a fundraiser's work today and how we might challenge some of the harmful practices to build a more just future for philanthropy and fundraising.

When: 9/27/2023, 9am-3pm (online)

Instructor: Dennis Maurice Dumpson

Who Should Attend: All staff and board members who participate in, or are interested in learning more about fundraising.

Fee: Members: \$155 Non-Members: \$185

Activate & Elevate Your Fundraising Strategy

This is the capstone class for our Certificate in Fundraising, or can be taken by any development professional ready to activate fundraising strategy across the organization. We will explore how to strengthen your nonprofit's culture of philanthropy through building a stronger partnership with the executive director, other staff and your board around the fundraising process. You will learn how to provide leadership to reset organizational culture around fundraising, including understanding the dynamics of organizational relationships, identifying goals for key board committees and setting appropriate expectations with the board. You will practice how to articulate your nonprofit's true value to donors/funders as a basis for strengthening their connection to mission outcomes. By the end of the class, you will have a framework that your nonprofit can use to activate next steps that are grounded in your organization's strategic thinking and that will allow for improved fundraising success.

When: 5/15/2024, 9am-3pm (online)

Instructor: Neil Batiancila

Who Should Attend: Individuals experienced in various aspects of resource development will use this class to put these tools into practice. For Certificate 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: \$155 Non-Members: \$185

Basic Budgeting and Beyond

Do you struggle to prepare your annual budget, lack 100% confidence in it when submitting it to the board, consistently approve it after the fiscal year begins and regularly have actual-to-budget results that you didn't anticipate? Then this class is for you and your team. Budgeting is a complex, dynamic process that takes a team to effectively prepare, present and perform to. In this class you will learn the seven things you should do to create an annual budget and how to successfully fulfill its promise. From planning a process to presenting your budget, you'll have it covered after attending Basic Budgeting and Beyond.

When: 5/2/2024, 9am-12pm (online)

Instructor: Thomas Scurto-Davis

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: \$75 Non-Members: \$90

Be Where Your Donors Are: Crafting Integrated Fundraising Campaigns

Effective fundraising campaigns rely on “surround sound” messaging to reach your donors where they are. To do this well, you need to integrate your fundraising approach across different channels such as direct mail, email, digital, social media, web, and telephone. This class will show you how to build effective messages and deliver integrated fundraising campaigns that are memorable, cost-effective, and worthy of attracting new donors and retaining existing supporters. You will leave this class with a better understanding of how to do effective writing and design, printing and mailing, mailing lists, stewardship, and how to measure success.

When: 3/21/2024, 9am-3pm (online)

Instructor: Tina Barber

Who Should Attend: Fundraisers and other staff (executive directors, marketing/communications staff) involved in creating the messaging for campaigns. Board members and others interested in fundraising and in communicating about their organizations.

Fee: Members: \$155 Non-Members: \$185

Building the Board Your Organization Needs

If a board can make or break a nonprofit, what makes or breaks a nonprofit board? There are countless tales of triumph and terror on the topic of nonprofit boards and board members. With surprisingly few legal guidelines to follow, boards can look, feel, and function very differently from one another, even when they have the same assumed purpose. This class aims to explore what your nonprofit board's role must be, what your board's goals could be, and what it means for board members to be effective, both collectively and individually. Whether you are a long-serving, aspiring, new, or simply curious board member, this course will give you a contextual view of nonprofit boards, governance, and a fresh look through an equity lens at the balance of power between boards, executive leadership, and the people and communities they impact.

When: 11/9/2023, 9am-4pm (in-person)
3/6, 3/13 & 3/20/2024, 7-9pm (online)
5/10/2024, 9am-3pm (online)

Instructor: Roshawnda Washington, or Sonia Stamm

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

Fee: Members: \$155 Non-Members: \$185

Building the Right Development Strategy: Integrating Events

A balanced development strategy can help your organization weather shifts in individual giving, foundation trends, the stock market and other inevitable changes outside of our control, creating the foundation for sustainable revenue. This class will help you think through your overall development strategy across various revenue streams. Then we will focus in on how to integrate friend-raising and fundraising events as a component of your development strategy. 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. Together, we will learn how to develop a realistic budget and calculate cost projections, how to secure organizational buy-in, set expectations, and measure success. We will discuss 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: 10/19/2023, 9am-3pm (online)

Instructor: Tina Barber

Who Should Attend: Any development or other staff involved in developing their organizations fundraising strategy.

