



Nonprofit Management Institute

WILLIAMSBURG, VA



Best practices in nonprofit management, leadership & development.

January 18, 2019

Fundraising 101 - The Essentials of Fundraising*

9:00 am – 3:30 pm (includes 1-hour lunch break and two 15-minute breaks)

(Fundraising Management Certificate)

.5 CEUs

5 CFRE points

Instructor: Jane Stein, President, JPS Consulting; Standards of Excellence Licensed Consultant

Class Description:

NO MONEY—NO MISSION. This class is designed to deepen the understanding of fundraising for anyone (volunteer and professional) involved in bringing financial resources into the nonprofit organization. The class will cover the role of philanthropy in nonprofit organizations as well as all of the components of a successful Annual Campaign fundraising program in depth. Particular attention will be paid to building relationships in a manner that will increase the success of major gift asks. Class participants will have the opportunity to work to create their own fundraising plans.

**This class is required for anyone working toward the Certificate in Fundraising Management who has less than 3 years of experience in a fundraising position.*

February 15, 2019

The Role of the Board in Fundraising

9:00 am – 3:30 pm (includes 1-hour lunch break and two 15-minute breaks)

(Fundraising Management and Board Education Certificates)

.5 CEUs

5 CFRE points

Instructor: Amy P. Nisenson, Consultant; Executive Director, Mary Morton Parsons Foundation; Board Source Certified Governance Trainer

Class Description:

A nonprofit board has a responsibility to ensure that the organization has enough resources to fulfill its mission. Board members are encouraged to participate in the fundraising efforts of an organization and are expected to make at least a personal contribution in order to demonstrate their support for the organization and to serve as a model for other donors. Board members also play a key role in soliciting funds, in-kind donations, and pro bono services from individuals, institutions, and corporations. Fundraising includes one-on-one solicitations, special events fundraising, and other methods, but also board members bringing resources and skills into the organization through their own networks to further the mission of the organization.

March 15, 2019

Building an Annual Campaign

9:00 am – 3:30 pm (includes 1-hour lunch break and two 15-minute breaks)

(Fundraising Management Certificate)

.5 CEUs

5 CFRE points

Instructor: Debbie DiVirgilio, Consultant, DiVirgilio & Associates; Board Source Certified Governance Trainer; Standards of Excellence Licensed Consultant.

Class Description:

An annual campaign can be the beginning of sustainable and recurring funding for nonprofit organizations. Learn the steps to take to build a successful campaign. Using an interactive process, participants will develop a timeline for campaign implementation and will draft an annual giving letter. Both direct mail and electronic communications will be discussed. Participants will leave with an action plan for their first or most successful annual campaign. This session will focus on meeting the needs of both the nonprofit that has experience with annual campaigns and those that are considering the fundraising strategy. By integrating an interactive process, participants will learn at their own pace relevant to their current organizational needs.

April 12, 2019

Online Fundraising & 21st Century Philanthropy

9:00 am – 3:30 pm (includes 1-hour lunch break and two 15-minute breaks)

(Fundraising Management Certificate)

.5 CEUs

5 CFRE points

Instructor: Lindsey O-Pries, Associate Consultant and Facilitator at The Spark Mill; Certified Conflict Resolution Trainer (RPEC)

Class Description:

How effective is your online presence and strategy? Everyone talks about raising money online and we see people doing it all the time. How much should online giving be a focus for your

organization and what are the pitfalls to avoid? Join us to learn about the Impact of online giving; generational patterns in giving; and case studies of successful online campaigns.

May 10, 2019

Developing a Major Gifts Program

9:00 am – 3:30 pm (includes 1-hour lunch break and two 15-minute breaks)

(Fundraising Management Certificate)

.5 CEUs

5 CFRE points

Instructor: Stephanie Cory, CAP, CFRE; Master Trainer, AFP; Board Source Certified Governance Trainer; Standards of Excellence Licensed Consultant

Class Description:

This class will provide an overview of how to implement and sustain a major gifts program. Students will learn what planning and infrastructure is required to succeed in major gift fundraising. Donor identification, cultivation, solicitation, and stewardship techniques will be shared. Best practices will be covered and students will leave with the beginnings of a major gifts strategy. Students will have the opportunity to practice what they learn in class through role play.

