



Nonprofit Essentials 2011-2012 Course Descriptions

Governance

September 29, 12:00-4:430 pm, Autumn Room (215A) Reynolda Hall

A practical look at nonprofit governance, including organizational lifecycles and best practices. Topics include the role of the board, building an effective board, the relationship and roles of the board and staff, and how to monitor and evaluate the Executive Director.

Strategic Planning

October 27, 12:00-4:30 pm, Reynolda Hall, Room 301

Learn how to “strategically think” through critical questions in order to have a successful strategic planning process. Using case studies, participants will examine effective strategies and implementation, study the importance of addressing the organization’s position in the external market; select an analytical and organizational approach to strategy formulation and implementation; and, overcome strategic planning myths.

Budgeting and Finance

November 7, 12:00-4:30 pm, Reynolda Hall, Room 301

This course is designed to give an overview of nonprofit budgeting and finance, including financial terminology, the components of nonprofit financial statements, and a working understanding of an income statement and balance sheet. The course will also address how to build a budget, use performance standards to help make spending decisions, and address “red flag” issues.

Human Resources

December 8, 12:00-4:30 pm, Reynolda Hall, Room 301

Whether board member, staff or volunteer, the most important asset of any organizations is its people. This course will address key topics such as recruitment, retention, development, and evaluation of board members, staff and volunteers; the importance of diversity in the nonprofit workforce; and, how to create a motivating and rewarding work environment. The course will also review the basics of human resource policies and procedures and provide examples of key resources such as: an employee handbook, volunteer guidelines and policies, guidelines for hiring, discipline and termination.

Fund Development

February 16, 12:00-4:30 pm, Reynolda Hall, Room 301

Learn key strategies and tactics for successful fundraising, how to develop and sustain donor relationships, the critical role board members and volunteers play in successful fundraising, how to create a plan to guide your efforts, and how to monitor the effectiveness of your fundraising. Explore how technology can enhance development efforts and can be used as a fundraising, communications, and marketing tool. Review current philanthropic trends and innovative ways in which nonprofits are generating financial support in the current economy.

Collaboration

March 15, 12:00-4:30 pm, Reynolda Hall, Room 301

Saving time, money and resources through collaborations with other organizations sounds like a good idea, but what are the key principles that should be considered? Learn best practices for nonprofit collaborations and how to make these partnerships legally sound and successful.

Evaluation

April 26, 12:00-4:30 pm, Reynolda Hall, Room 301

The nonprofit sector is increasingly under pressure to show meaningful results. This class will examine different evaluation models and lead you through the process of designing an approach to measure programs, creating meaningful measures, collecting and analyzing data, generating a report and communicating results to document impact, improve services, and support fundraising efforts.

Advocacy and Communication

May 24, 12:00-4:30 pm, Reynolda Hall, Room 301

Nonprofits play an active role in shaping public policy. This class examines successful advocacy strategies used by nonprofits to advance their organization's mission for the public good while considering related legal, ethical and tax issues, and measuring the success of your advocacy. Course includes coaching on how to tell your story in a way that conveys the importance and value of your mission.

Grant Writing

June 21, 12:00-4:30 pm, Reynolda Hall, Room 301

A practical course designed for those seeking to develop grant proposal writing skills. Participants will learn how to research funding sources and approach funders, and learn best practices for developing successful grant proposals and letters of inquiry.