Fee: Members: \$155 Non-Members: \$185

Communication to Build Relationships, Engagement & Understanding

Communication is one of the most essential skills for individuals at every level of an organization, from entry-level through senior management. As we learn to communicate more effectively, we create and maintain a more open and productive work environment. Effective communication can help enhance engagement, foster understanding, and build constructive relationships with co-workers, donors, volunteers, board members, and supervisors/supervisees.

This class will expand your understanding of communication and teach you how to put this knowledge into practice. You'll learn about different communication styles and how you can communicate and work more effectively with others, including those who have different approaches to communication, are from a different generation, or are resistant to change/new ideas. We'll also provide a framework for how to engage in difficult conversations to address challenges and pursue opportunities to improve your outcomes.

When: 12/12/2023, 9am-3pm (online)
3/15/2024, 9am-4pm (in-person)
5/7, 5/14 & 5/21/2024, 7-9pm (online)

Instructor: Rosanne Hartman, or Lynne Texter

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: \$155 Non-Members: \$185

Creating Successful Individual and Major Donor Campaigns

Need to know where to start an individual giving campaign? Is this an area where you have little/no experience? This class will help you develop the tools and techniques needed to create a fundraising program for individuals, including understanding the individual's relationship to your organization and identifying strategies for each approach. We will focus on identifying prospects, how to get appointments, and will engage in actual solicitation scenarios. You will leave the training ready to make your first calls with prospective donors.

When: 12/6/2023, 9am-3pm (online)

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: \$155 Non-Members: \$185

Discovering the Power of Program Evaluation

Effectively evaluating organizational programming is critical to improve your work, deepen equity and share your impact. During this class we will move beyond using instincts, anecdotal information and educated guesses to documenting whether your programs are meeting their intended goals and directing your resources most effectively for your mission. This class will cover the value of intentional program evaluation, methods for collecting, analyzing and using data, and offer a step-by-step model for evaluation design. We will also look at ways to answer questions around program impact such as: 'Is this program meeting its intended outcomes?' 'Is our program truly connecting and working for the clients we seek to serve?' 'How might we shift the program to have greater impact?' and 'How do we take steps to sunset programs no longer serving our clients?' At the end of this class, you will leave with tools, approaches, techniques and ideas that you and your team can implement to learn how effective your programs are and to share those results with clients, stakeholders, and donors.

When: 2/6, 2/13 & 2/20/2024, 7-9pm (online)
4/26/2024, 9am-3pm (online)

Instructor: Christine Armstrong, or Roshawnda Washington

Who Should Attend: Executive directors, board members, development staff, program administrators, data managers and consultants.

Fee: Members: \$155 Non-Members: \$185

Effective Strategic Planning for Today's Nonprofits

How does a nonprofit plan effectively during changing and uncertain times? In this class, you will learn modern approaches to strategic planning that will strengthen your nonprofit's ability to pursue its mission in rapidly changing conditions. We'll explore techniques for assessing your environment, gaining clarity on changing community needs, and developing strategies that can be adapted to meet new opportunities or challenges over time. This class will show you how to build a plan that will drive strategic thinking across your organization, helping your plan to stand up to unexpected changes both inside and outside your organization.

When: 1/9, 1/16 & 1/23/2024, 7-9pm (online)
3/26/2024, 9am-3pm (online)

Instructor: Michael Matthews, or Allison Trimarco

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

Fee: Members: \$155 Non-Members: \$185

Embedding DEIJB into Organizational Culture and Practice

Being an equitable, diverse, and inclusive organization takes more than committing words to paper. It takes connected conversation, engagement, and actionable steps. During this session, participants will examine the stress points in their organizational efforts to create a sustainable organizational culture that not only values diversity, equity and inclusion but cultivates it into practice.

