
NONPROFIT LEADERSHIP CERTIFICATE PROGRAM

Starting September 2013

Designed for current nonprofit executives, professionals new to nonprofit leadership, aspiring nonprofit leaders, sector switchers and career changers.

Provides an opportunity to gain credentials for career advancement, meet nonprofit professionals and enhance knowledge, skills and access to resources.

Tailored for your learning experience to your own areas of interest. Select eight or more sessions that meet your needs from among the offerings to earn the Nonprofit Leadership Certificate. Each module includes on-line and/or other reading assignments to be completed before the face to face session.

Facilitated peer interaction is part of the learning process! Guest speakers who work in the nonprofit sector bring their knowledge and experience to the

Individual modules are available for \$150.00 per class. Complete eight modules to earn a

Certificate in Nonprofit Leadership for \$1,000 and save nearly 20%.

For Information

Contact:
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or
Email debra.karp@uwp.edu



LW
Extension
University of Wisconsin-Extension

University of Wisconsin
PARKSIDE

Planning for Nonprofit Organizations

Study the responsibilities of a nonprofit leader in mission-focused planning. Learn about the various kinds of planning a nonprofit organization needs to operate effectively, how to do it yourself, how to work with consultants, how to implement plans and keep them alive using an annual plan of work. Investigate the roles that boards, staff and volunteers play in the organizational planning process.

Evaluation & Outcome Measurement for Nonprofits

Secure the future of your nonprofit organization by learning how to measure its success. Learn to develop a plan and the tools for evaluating the effectiveness of your organization and its programs and to promote your impact. Explore what you can do yourself and when to work with an outside evaluator.

Fund Development for Nonprofit Organizations

Investigate how you and your board can work together to bring resources needed to achieve your organization's mission. You will learn about fee for service, in-kind donations, social enterprise, sponsorships, value driven donor development, and you will practice "making the ask."

Grant Seeking and Development

Focus your energy when searching and applying for grants with an understanding of how to navigate the world of public and private funding. You will learn how to use various grant search databases, develop or refine your case statement, and have an opportunity to review and critique grant applications from the perspective of a reviewer or funder and how to prepare an effective proposal.

Financial Management for Nonprofit Organizations

Review nonprofit financial reports, ratios and terminology and learn how to interpret the information to make strategic management decisions and plans. Explore the various financial tools you will use to prepare and manage organizational budgets and cash flow.

Nonprofit Board Development and Management

Delve into the various models for nonprofit boards of directors, clarify roles and responsibilities of board members, and learn how to navigate the important relationship between board and staff. You will also learn how to use free tools to host virtual meetings and set up online file sharing that will improve communication between board and staff.

Managing Nonprofit Employees

Explore the world of nonprofit personnel management. Learn how to navigate the process of developing and implementing recruitment plans, job descriptions, interviews, performance reviews, and employee handbooks. Discover your own leadership style and strengths and learn to build a strong team.

Volunteer Recruitment, Retention and Recognition

Enhance your volunteer infrastructure for greatest impact. Devise strategies to best leverage the time, knowledge and skills of your volunteers to not only maximize their value to your organization, but also fulfill their needs and keep them motivated.

Nonprofit Collaboration and Advocacy

Develop strategies for engaging external stakeholders in effective collaboration efforts that increase the community's capacity to serve. Learn how to establish partnerships and build effective, mutually beneficial collaborations. Explore advocacy tools that you can use as a nonprofit leader to support community issues.

Marketing and Communication for Nonprofits

Develop marketing materials that reach the intended audiences, carry your message and support your mission by delving into the principles, practices and tools of nonprofit marketing. You will learn how to craft talking points, create a public relations campaign and manage a crisis.

Nonprofit Leadership Certificate Award Ceremony

Join the other member of your Nonprofit Leadership Certificate cohort in a "graduation ceremony" and plan ways together in which you will continue to support one another through peer mentoring.

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