

# Nonprofit Management Institute

*Best practices in nonprofit management,  
leadership, and development*



Classes are held from 9:00 am – 3:30 pm and include 1-hour lunch and two 15-minute breaks  
*All classes offer .5 CEUs through TNCC plus 5 CFRE points*

January 24, 2020

## **Strategic Planning**

(Organizational Development Certificate)

Instructor: Amy P. Nisenson

**Class Description:** Strategic planning is critical to an organization's long-term planning and health. This workshop will review some best practices around the strategic planning process, the role of the board, staff, stakeholders, and others that need to be engaged and involved. Once the plan is completed, what happens next? How can you ensure that there is a realistic implementation plan in place—one that assigns responsibility to staff and committees to implement objectives and initiatives to meet the goal; one that sets realistic deadlines and measurable outcomes. Does the budget reflect the needed staff, equipment, and other resources to help make the implementation realistic? Is there a fund development plan in place to assist with raising funds needed for a successful strategic plan implementation?

February 14, 2020

## **The Essentials of Fundraising**

**NOTE:** This is a repeat of the class offered in 2019, and is required to obtain the Fundraising Management Certificate if you have less than 3 years of experience in a fundraising position.

(Fundraising Management Certificate)

Instructor: Jane P. Stein

**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 28, 2020

## **Best Practices of Collaboration**

(Organizational Development Certificate)

Instructors: Kathy Kruschwitz & Linda Hansen

**Class Description:** Best Practices of Collaboration: In today's nonprofit climate, the ability to collaborate is a key foundational skill that can be applied to program planning or strategic planning. This class will identify best practices essential to the forming of a collaboration including crafting a shared vision, identifying mutual values and principles, and agreeing on common outcomes. In addition, participants will learn the distinction between such terms as networks, partnerships, coalitions, and collaborations based on their purpose, structure, and required leadership processes. The class will be based on an adaptation of the Collaboration Framework developed by The National Network of Collaboration based at the University of Vermont and distributed by the Administration for Children and Families to its Capacity Building Grantees. The Framework includes four initial steps: 1) defining the organizational relationship; 2) evaluating the organization's current level of involvement with potential partners; 3) identifying the shared vision, mission, and values/principles of the collaboration; and 4) recognizing the desired outcome resulting from the collaboration. Classroom materials will primarily be handouts, on-line videos, and articles available to the public on-line. There will be no textbook.

August 28, 2020

## **Evaluate Your Nonprofit Success: Defining & Measuring Outcomes**

(Organizational Development Certificate)

Instructor: Trina Willard

**Class Description:** Developing outcomes measurement and evaluation methods can profoundly impact nonprofit organizations in many ways, including improving fundraising and reporting efforts. This workshop presents the basic concepts of evaluating program outcomes and provides useful tools. Participants will learn to ask and answer critical questions such as: *What outcomes can I really achieve with my clients? How will I measure these? How will I know if the program is successful?* This workshop covers the following topics: Internal and external drivers that make evaluation important for nonprofits, Building an evaluation culture, Planning for evaluation, Identifying process and outcome measures, Overview of building your organization's logic model, Crafting measurable evaluation goals, General strategies for measurement, Linkages between evaluation and funding success.

September 25, 2020

### **Nonprofit Budgeting**

(Organizational Development Certificate)

Instructor: Stephanie Cory

**Class Description:** This class will equip students with the tools they need to read and understand nonprofit financial statements and develop and understand budgets. Basic accounting concepts will be reviewed and students will take a deep dive into sample financial statements to understand the nuances of nonprofit accounting. Budget development methods will be discussed, and students will have the opportunity to begin a draft budget for their organizations. Through case studies, students will learn key internal controls to safeguard their organizations' assets.

October 23, 2020

### **Leveraging a Multigenerational Workforce**

(Organizational Development Certificate)

Instructor: Lindsay O-Pries

**Class Description:** Millennial? Baby Boomer? Gen z? What do all of these things mean in a workplace and how can you leverage a multi-generational staff to do their very best work in teams and individually? Dive deep into all of this and more during this interactive class that promises to leave you with tools and a range of perspectives to thrive in a multi-generational work place.

August 21, 2020

### **Advanced Social Media**

(Resource Development Certificate)

Instructor: Sarah Milston

**Class Description:** Advanced Social Media Tactics is designed for professionals who know how to use the most popular tools (Facebook, Twitter, Instagram etc.) and are looking to increase engagement and develop a deeper understanding of social media. The class will focus on areas including emerging trends and tools, strategic use of social media, and more!

September 11, 2020

## **Storytelling**

(Resource Development Certificate)

Instructor: Chris Bennett

**Class Description:** Can you tell your organization's story in a clear, succinct, and compelling way in less than 3 minutes? Can your staff, volunteers, and donors? In the midst of all the "noise" in our frenetic culture, clear and compelling stories rise above the clutter and gain traction. In this class, we focus on the basics of crafting and telling the story of your organization or mission in a clear and compelling way that activates volunteers, donors, staff, and the community. Participants will get the chance to apply those basics to their own organization's story. You will learn: • What makes stories compelling? • Tools and methodologies to help craft stories; and • Look at the different stakeholder groups and how to emphasize aspects of your story to best connect with each group.

October 16, 2020

## **Grants Research & Writing**

(Resource Development Certificate)

Instructor: Debbie DiVirgilio

**Class Description:** Grant funding is an integral part of the funding plan for most nonprofit organizations. However, both novice nonprofit professionals and those with more experience often find the process of grants research and writing a challenge. Successful grant writing begins with the research process. Participants will learn how to use foundation databases and government tools to identify potential funding sources. Key components of a successful grant proposal will be covered. Participants will have an opportunity to engage in the grant research process. The grant writing instruction will include opportunities for drafting proposal sections for review by instructor.

November 13, 2020

## **Recruiting, Retaining & Managing Volunteers**

(Resource Development and Volunteer Management Certificate)

Instructor: Jeanne Allen

**Class Description:** Engagement - Sustainability - Cultivation - Virtual - High potential- What do these words have in common? They speak to a vibrant volunteer culture. Do this describe your organization? Discover how building a culture of volunteer engagement for your nonprofit increases organizational capacity. Explore best practices of skill-based volunteering and other trends. What could you do if you had all the volunteers your nonprofit needed? You will develop ways to manage and support volunteers that fits your organization's culture and mission. This seminar is designed to actively engage and involve the participants as learners and as contributors. Participants will 1) examine the role of volunteers in building the capacity of your nonprofit; 2) discuss promising practices for effectively recruiting volunteers; and 3) explore retention as part of a healthy volunteer management system.

December 11, 2020

## **Fundamentals of a Strong, Donor-Centric Planned Giving Program**

(Resource Development Certificate)

Instructor: Susan Johnson O'Neil

**Class Description:** Legacy giving is fulfilling to donors and can be transformative to organizations of all sizes. Building a successful planned giving program means having at least a basic understanding of planned gift tools and vehicles as well as the processes of stewardship, donor management, segmentation and coordinated communications that build and sustain relationships with donors - and their advisors as well as involved organizational staff - that grow legacy giving as an organizational asset. In this course we will: Explore the essential features of planned giving vehicles; Identify and investigate development officer gift planning tools and resources; Review donor stewardship and management strategies to identify and cultivate planned giving donors; Consider the roles financial advisors and organizational staff, such as CFOs, CEOs, and board members play in building a healthy program; and Design a strategy and its processes for your organizational needs and capacities to ensure a sustainable program.