This class leads participants through structured conversations and exercises, allowing you to assess the journey of embedding DEIJB into organizational practice. Together, we will identify themes and root causes impacting the effectiveness of inclusion initiatives, while also building actionable steps and strategies based on the strengths, diverse backgrounds, experiences, skills and the passions of your organization's workforce.

At the conclusion of the class, you will have a toolkit of processes and strategies that support the sustainable implementation of DEIJB into the culture, priorities and practices of your organization.

When: 2/15/2024, 9am-12pm (online)

Instructor: Michael Matthews

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

Fee: Members: \$75 Non-Members: \$90

Financial Forecasting: Informed By The Past; Built For The Future

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

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

When: 3/5/2024, 9am-12pm (online)

Instructor: Chenora Burkett

Who Should Attend: Finance staff and anybody who wants to accurately forecast cash flow.

Fee: Members: \$75 Non-Members: \$90

From Cultivation to Stewardship: The Journey to Donor Retention

Development directors, aspiring development professionals and executive directors understand that the mission is the reason for being and philanthropy is the lifeblood to support that mission.

This class will walk you through the mindset of a relational fundraising process, including procedures for accepting, acknowledging and stewarding donors, from the first donation through to mature donor relationships. 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 teach you 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: 2/27/2024, 9am-3pm (online)

Instructor: Meredith Sossman

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: \$155 Non-Members: \$185

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 some of the most common and challenging HR responsibilities: the performance management cycle; development and management of compensation strategies; and effective guidelines for hiring the right people.

When: 11/30, 12/7 & 12/14/2023, 7-9pm (online)
2/22/2024, 9am-3pm (online)

Instructor: Roslyn Schaffer, or Cynthia Mullins

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: \$155 Non-Members: \$185

Fundamentals of Successful Fundraising

Regardless of your role, this class will help you to understand how to build a fundraising program that generates support for the mission while aligning with your organization's values. Participants will learn about the giving trends that are influencing approaches to raising money, explore the varied motivations of today's donors, and understand how to convey their organization's impact in ways that inspire donors to give. This class covers the fundamentals that everyone involved with nonprofits should know in order to position an organization for fundraising success.

When: 10/24/2023, 9am-3pm (online)
1/10/2024, 9am-4pm (in-person)
4/11, 4/18 & 4/25/2024, 7-9pm (online)

Instructor: Allison Trimarco, or Tina Barber

Who Should Attend: All staff and board members who participate in, or are interested in learning more about fundraising.

Fee: Members: \$155 Non-Members: \$185

How to Launch a Planned Giving Program

Planned Giving is the area of fundraising most often **not** implemented because organizations and staff do not feel equipped to address the complexity of the topic. The reality is - it's much simpler than you might realize. This class will provide a solid foundation in the primary instruments you will use and prepare you to present them to donors. We will practice how to talk to donors about planned gifts, and how to identify prospects. By the end of the class you will be confident to make your first calls.

When: 4/17/2024, 9am-3pm (online)

Instructor: Richard Przywara

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

Fee: Members: \$155 Non-Members: \$185

Mission Critical Marketing

Nonprofit marketing is central to raising awareness for your cause, funds to support your mission, and to recruit and retain volunteers and talent. Each touchpoint with your stakeholders is an opportunity to improve outcomes and increase supporter engagement. This class will help you understand the necessary elements of building a mission critical marketing program, prioritize and attract the right audiences, and develop results-oriented objectives so that you can focus on delivering on your mission.

When: 11/29/2023, 9am-3pm (online)

6/4, 6/18, 6/25/2024, 7-9pm (online)

Instructor: Meghan Pierce

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: \$155 Non-Members: \$185

Own Your Impact: Measure What Matters to Create a More Powerful Case for Support

Too often, we set impact goals and decide what to measure based on the needs of our funders. But YOU: your staff, leaders, and the communities you work with are the experts on the change you are making in the world. In this class, you will learn how to Own Your Impact by developing a powerful theory of change, developing clear impact goals, setting up easy-to-use creative measurement tools, and crafting vibrant sharable stories of impact. You will leave with a clear impact measurement plan, creative measurement tools, a customized impact tracker, and a template for your next powerful impact report.

