

Nonprofit Management Institute

January 2021 – December 2021

Title: So You Want to Start a Nonprofit?

Start Date: January 22, 2021

End Date: January 22, 2021

Start Time: 9:00 am

End Time: 2:30 pm

Instructor: Jane Stein

Certificate: Nonprofit Leadership

Course Description: This workshop will instruct you on what you need to start a nonprofit. All the information you need in one class! In this class, you will learn: (1) What to do before you begin; (2) How to form the Organization; (3) Tax, Lobbying, and Fundraising rules and requirements; (4) How to operate the Organization; and (5) Organizational Governance guidelines.

Title: Leadership Under Pressure: Vision, Agility, Connection, and Messaging

Start Date: January 29, 2021

End Date: January 29, 2021

Start Time: 9:00 am

End Time: 12:00 pm

Instructor: Rob Levit

Certificate Area(s): Nonprofit Leadership, Organizational Development

Course Description: Leadership skills are more essential than ever as many nonprofits struggle to maintain operations, communicate with stakeholders and reinvent programs. Skilled leadership is much more than administrative expertise, especially in uncertain times: it requires a strong foundation of values and strategic thinking as well as a flexible, growth mindset that includes continuous learning, curiosity and resonant communication. Learn, discuss and practice the four essential leadership skills that not only strengthen nonprofits but also deepen individual and team resilience during times of acute and chronic pressure. In this class you will learn how to: (1) Identify and analyze four aspects of leading under pressure: vision, agility, connection and message; (2) Evaluate individual, team and organizational leadership styles to identify areas of excellence and possible gaps to be addressed; and (3) Design and implement three practices to foster positive leadership development in individuals and organizations during pressure-filled situations.

Title: The Role of the Board in Fundraising During Uncertain Times

Start Date: February 19, 2021

End Date: February 19, 2021

Start Time: 9:00 am

End Time: 12:00 pm

Instructor: Stephanie Cory

Certificate Area(s): Fundraising Management, Nonprofit Leadership, Volunteer Management

Course Description: This class will provide in-depth coverage of the board's roles and responsibilities in fundraising. Practical tips for engaging board members in all fundraising roles even in times of uncertainty will be covered. Assess your current board fundraising efforts and leave with strategies for creating a culture of philanthropy at your organizations and practical next steps for engaging the board in your virtual and socially distant fundraising efforts. Activities you can employ at their organizations to gain board buy-in and prepare board members to contribute more to fundraising will be demonstrated.

Title: The Next Normal: Creating a Resilient and Anti-Fragile Nonprofit

Start Date: February 26, 2021

End Date: February 26, 2021

Start Time: 9:00 am

End Time: 12:00 pm

Instructor: Rob Levit

Certificate Area(s): Nonprofit Leadership, Organizational Development

Course Description: What will it take to not only survive but thrive in our new era? While it is critical to focus on current operations, fundraising and programs, nonprofit organizations must also be thinking about and preparing for the "next normal." Using research and frameworks from innovative organizations and futurists, participants will discuss and share ideas for fearlessly moving into the future. In this class you will learn how to: (1) Identify and discuss trends influencing and shaping the nonprofit community by "sensing" the future and crafting a range of responses to build resilience; (2) Examine the key attributes of anti-fragile organizations and customize them for individual nonprofits; and (3) Analyze and diagram three future-facing frameworks to create a more agile organization with fewer dependencies and disruptions.

Title: Strategic Planning

Start Date: March 19, 2021

End Date: March 19, 2021

Start Time: 9:00 am

End Time: 2:30 pm

Instructor: Jeanne Allen

Certificate Area(s): Organizational Development, Nonprofit Leadership

Course Description: Participants will explore the strategic planning process as an important tool for a nonprofit organization. The focus is on the elements of a strategic plan and especially the planning process, as well as comparing a variety of business practice tools for an organizational assessment. Tools include the SWOT Analysis, Sustainability Matrix, and the Strategy Canvas as well as others. This course will provide an opportunity for students to apply various tools and examine current practices in strategic planning. In this class, you will learn: (1) Five steps of a strategic planning process; (2) How to build buy-in from all stakeholders; (3) Data collection and analysis- how to do this in an ongoing manner; (4) Sampling of tools that nonprofits use; and (5) analysis of sample strategic plans from nonprofits.

Title: Building a Development Plan in a Box

Start Date: April 23, 2021

End Date: April 23, 2021

Start Time: 9:00 am

End Time: 2:30 pm

Instructor: Patrick Belcher

Certificate Area(s): Resource Development, Fundraising Management

Course Description: Having a plan and a strategy is extremely important to individual and organizational success. This class will cover how to set up an annual plan. Inside the annual plan, individual event and campaign plans that can be individual evaluated and executed. For each campaign and event, there are similar activities that are repeated for each event or campaign and can simplify planning. Then there are unique activities which can require significant time and execution. Having plans that can be documented, repeated, and evaluated allow organizations to experience organic growth. A significant portion of the class will be focused on the debrief and post event follow-up that will bring new donors and attendees into a stewardship plan with the organization and secure a second gift within 100 days. This class will cover how to create an individual plan for each campaign and event and how rolling these into an annual plan will help in cost control when negotiating with vendors.

