



DISCOVER • GROW • LEARN MORE

BUSINESS & COMMUNITY DEVELOPMENT

Business & Career Skills

Certificate in Nonprofit Management

January-May 2010

Gain valuable and important skills, knowledge and a certificate for a rewarding career in nonprofit management. Brookdale's fast-paced nonprofit management certificate program is taught by leading professionals and practitioners. Take advantage of this exciting opportunity to learn, network and exchange ideas about this growing career path. In an interactive environment, discover the most productive strategies for meeting challenges specific to nonprofits. Creating a healthy, vibrant organization by utilizing the talents of staff and volunteers is the continual theme of the program.

Explore the dynamics of two major types of nonprofits: charitable and philanthropic 501(c)3 agencies, and trade professional 501(c)6 associations, and their differences and similarities.

To acquire a certificate: have your instructor sign an Attendance Verification form after each course. It is your responsibility to collect and keep the signed forms in a safe place. (Lost Attendance Verifications and/or certificates will be replaced for a fee of \$5.)

Who should attend: staff, volunteers, board members, executive directors, program directors, committee chairpersons, and those interested in these positions.

Attaining the Certificate in Nonprofit Management requires completion of these five courses:

- Introduction To Nonprofit Management
- Strategic Planning For Nonprofits
- Recruiting, Maintaining And Managing Volunteers
- Fundraising and Marketing For Nonprofits
- Board Development For Nonprofits

Fee: Each course is \$119

Refund policy: A \$15 processing fee will be deducted from all refunds. Our refund policy regarding cancellations is the following: 10 or more days before the beginning of class, 100% refund of full course fee; 9-5 days before the start of class, 50% refund of full course fee; less than 5 days before class start date no refund. There are no refunds for trips, ticketed events and specified training programs. Only under extreme, extenuating circumstances would an appeal be considered beyond that point. Registrants requesting an appeal must do so in writing, stating their reason, providing supporting documentation (i.e., medical note from doctor, accident report, etc.) and include course name and start date.

Introduction To Nonprofit Management

Carl V. Lillvik, senior consultant, Little Cove Services

Gain a solid foundation of what it takes to create and maintain a healthy nonprofit organization. Learn the differences between 501(c)3 charitable organizations and other tax exempt organizations. Explore the dynamics of the board, staff and volunteers working together to advance the organization. Examine the role nonprofits play in society and understand the basic legal structures of nonprofits. 3 SESSIONS

Tues, Jan 26-Feb 9, 6:30-9 pm

Code: XNONP 017 W

Continued on next page.

Board Development For Nonprofits

Leslie M. Loysen, CFRE, (certified fund raising executive)

Nonprofit organizations are governed by boards of directors with legal, ethical and fiduciary responsibilities. Board members must make sure that the organization is run well and be actively involved in fund raising including making personal contributions, serving as an advocate and participating in fund raising activities. Examine the role of the nonprofit board of directors and explore what individual member's responsibilities, requirements and duties are; the best way to recruit members; and how to conduct an effective orientation program. 3 SESSIONS

Tues, Feb 23-Mar 9, 6:30-9 pm

Code: XNONP 025 W

Recruiting, Retaining And Managing Volunteers

Margean Gladysz, senior vice president, National Executive Service Corps

Effectively managing volunteers is a key component of any nonprofit organization's success. Uncover the essential skills to grow and manage a thriving volunteer program. Learn how to increase the number of volunteers in your organization, keep them motivated and retain them. Discuss: developing recruitment strategies, recognizing and evaluating volunteers, building teamwork between volunteers and staff and understanding critical legal and liability issues. Share your experiences and network with other participants. 3 SESSIONS

Wed, Mar 17-Mar 31, 6:30-9 pm

Code: XNONP 023 W

Strategic Planning For Nonprofits

Carl V. Lillvik, senior consultant, Little Cove Services

Gain a clear understanding of the unique strategic planning process in the nonprofit organization, including how it guides direction, structure, and operations. Examine the importance of customizing the process to suit the nature and needs of the organization so that the plan is relevant, realistic and flexible. Learn how to prepare for the strategic planning process, conduct external and internal analyses and establish direction including mission, vision, values, goals, and strategies. Discover how to create an action plan (who will be doing what and when), determine resources needed and finalize its development, communication and implementation. 3 SESSIONS

Tues, Apr 13-Apr 27, 6:30-9 pm

Code: XNONP 024 W

Fund Raising And Marketing For Nonprofits

Leslie Loysen, CFRE, (certified fund raising executive)

Review and explore the basic principles of fundraising and marketing for nonprofits. Uncover and identify your organization's internal and external constituencies. Examine basic fundraising techniques, master the resource development process and analyze building a case for support. Learn the step-by-step process for planning and executing a fundraising program for your nonprofit organization. 3 SESSIONS

Sec 1 Tues, Jan 5- Jan 19, 6:30-9 pm

Sec 2 Tues, May 11-May 25, 6:30-9 pm

Code: XNONP 021 W

NEW

Nonprofit Elective

Balanced Scorecard for Nonprofits

Dennis K. O'Brien, president, Coastal Financial Advisors, Inc.

A balanced scorecard is a strategic planning and management system that aligns operational activities to an organization's vision and strategy. Gain a solid introduction on how to view and "balance" your nonprofit from four perspectives: internal processes perspective, learning and growth prospective, financial perspective and the customer perspective. Discover how to develop the metrics to effectively analyze organizational objectives. Find out how to tie the results of a developed scorecard to the nonprofit's strategic plan, mission and values. The results of a balanced scorecard will indicate areas for improvement in operations, programs and services, and funding requirements. It is also a great way to display the success of the nonprofit to funders. O'Brien is chair of Monmouth County Board of Catholic Charities; treasurer of Family and Children's Services; and a volunteer with United Way of Monmouth County and the Society of St. Vincent DePaul.

Wed, Mar 10, 9 am-noon

Fee and Code: \$39, XNONP 038 W

TO REGISTER: 732-224-2315