
PROGRAM GUIDE

*Your guide to Nonprofit Education. Certificates, Forums and Training
Programs for Tampa Bay Area Nonprofit Professionals.*



Nonprofit Leadership Center of Tampa Bay programs are
proudly presented by GTE Federal Credit Union.



CERTIFICATES

Certificate in Fund Development Fundamentals

Hours: 14 | CFRE: 14 | Sessions: 4 | Cost: \$276

The Certificate in Fund Development will provide you with the basic skills and knowledge of fund development. This four part series will cover the funding funnels and how each can be used in your organization, provide you with tools to build a solid fund development plan, help you build a case for support and teach you the best practices for communicating with donors and the public. After completion, you will have an understanding of the fund development process, the skills to identify organizational needs, the ability to write a fund development plan with a strong case for support to meet those needs and engage your staff, board, and donors in reaching the goals.

Certificate in Grant Writing

Hours: 16.5 | Sessions: 2 | Cost: \$425

During this 2-day certificate participants will learn best practices for developing successful grant proposals from start to finish. The program includes narrative writing, outcome measurement, identifying and approaching funding sources, how to be ready once the deadline is looming and what to do once you've been awarded a grant.

Certificate in Volunteer Management

Hours: 16 | Sessions: 2 | Cost: \$300

The Certificate in Volunteer Management offers a formalized approach to address issues in the field of volunteer management and teaches best practices relevant to today's volunteer manager. This 2-day program is designed to meet the needs of the next generation of volunteer leaders. Topics include: Understanding Volunteers, Planning Your Volunteer Program, Recruiting and Placing Volunteers, Orienting and Training Volunteers, Supervising Volunteers and Evaluating Your Volunteer Program.

Certificate in Nonprofit Financial Management

Hours: 11.5 | Sessions: 3 | Cost: \$257

The Certificate in Nonprofit Financial Management will provide you with the skills and knowledge needed to establish and maintain a strong system of financial management in your organization. With a focus on best practices, this three part program will build your ability to make sound decisions that affect your nonprofit's programs and operations. A combination of finance and accounting topics enables you to interpret financial information, assess the cost and benefits of business decisions and communicate operational and financial strategies.

Certificate in Board Governance

Hours: 17.5 | Sessions: 4 | Cost: \$332

The Certificate in Board Governance is designed to teach board members what they need to know to meet their fiduciary responsibilities and govern their organizations effectively and with confidence. This four part certification demonstrates an individual board member's initiative to improve personal knowledge, leadership effectiveness and compliance with a variety of best practices. Governing boards have a profound responsibility to their organization and community to be knowledgeable and make effective decisions for the future of the organization. Stand out from the rest by committing to educate yourself on excellence in board governance.

Certificate in Nonprofit Management

12 Graduate Credit Hours

The Certificate in Nonprofit Management at the University of Tampa is a graduate-level educational opportunity to enhance the knowledge and skills of current and emerging nonprofit executives. This high-quality academic program is taught by Ph.D. faculty in partnership with leading nonprofit practitioners. The courses are delivered as intensive one-week seminars over the course of 18 months, representing 12 credit hours of graduate-level instruction.

// We reached out to a funder and found money to help with the project we worked on during the Certificate in Grant Writing. I never would have asked outside the grant cycle if Cindy (instructor) had not given me the green light to do so. Thanks again!

//

Rita Hattab
Community Relations Coordinator
MacDonald Training Center, Inc.

Our forums are designed to offer a sharing and confidential place for various professional groups to meet and discuss trends, ideas, problems and share their successes. Each forum group meets quarterly.

CEO Forum

Closed group with annual membership.

Aspiring Leaders Forum

Closed group with annual membership.

CFO Roundtable

Open group with the following requirements:

- Bachelor of Arts in Accounting (i.e. a formal accounting background)
- Five (5) years of accounting experience
- Agency budget size of at least \$3M
- Top financial officer (or acting in that capacity) in organization

Development Professionals Forum

Open group

FORUMS

Get on Board! The Art of Board Governance

Hours: 8.5 | Cost: \$125 (lunch provided)

Certificate in Board Governance Program

As volunteer leaders, board members play a crucial role in the success of any nonprofit organization. Boards have significant legal and ethical responsibilities to their constituents, staff and communities. Learn the roles and responsibility board members have in governance, fund development and financial oversight while discussing best practices and how to become a high impact nonprofit by having a trained board of directors.