***This class includes an hour of 1 on 1 consulting, which will occur after the class to build on what you learned. We will contact you individually to arrange your session.

When: 6/6/2024, 9am-3pm (online)

Instructor: Roshawnda Washington, and Kara Wentworth

Who Should Attend: Anyone involved in evaluating and/or explaining the impact of your programs.

Fee: Members: \$255 Non-Members: \$285

Someday Succession Planning... Because Executive Directors DO Leave

No one wants to talk about the leader leaving, which makes planning for that inevitable event rather tough. Not planning, however, makes executive transitions even tougher. Whether sooner, later, or who knows when, your organization WILL face an executive leadership change. It might be planned or unplanned and your organization can be prepared or panicked (or maybe both). This one-hour, online course will help board members and executive leaders promote organizational readiness for leadership transitions through effective succession planning. We will walk you through key steps in the processes of executive transition and succession, no matter where your organization is on the timeline.

When: 12/8/2023, 12pm-1pm (online)

Instructor: Sonia Stamm

Who Should Attend: Board members and executive leaders who want to be prepared for an executive transition.

Fee: Members: \$25 Non-Members: \$30

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 your approach 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 how to build mutually beneficial relationships with corporate partners.

When: 2/2/2024, 9am-3pm (online)

Instructor: Neil Batiancila

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

Fee: Members: \$155 Non-Members: \$185

Successful Fundraising in a Diverse World Starts With You

Fundraisers – both paid and volunteer – can find a successful path toward equitable philanthropy. In our multicultural world, cultural humility is an essential skill. 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. Through this class, you will identify ways to embrace the twin goals of resource development and equitable practices. You will leave with elements of a personal plan for equitable fundraising and advancing equity within your organization.

When: 1/17/2024, 9am-3pm (online)
Instructor: Jennifer Shropshire
Who Should Attend: Anybody involved in fundraising.
Fee: Members: \$155 Non-Members: \$185

The Joy of the Sector

Welcome to the nonprofit sector! Our sector shapes the fabric of every community, transforms regions, and connects movements on a national and international level. Through this course, paid professionals and volunteers who are new to the sector (or entertaining a move) will be introduced to the core functions of mission-based organizations. Participants will start to discover where their affinities might lie and, potentially, where they can lend their talents to enrich people and communities.

When: 9/21, 9/28 & 10/5/2023, 7-9pm (online)
10/3/2023, 9am-4pm (in-person)
1/24/2024, 9am-3pm (online)
Instructor: Christopher Barrett-Politan, or Jennifer Shropshire
Who Should Attend: This program has universal appeal and value
Fee: Members: \$155 Non-Members: \$185

The Step-by-Step Guide for the Grantseeker

Designed especially for those who are newer to grant funding, this class will explore the changing landscape of private foundations, corporations, and public agencies. We'll walk through the progressive steps of the grant seeking process, from proposal planning and prospect research to grant writing and relationship building with funders. At each step, we'll discuss how you can best position your nonprofit for success in securing grants that support the work and mission.

When: 11/15/2023, 9am-3pm (online)
Instructor: Allison Trimarco
Who Should Attend: Executive directors, development staff (especially those new to the field), program staff, board members.
Fee: Members: \$155 Non-Members: \$185

Understanding and Growing Leadership Capacity

Effective leadership doesn't happen by chance or accident; it comes from thoughtfulness, intention, effort, and more. It is a journey, not a destination. Nor is it manifested in one form or in one personal style – it's present in many.

Leadership starts with the personal. Everyone loves to talk about their own or someone else's "leadership style", but the reality is if you have just one way to demonstrate leadership you will never be an effective leader. Effective leaders have a toolbox filled with styles and strategies for success. This class will take you through a series of reflective exercises to help you understand what leadership is—and what it is not—and where you see yourself as a leader—or not.

Leadership is also a culture, and an abundant resource! This class will provide a tour of different approaches to leadership to help you identify the tools your organization needs to empower leadership, at every level.

