

Nonprofit Leadership & Management

We have revised and updated our Nonprofit Certificate Program to reflect the current focus on this very important market sector in the current economic climate. The program is packed with practical techniques necessary for survival in this challenging economy. Workshops are oriented to the needs of staff, program administrators, executive directors, board members, philanthropists, volunteers, and those interested in employment at nonprofits.

Certificate in Nonprofit Management

This certificate requires the following four core courses totaling 48 hours, and a minimum of 30 approved elective course hours, totaling 78 hours. Courses can be taken individually on a non-certificate basis.

Core courses:

- Fundamentals of Nonprofit Management (Spring 2010)
- Overview of Fundraising Techniques
- Marketing & Public Relations for Nonprofits
- Budget Basics (Spring 2010)

Elective courses:*

- Leadership Skills That Can Spell Success
- Technical Strategies for Nonprofit Management
- The Role Emotional Intelligence Plays in Communication
- Grantwriting Essentials
- Advanced Grantwriting
- Accounting and Tax Update for Nonprofits
- Strengthening Your Interpersonal Skills
- Developing an Effective Board
- Building a Key Leadership Team
- Courses in Communications and Marketing
- Computer courses

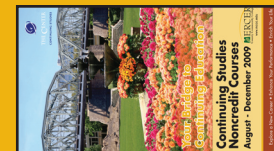
**Not all electives are offered each semester; timely new courses may be added.*

Employers: Results driven training will give your company the competitive edge! In volatile economic times, competition is fierce! Let us help you by enhancing your employees' skills.

For more information contact Elaine Weinberg, Director,
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Fall 2009 catalog!



THE CENTER
CONTINUING STUDIES

Certificate in Nonprofit Management



Fall 2009



Nonprofit Leadership & Management

Grantwriting Essentials

This workshop will equip prospective and novice grant seekers with the necessary skills and tools to research, prepare and submit competitive proposals for funding from a variety of grantmakers. Topics will include: the components of a grant, hallmarks of a successful grant, prospect research, the various types of grantmakers, building a case for your cause, establishing and maintaining relationships with funders and collaborators, understanding evaluation techniques and sustainability for your proposal, and follow-up requirements. Hands-on group and individual exercises plus homework will enhance the learning process.

1.2 CEU. Tuition and fees: \$120

XCP264-083566 **Sept 12-Oct 10***

4 sessions Sa 9am-12pm

**Class will not meet Sept 19*

Judith Arnold, Nonprofit Consultant

Claire Walton, Nonprofit Specialist

Building a Key Leadership Team

This advanced workshop for nonprofit executive directors and board presidents focuses on these relationships and how they can create a mutually supporting partnership that strengthens the organization. Through exercises, short cases, and small group discussions, we will explore communication choices, decision making, building trust, alignment of the board with the mission and staff, and developing measures for success.

0.4 CEU Tuition and fees: \$40

XCP102-083568 **Sept 17-Oct 1***

2 sessions Th 9-11am

**Class will not meet Sept 24*

Marge Smith, Nonprofit Consultant

Jane Silverman, President, Jane Silverman and Associates, LLC

Marketing & Public Relations for Nonprofits

Marketing and public relations can make or break a nonprofit today. This course focuses on marketing and communication issues as they impact the ability to promote events and programs and raise a nonprofit's profile in the public, private, corporate, and industry arenas. Sessions will include tools, resources, procedures and practical information along with hands-on group and individual exercises. Some homework will be assigned.

1.2 CEU. Tuition and fees: \$120

XML154-083567 **Sept 15-Oct 20**

6 sessions Tu 7-9pm

Judith Arnold, Nonprofit Consultant

Claire Walton, Nonprofit Specialist



Leadership Skills That Can Spell Success

With limited staff and financial resources, it is particularly critical that the nonprofit administrators become truly proficient in all aspects of management. Each session will focus on strengthening particular skills: communication, team building, problem solving, motivation, stress and time management and conflict resolution.

1.2 CEU. Tuition and fee: \$120

XML153-083569 **Oct 1-Nov 5**

6 sessions Th 7-9pm

Marge Smith, Nonprofit Consultant

Technical Strategies for Nonprofit Management

This course will provide a practical overview of how and which computer applications can provide planning assistance and follow-up support for your strategic, accounting, database management, and fundraising decisions. Classroom examples and homework assignments will enhance understanding without the need for technical expertise.

1.2 CEU. Tuition and fees: \$120

XML149-083572 **Oct 28-Nov 18**

4 sessions W 6:30-9:30pm

John Paone, MBA, Strategic Management and Technology Specialist

Finding New Donors for Funding

This comprehensive workshop can be critically important for nonprofits struggling to maintain infrastructure and programs during these economically difficult times. Topics will include: harnessing internet resources to identify high net-worth individuals, reviewing the important basics of foundation research, uncovering local philanthropists through family foundations, and researching and pursuing corporate support. Participants should come to class with the name of one or two potential donors for hands-on application of techniques presented.

0.3 CEU. Tuition and fees: \$35

XML187-083570 **Oct 6**

1 session Tu 9am-12pm

Maria Semple, Principal, The Prospect Finder, LLC



Developing an Effective Board

The success of a nonprofit requires its board to fully understand the importance of effective governance and how to achieve it. Explore board roles and responsibilities, how to build teamwork, deal with conflict, address challenges, keep motivation and participation high, and how to identify and recruit good board members. **This workshop is designed for all board members and potential board members, regardless of previous experience.**

0.6 CEU Tuition and fees: \$60

XCP118-083571 **Oct 19-Nov 2**

3 sessions M 7-9pm

Marge Smith, Nonprofit Consultant

Linda Meisel, Exec. Dir., Interfaith Caregivers

Overview of Fundraising Techniques

Americans are generous people. More than \$200 billion was given away last year. Is your organization getting its share? Learn the basic elements of developing financial resources and how to implement them in your nonprofit. Explore the techniques of fundraising – including special events – and learn how to identify the best potential constituencies to target.

1.2 CEU Tuition and fees: \$120

XCP186-083573 **Nov 2-Nov 30**

5 sessions M 6:30-9pm*

**Class on Nov 30 – 6:30-8:30pm*

Les Loysen

The Role Emotional Intelligence Plays in Communication

Understanding emotional intelligence can empower you to work more successfully with others. This course will provide the opportunity to answer the following questions: What is emotional intelligence? How can you develop yours? How can emotional intelligence improve relationships when working with others?

0.8 CEU. Tuition and fees: \$80

XML186-083574 **Nov 12-Dec 10***

4 sessions Th 7-9pm

**Class will not meet Nov 26*

Marge Smith, Nonprofit Consultant

We have a complete schedule of business management and computer courses - many of which qualify as electives for this Certificate - please visit our website at www.mccc.edu/ccs