Strategic Planning

Hours: 3 | Cost: \$69

Certificate in Board Governance Program

Development of a strategic plan helps clarify an organization's mission and work while ensuring that leaders are all on the same page. The process builds the capacity and the cultural competency of the organization and its leadership. You will learn the meaning of strategic planning, how to implement an effective process and ask the right questions, and ways to incorporate your team in the strategic planning process.

Fearless Fundraising for Nonprofit Boards

Hours: 3 | Cost: \$69

Certificate in Board Governance Program

Board members who participate actively in fundraising make a powerful contribution to the organization that they serve. When board members see fundraising as a chance to share their enthusiasm for the organization and the value of its mission, they realize the personal satisfaction of fundraising. This program demystifies fundraising and makes even the biggest cowards comfortable with fulfilling their fundraising responsibilities as board members.

Planning for the Future: Why, When and How?

Hours: 3 | Cost: \$69

As best practice, every organization, no matter the size, should have a succession plan in place to prepare for the future. It will impress your donors and funding sources while supporting the viability of your organization. You will learn the essential steps of developing a workable successions plan and you will leave with a draft plan and the tools to fully develop it with the board and key staff members.

// Our board members, staff and I thoroughly enjoyed the workshop. We have shared the information with our board and they want to set a fundraising goal at their next meeting. This is a start!

//

Pat Grosz
Executive Director
Infants and Young Children
of West Central Florida

Financial Oversight for Nonprofit Boards

Hours: 3 | Cost: \$69

To be an effective board member of a nonprofit organization one must be able to review the financial information presented, know what questions to ask and understand how to comply with IRS requirements. You will leave with a better understanding of board member oversight responsibilities. Topics addressed include: the board's role in financial oversight; understanding financial statements; budgeting and cash flow management; and audits and IRS filings.

Financial Best Practices: Preventive Controls and Policies

Hours: 3 | Cost: \$69

Certificate in Board Governance Program

Nonprofit success is measured in more than just dollars, but board members must maintain a close eye on the financial direction of the organization to fulfill their fiduciary responsibility. The board must institute solid preventive controls and policies to ensure that the organization manages its funds responsibly and prudently. You will learn how to develop strong internal controls, prevent and detect fraud and develop and enforce a conflict of interest policy.

Developing a Board Recruitment Strategy

Hours: 2 | Cost: \$39

There is no magic formula to create the "perfect" board. Every organization is unique and has different needs and goals for their organization's board. You will learn how to create a board recruitment strategy and the importance of working on it as a priority in your organization.

The Why and How of Board Engagement

Hours: 2 | Cost: \$39

An engaged board is one of the greatest assets your organization can have. An engaged board does more than just attend meetings. They provide their time, expertise and resources to help the organization fulfill its mission. Learn how to bring out the best in the entire board and how to build a great relationship between the board and staff.

Board Conflict of Interest

Hours: 2 | Cost: \$39

Conflict of interest on a nonprofit board is not necessarily a bad thing — however, it is something that must be discussed and documented. Better understand conflict of interest and how your board can be prepared to handle conflicts properly.

The Basics of Starting a 501c3

Hours: 2 | Cost: \$69

An overview of the step-by-step phases of creating and operating a new nonprofit. Topics addressed include: forms to file, incorporation, board of directors, bylaws and planning. Learn about the need for market research, a brief overview on the impact of the nonprofit sector and the stages of nonprofit agency development.

Measuring Success through Program Evaluation

Hours: 6 | Cost: \$125 (lunch provided)

Program evaluation ensures that your programs serve the mission, are sustainable and effective, and based on the needs of the community and those you serve. The data you gather, if done well, gives the story and facts needed to demonstrate your impact to supporters and potential funders and the information to constantly improve your program and organization. Learn the right questions to ask, how to determine the purpose and audiences the evaluation is being conducted for and how to collect and fully utilize the information.

Human Resources: Laws, Rules and Best Practices

Hours: 3 | Cost: \$69

There are many employment laws and acts that organizations should be aware of and in compliance with as best practice. This program uncomplicates employment acts and laws and the impact they have on your organization and also discusses the importance of an employee manual and handbook that details organizational policies and procedures.

Hiring to Departure: The Do's and Don'ts

Hours: 3 | Cost: \$69

Learn best practices starting with the hiring stage to a staff member's departure from your organization. Learn what can and cannot be asked or required of candidates in the interview process and staff once they are on board. The proper steps and documentation in the event that employment ends through termination or layoff will also be covered.