When: 11/1, 11/8 & 11/15/2023, 7-9pm (online)
2/7/2024, 9am-3pm (online)
5/22/2024, 9am-4pm (in-person)

Instructor: Susan Loucks, or Cynthia Mullins

Who Should Attend: Executive directors, board members, senior staff, those who aspire to leadership.

Fee: Members: look \$155 Non-Members: \$185

Understanding Finance for Nonprofits

Financial data allows you to truly understand your organization, tell your story, and make fully informed decisions to move your mission forward. Without understanding how nonprofit finance works, you cannot assess your business practices, evaluate your decisions, nor be informed by their results. This class will give you a broad understanding of business finance and equip you with simple, practical tools so you know where to and can understand what the data is telling you about your organization.

When: 10/12, 10/19 & 10/26/2023, 7-9pm (online)
4/12/2024, 9am-3pm (online)

Instructor: Chenora Burkett, or Thomas Scurto-Davis

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: \$155 Non-Members: \$185

Certificate Descriptions

Certificate in Nonprofit Management

The Certificate in Nonprofit Management provides you with a diverse and well-balanced knowledge of nonprofit administration and operation. The broad-based curriculum, which looks at the entire nonprofit ecosystem, includes board development, communications, financial management, fundraising, human resources and supervision, program evaluation, and strategic planning, preparing the leaders of our region's nonprofit sector to be strategic, efficient and effective.

It is especially valuable to new executive directors, senior management on the leadership track, as well as those who wish to refresh their knowledge to be completely confident in their diversity of skills and comprehension.

The classes required are:

- The Joy of the Sector
- Fundamentals of Fundraising
- Mission Critical Marketing
- Building the Board Your Organization Needs
- Fundamentals of Human Resources
- Understanding Finance for Nonprofits
- Understanding and Growing Leadership Capacity
- Effective Strategic Planning for Today's Nonprofits
- Discovering the Power of Program Evaluation
- Communication to Build Relationships, Engagement & Understanding

Cost:

Package Price: \$1,250 (Requires Membership)

Member Rate: \$1,550

Non-member Rate: \$1,850

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 has been redesigned to center equity and the important role of fundraisers as changemakers today. In addition to core skills and new trends, you will walk away with a deeper understanding of philanthropy's history, present, and the future you will be part of creating. Learn how to build a successful fundraising strategy and build up your career along the way!

Executive directors and board members will gain increased confidence and knowledge to support their essential roles as fundraisers for their causes.

The classes required are:

- A History and Introduction to Fundraising
- Building the Right Development Strategy: Integrating Events
- The Step-by-Step Guide for the Grantseeker
- Creating Successful Individual and Major Donor Campaigns
- Successful Fundraising in a Diverse World Starts With You
- Successful Corporate Fundraising
- From Cultivation to Stewardship: The Journey to Donor Retention
- Be Where Your Donors Are: Crafting Integrated Fundraising Campaigns
- How to Launch a Planned Giving Program
- Activate & Elevate Your Fundraising Strategy

Cost:

Package Price: \$1,250 (Requires Membership)

Member Rate: \$1,550

Non-member Rate: \$1,850

Build-Your-Own Customized Certificate Program

Create your own customized Certificate that combines classes from across multiple disciplines, that fulfill your current and future needs.

You start with three core courses: The Joy of the Sector, Understanding Finance for Nonprofits and Communication to Build Relationships, Engagement & Understanding. Then select from among our many offerings in nonprofit management, fundraising, marketing and communications, HR, finance and more. We work with you to design the program that best serves your goals.

Cost (based on 9 full-day classes):

Package Price: \$1,125 (Requires Membership)

Member Rate: \$1,395

Non-Member Rate: \$1,665

The Nonprofit Center at La Salle University helps strengthen nonprofit organizations throughout the Greater Philadelphia region and beyond so they can better serve their constituents. Through educational programs, leadership development, consulting services and an information and referral network, the Center's team of experts works with thousands of organizations to enhance their ability to govern, manage, and perform more effectively in a competitive environment.



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