August 23, 2019

Conflict Resolution

9:00 am – 3:30 pm (includes 1-hour lunch break and two 15-minute breaks)

(Nonprofit Leadership and Volunteer Management Certificates)

.5 CEUs

5 CFRE points

Instructor: Shelley Smith, CEO & President, Premier Rapport

Class Description:

As a result of this training program participants will:

1. Know the role of a manager in ensuring conflict is effectively managed
2. Understand the psychological, emotional and rational aspects of conflict management
3. Understand the risks associated with not managing conflict
4. Learn personal conflict management style and how it impacts successful conflict resolution
5. Learn a step-by-step approach to managing conflict

September 13, 2019

Team Building Techniques & Creative Facilitation

9:00 am – 3:30 pm (includes 1-hour lunch break and two 15-minute breaks)

(Nonprofit Leadership and Volunteer Management Certificates)

.5 CEUs

5 CFRE points

Instructor: Sarah Milston, MPA; Founder/CEO at The Spark Mill; Certified Conflict Resolution Instructor

Class Description:

Healthy facilitation techniques can impact your organization internally and externally. This class will discuss how to use creative and fun facilitation tactics to engage your community through focus groups, charrettes, and listening sessions as well as improving your staff and board interactions.

October 11, 2019

Board Governance

9:00 am – 3:30 pm (includes 1-hour lunch break and two 15-minute breaks)

(Nonprofit Leadership and Board Education Certificates)

.5 CEUs

5 CFRE points

Instructor: Jeanne Allen, Master Trainer and Facilitator, Consultant; Instructor, Duke University Nonprofit Management Program; Board Source Certified Governance Trainer

Class Description:

Boards can either be the wind in your sails or the anchor that holds the nonprofit tied back. In this seminar, participants will learn the roles and responsibilities of boards, why board accountability requires a fully engaged board, as well as compare the roles of governance vs management.

November 8, 2019

Essentials of Human Resource Management

9:00 am – 3:30 pm (includes 1-hour lunch break and two 15-minute breaks)

(Nonprofit Leadership and Organizational Development Certificates)

.5 CEUs
5 CFRE points

Instructor: Stefanie Walker, PHR; Consultant, Inspired HR

Class Description:

The class will focus on the essentials of HR Management. Topics will include: Labor Laws, Fair Labor Standards Act, Family and Medical Leave Act, Americans with Disabilities Act, Recruitment Practices, Behavioral Interviewing, Red Flags, Importance of Background Checks, Performance Management and Evaluation, One on One Meetings, Coaching, and Conducting Performance Evaluations.

December 6, 2019

Time & Meeting Management

9:00 am – 3:30 pm (includes 1-hour lunch break and two 15-minute breaks)

(Nonprofit Leadership Certificate)

.5 CEUs
5 CFRE points

Instructor: Chris Bennett, M. Div.; Associate Consultant and Facilitator at The Spark Mil

Class Description:

Time management is crucial for nonprofit leaders! In this class, participants will engage two different aspects of time management: personal time management and meeting management. With personal time management we'll look at several different strategies and tools to help participants structure and steward their time. Participants will then use all they have learned to design a time-management system that that will work for them. Then, we'll pivot to explore meeting management best practices. We'll discuss why and when to have meetings, how to create productive agendas, and strategies to keep meetings moving along. Come learn about methodologies/principles of time-management based on concepts from Getting Things Done by David Allen, The Seven Habits of Highly Effective People by Stephen Covey, and Death by Meeting by Patrick Lencioni. Strategies will include: Time-blocking, weekly review, context-based to-do lists, prioritization matrix, agenda creation, meeting facilitation; Tools & Time Management Hacks: Digital (Software/device) and analog (paper) tools (i.e. Evernote, Google Calendar, Outlook, Apple Calendar, paper calendars, journals, Tickler Files, etc.).