Managing Employee Performance Evaluations

Hours: 3 | Cost: \$69

Just as important as written bylaws and an employee manual is a written and functioning employee performance management system in your organization. Aligning your organizational goals and objectives will keep everyone in the organization working towards a common goal. This course covers tools to use, how to link performance with compensation, how effective performance management programs can assist with or reinforce disciplinary actions and the impact a performance management system can have on your organization.

Power Interviewing: Hiring Right the First Time

Hours: 3 | Cost: \$69

Hiring the wrong person for a job is expensive -- not only financially, but also in staff time and energy. Learn how to improve your organization's interviewing process to increase hiring results and efficiency. You will leave prepared with several interview questions and behavioral interview basics.

High Performance Coaching

Hours: 3 | Cost: \$69

High performance coaching takes advantage of the many opportunities for performance enhancement and career development within your organization. Learn about the five principles of coaching, the duties of a coach and the various roles of team coaching. You will be challenged to strategically think about how to turn your staff interactions into ongoing teaching moments and coaching opportunities.

Engagement and Accountability: Tools for Success

Hours: 3 | Cost: \$69

Focus on a blend of accountability and engagement and you will see your staff working together towards common goals. An attitude of accountability lies at the core of any effort to fulfill your mission, improve quality, deliver services, empower people, maximize effectiveness and get results. This program will challenge you to embrace both employee engagement and accountability as transformative tools for your employees to rise above difficulties they face in the workplace.

Why Can't We All Just Get Along? Minimizing Conflict at Work

Hours: 3 | Cost: \$69

Understanding Yourself and Others - The PeopleMap™ core program - teaches people a new method for understanding and relating to each other. You will discover your specific personality type and learn how to best communicate with other personality styles to avoid interpersonal conflicts. The goal of this interactive and skills based program is to enhance your people skills in order to improve your overall professional and personal performance. Minimizing or overcoming conflicts at work is key to job satisfaction and optimum performance.

Tools for Effective Business Writing

Hours: 3 | Cost: \$69

As a business professional, your reputation and credibility will be strengthened as you develop the skills needed to communicate effectively in written form, whether on screen or on paper. Learn simple methods to help organize your thoughts, enabling you to get positive results from every email, letter, memo and report you write. You will also learn practical approaches to overcoming the hurdles of punctuation, paragraphing, proofreading, editing and spelling.

Take Control of Your Professional Presence

Hours: 3 | Cost: \$69

Examine those areas that make up your total image - physical appearance, behavior and communication - and learn tools and tips for improving and polishing your image. Look at situations that can make or break your image in the workplace and how to handle these situations to your advantage. Additionally, discuss self-sabotaging behaviors that we all carry and learn how to change the behaviors. By examining the reasons behind the behaviors, we can begin to change the way we think of ourselves and how others see us.

Fund Development Fundamentals: The Big Picture

Hours: 3.5 | CFRE: 3.5 | Cost: \$69

Certificate in Fund Development Fundamentals Program

Build and strengthen your understanding of the basic elements of fund development and its place in increasing your organizational viability. Learn about and explore the many different funnels for fundraising and how each of them fit into your organization. Discuss different components of a Development Department and what is best suited for your organization.

Fund Development Fundamentals: Building a Case for Support

Hours: 3.5 | CFRE: 3.5 | Cost: \$69

Certificate in Fund Development Fundamentals Program

Developing a case for support is essential so that everyone understands and can communicate in one voice your organization's priorities, needs and plans. Building a consistent message, both internally and externally, is important to a successful fund development strategy. Explore how to identify your organization's strengths in order to tell your story, and why it's important to not only be consistent, but constant.

Creating a Fund Development Plan

Hours: 3.5 | CFRE: 3.5 | Cost: \$69

Certificate in Fund Development Fundamentals Program

Planning, budgeting and setting goals -- they are all part of a successful fund development plan. Learn how your organization can align fund development with your strategic plan, how to build policies and procedures to ensure accountability and how to reach your organizational goals.

Friendraising, Fundraising and the Future

Hours: 3.5 | CFRE: 3.5 | Cost: \$69

Certificate in Fund Development Fundamentals Program

Communication is key! Learn best practices for communicating with current and potential donors, how to get them involved in the organization and how to acknowledge them properly. The right communication with donors today will help insure they are there to help you reach your future goals.

Fearless Fundraising for Nonprofit Boards

Hours: 3 | Cost: \$69

Board members who participate actively in fundraising make a powerful contribution to the organization that they serve. When board members see fundraising as a chance to share their enthusiasm for the organization and the value of its mission, they realize the personal satisfaction of fundraising. This program demystifies fundraising and makes even the biggest cowards comfortable with fulfilling their fundraising responsibilities as board members.