Title: Risk Management for Nonprofits

Start Date: May 14, 2021

End Date: May 14, 2021

Start Time: 9:00 am

End Time: 12:00 pm

Instructor: Stephanie Cory

Certificate Area(s): Finance/Legal, Organizational Development

Course Description: Nonprofit organizations face all types of risk—some that apply to all businesses and some that are specific to the sector. Learn what warning signs to watch for when it comes to identifying risks that threaten your organization's programs, finances, human resources, fundraising, operations, and board leadership. This class will explore the benefits of enterprise risk management as a tool for recognizing and acting on risk. Leave with a checklist of common nonprofit risks that will allow you to prevent and mitigate them.

Title: Engage Your Community: How to Adapt to a Community Engagement Environment

Start Date: August 27, 2021

End Date: August 27, 2021

Start Time: 9:00 am

End Time: 3:30 pm

Instructor: Chris Bennett

Certificate Area(s): Resource Development, Volunteer Management

Course Description: Our work is always most successful when it centers the communities we are working within. Community engagement is the process of working collaboratively with a community to address issues that impact the wellbeing of those groups. This session will highlight key aspects of robust community engagement. In this class, you will learn about: (1) The community engagement spectrum with focus on the equity model; (2) Best practices for co-leadership with community transformations; and (3) The value of co-leadership in your work.

Title: The Nuts and Bolts of Practices for Good Board Governance

Start Date: September 24, 2021

End Date: September 24, 2021

Start Time: 9:00 am

End Time: 3:30 pm

Instructor: Amy Nisenson

Certificate Area(s): Volunteer Management, Nonprofit Leadership

Course Description: This training addresses many of the best practices around Board Governance. It will include information on how to best organize your board governance structure including committees and will answer questions about governance models and board organization. Good governance also requires the board and staff to work together to build a strong and productive relationship. This class will help chief executives and board members clarify their board's role and strengthen their capacity to govern. We will also cover succession planning for the Board and staff. The training will include hands on activities and group work around these topics.

Title: Building Your Nonprofit's Evaluation Culture: Collecting Meaningful Data for Continuous Improvement

Start Date: October 1, 2021

End Date: October 1, 2021

Start Time: 9:00 am

End Time: 3:30 pm

Instructor: Trina Willard

Certificate Area(s): Organizational Development

Course Description: Cultivation of an improvement-oriented evaluation culture is a critical factor in developing sound nonprofit practices. This course covers the three primary elements of evaluation culture, teaches attendees how to uncover their organization's cultural characteristics, and the role of culture as the foundation for systematic and successful evaluation efforts. Students will also learn techniques for strengthening evaluation culture and cultivating an environment in which data is used for continuous improvement. In this class, you will learn: (1) the primary factors that drive your organization's evaluation culture; (2) how evaluation culture is applicable, regardless of your program's maturity; and (3) how to implement practical tips for strengthening your nonprofit's cultural approach to data and evaluation.

Title: Hire Right the First Time, with a Focus on Equity Hiring

Start Date: October 15, 2021

End Date: October 15, 2021

Start Time: 9:00 am

End Time: 3:30 pm

Instructor: Lindsey O'Pries

Certificate Area(s): Nonprofit Leadership, Organizational Development

Course Description: Did you know the difference between a superstar employee and an average employee is 500% productivity? Yes, it's really true. Who you hire matters, and it's something that most nonprofits try to move through too quickly. In this class learn how to do the front work of hiring so that you hire a superstar from the beginning. In this class, you will learn: (1) Overview of hiring process— job description, outreach and recruiting, interviewing and hiring; (2) Examples of lessons learned and tools that will help your nonprofit; and (3) A special focus on equity-based hiring.

Title: Change Management: The Good, the Bad, and the Ugly

Start Date: November 19, 2021

End Date: November 19, 2021

Start Time: 9:00 am

End Time: 3:30 pm

Instructor: Sarah Milston

Certificate Area(s): Nonprofit Leadership

Course Description: An overview of change philosophies and the tools to support positive change and change motivated by crisis. In this class, you will learn: (1) Overview of Change Management Philosophies; (2) Tools to guide others through change; (3) the importance of Stakeholder Voice in Change; and (4) Definitions of stakeholders to include community, staff, board, etc.

Title: Quickbooks for Nonprofits – Intermediate/Advanced

Start Date: December 3, 2021

End Date: December 3, 2021

Start Time: 9:00 am

End Time: 12:00 pm

Instructor: Florence Santoro

Certificate Area(s): Finance/Legal

Course Description: In this Quickbooks class intended for intermediate to advanced users, you will learn about making journal entries and tracking mileage. You will also learn how to prepare reports for Board members and funders, and how to enter budgets for your organization as well as for specific program grants. This class will also cover tracking annual and sick leave for employees, and generating W2s, W3s, and 1099s.