// Excellent! Best training program I have attended in a while. Very valuable, something I can take back and put into use.



Anika Coney
Community Services Program Coordinator
Hillsborough County Family & Aging Services

// This session was very comprehensive and geared toward different types/sizes of nonprofits. It challenged me to think creatively to address customer service dilemmas within our agency.



Dena Brannen
Development Director
Big Brothers Big Sisters Pinellas

Marketing Strategy

Hours: 3 | Cost: \$69

Nonprofits have more tools than ever to get the word out about their mission and programs. What they often lack is a strategic and integrated outreach plan. And, without proper planning, organizations usually end up spending more money for mediocre results. Learn how you can make the most of in-house resources while still making an impact. Topics will include: identifying your brand; designing a marketing strategy; choosing the right marketing mix; and measuring results.

Storytelling: Your Organization's Secret to Success

Hours: 3 | Cost: \$69

Today nonprofits need every edge to sell and promote their services or products. Join us for this program and learn how storytelling can be the secret to your organization's success. You will learn why it is important to know your organizational stories, discuss the power of telling your story and learn how to find good stories at your organization.

Beyond the Basics of Special Event Planning

Hours: 4 | CFRE: 3 | Cost: \$69

The success of all meetings and events depend on proper planning execution and follow up. But, what truly makes an event special and rewarding is that special added touch, that something extra that leaves a truly lasting impression on your guests. Topics will include: event development; implementation; and marketing and promotion.

Research 101: An Introduction to Prospect Research

Hours: 4 | CFRE: 3.5 | Cost: \$69

Prospect research can prioritize the donor prospects in your database and help you determine an appropriate ask amount. Learn how to leverage prospect research, ethically and accurately, to methodically identify, track and ask prospects for major gifts. Even with a small development staff, you will learn how to incorporate prospect research into what you organization is already doing.

Introduction to Nonprofit Financial Management

Hours: 5.5 | Cost: \$119

Certificate in Nonprofit Financial Management Program

In the age of accountability, finance is too important to not have, at a minimum, a basic understanding of the numbers. You will learn the basics of good financial management, how to create data related questions that will support your role as a leader, how to utilize actionable data to communicate, direct and motivate management, staff and volunteers to meet agency goals and much more.

Tools for Financial Management

Hours: 3 | Cost: \$69

Certificate in Nonprofit Financial Management Program

Too many numbers, so little time! Learn how to develop tracking tools that will help you manage your program and organizational dollars. These tools include reports on budgeting, cash flow, cost analysis and allocation. You will also learn how to use these tools to improve your presentations to funders.

Understanding Your Costs

Hours: 3 | Cost: \$69

Certificate in Nonprofit Financial Management Program

Learn about cost accounting techniques tailored to nonprofit organizations to make it easier to deal with the most widespread and challenging problem concerning expenses by functional classification (program, management and general and fundraising).

QuickBooks for Nonprofits

Hours: 8 | Cost: \$189

This two-day program will build on the basics of QuickBooks and help you tailor QuickBooks to your organization. Topics to be covered include: setting up accounts, donors and vendors, creating your nonprofit chart of accounts, using preferences and lists to accurately reflect the activities of your organization, and advanced reporting using QuickBooks customized filtering options.

Form 990: It Isn't Just a Tax Return

Hours: 2 | Cost: \$39

If your organization thinks of the Form 990 as simply an IRS report, then you are missing a huge opportunity to showcase the great work your organization does! The Form 990 should be used as another tool to promote your organization to donors, foundations, prospective donors and the world at large. Even if your Form 990 is prepared by an outside firm, you should take control of the sections that allow you to tell your organization's story.

// The presenter was very good in tying personal and professional experiences with the materials. Very good!



Jo Ann Nesbitt, M.S.
Executive Director
Dr. Martin Luther King Jr.
Neighborhood Family Center

How to Register

Click on the Training tab of our website, www.nonprofitleadershipcenter.com, click "Register Here" beneath the program you would like to attend. If you are on our mailing list and received the program invitation by email, click on the "YES" button. You may also call our office at (813) 287-8779, or send us an email at info@nonprofitleadershipcenter.com. Advance registration and payment for all programs is required.

Our Location

Most programs are held in our Training Center at 1401 N. Westshore Boulevard, Suite 101, Tampa, 33607. We are located on the east side of Westshore Blvd, between Cypress and Laurel Streets in the Austin Center Complex. The Towers of Westshore is located directly across the street. There is ample free parking in the front and on the sides of our building.

Our Policies

We reserve the right to cancel any program and to substitute program presenters. If a program is cancelled, we will notify each registrant as soon as possible. Registrants may choose either a full refund or credit towards another program. Program availability and costs are subject to change.

If you cannot attend a program after you have registered, you must notify us at least **three business days** prior to the program date. You have an option to receive credit for another program of equal or lesser value to be used within one year of the date issued, or receive a refund (less \$15.00 administrative fee). Credit and refunds will not be issued to registrants who do not call or send written cancellation notice more than three business days prior to the program date.

Registrants must pay registration fees no later than three business days prior to program date to reserve space and ensure availability of program materials. If payment has not been received three business days prior to the training your seat may be offered to someone on a wait list. We encourage payment of fees at the time of registration. Registration fees can be paid by VISA, MC, and AMEX online as part of the online registration, or by calling our office. We also accept check or money order as forms of payment. Make checks payable to Nonprofit Leadership Center and mail to 1401 N. Westshore Boulevard, Suite 101, Tampa, FL 33607.

How to Contact Us

Grace Armstrong, Chief Executive Officer

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Lorraine Faithful, Operations Manager

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The **Nonprofit Leadership Center of Tampa Bay (NLCTB)** is the provider of nonprofit education and resources in the Tampa Bay area. We teach approximately 100 programs to 1,400 students representing over 300 nonprofit organizations every year. The result of our work is more efficient, effective and sustainable nonprofit organizations.

NLCTB was founded in 1996 by a group of local funders who felt that the nonprofits in our community needed support and increased skills in order to manage their organizations successfully.

Mission

We teach nonprofits the skills to run their businesses through affordable training, coaching and online resources.

Vision

To become the recognized leader in nonprofit education.

Guiding Principle

We live by the education we deliver.

Our teaching focuses on the following core competencies of nonprofit operations:

Board Governance: Board members learn roles and responsibilities, including financial oversight and fundraising skills.

Executive Management: Senior management and department managers learn the skills to bring out the best in their team and operate a business with sound practices.

Fund Development: Staff and board members learn techniques for increasing resources for their organizations.

Financial Management: Staff members are taught basic accounting and tools for developing and managing budgets, cash flow, and reporting to funders and donors. Board members receive in depth information on how to properly fulfill their financial oversight responsibilities.

Contact Ashley Pero with program questions.
apero@nonprofitleadershipcenter.com | (813) 287-8779

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(813) 287-8779 | info@nonprofitleadershipcenter.com
www.nonprofitleadershipcenter.com

NEW IN 2012!

Aspiring Leaders Retreat

Hours: 6.5 | Cost: \$159 (lunch provided)

The Aspiring Leaders Retreat is designed for the experienced nonprofit managers working towards a progressively advanced leadership role and provides you an opportunity to step back and assess your leadership skills, abilities, and prior training so that you can bridge the knowing-being gap.

Pardon Me, Do You Have the Time?

Hours: 3 | Cost: \$69

Do you have the desire to take better control of your time, and ultimately your life? Studies tell us that the average person wastes about two hours in a work day, due to interruptions and time mismanagement. By understanding how your time is spent, you can begin to evaluate the items on your "to do" list and ultimately your biggest time-wasters. Then, it is simply a matter of realistically prioritizing, beating the temptation to procrastinate, and ultimately utilizing your time better.

Social Media Boot Camp

Hours: 3 | Cost: \$69

Social Media is all the buzz in business and personal circles these days, but what is it, do you need to be a part of it and if you join, what do you do next? How will it help my business, hurt my business, or bog down my business? Or will it be the best thing "since sliced bread"? You will learn the ins and outs of Social Media and be able to understand the mainstream Social Media platforms as well as how to join them. The session will conclude with hands-on experience.

Evaluating Your Fundraising Events for True ROI

Hours: 3 | Cost: \$69

Learn a highly effective methodology for analyzing fundraising events for ROI, long term success and greater efficiencies. Learn how to go beyond gross and net income numbers when evaluating event ROI and make better assessments of event outcomes.

Exceptional Presentations

Hours: 3 | Cost: \$69

According to national surveys, fear of public speaking ranks among Americans' top dreads, surpassing fear of illness, fear of flying, fear of terrorism, and often the fear of death itself. Or as Jerry Seinfeld joked "At a funeral, the average person would rather be in the casket than giving the eulogy." This session helps you overcome fear with practical tips to transform your public speaking ability to become truly exceptional.

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