

DEVELOPING NONPROFIT LEADERSHIP IN GREATER POTTSTOWN

- Professional Development Workshops
- Peer Learning Circles for Current and Future Nonprofit Leaders
- Program Evaluation Series
- Earn a Certificate in Nonprofit Management



INTRODUCTION

Education & Professional Development Opportunities Exclusively for Greater Pottstown Area Nonprofit Organizations

The Pottstown Area Health & Wellness Foundation and The Nonprofit Center at La Salle University's School of Business are teaming up to offer an exceptional opportunity to nonprofit organizations in the tri-county Greater Pottstown area.

Based on a successful pilot project, the Foundation and the Center are collaborating again to give executive directors, board members, and staff of local community organizations unprecedented access to opportunities for skills development and support, presented in convenient nearby locations.

What We Have to Offer You and Your Organization

The Nonprofit Center will be bringing its services to Pottstown to offer four different programs that support executive directors, their staffs, and their boards, including:

- * 8 workshops in nonprofit governance, management, finance, fundraising and communications (can be used to earn a Certificate in Nonprofit Management - see page 5)
- * CLEAR Circles, which are peer-to-peer learning and problem-solving groups for nonprofit leaders (including a special group just for emerging leaders) who meet once a month for eight months. Participating CLEAR Circle executive directors get an added bonus of an on-site Best Practices training for their boards
- * BoardCorps:™ : Bootcamp: Our signature full-day board leadership experience for new and aspiring nonprofit board members to offer them the definitive presentation on purposeful, meaningful board service
- * a four-part interactive series on program evaluation for grantees of the Pottstown Area Health & Wellness Foundation

Workshop Descriptions

Seven of the eight workshops will be held at Montgomery County College, West Campus, 16 High Street, Room 112, North Hall Building, Pottstown, with the eighth held at the Foundation office, to enable you to utilize their resource library.

Best Practices in Board Governance

Cementing good intentions in best practices is at the heart of this workshop for Executive Directors, senior staff, and Board Members. It is the first step in truly appreciating the full responsibilities of Board membership in order to maximize the partnership of Board and staff. Participants will develop a deeper understanding of key elements of board responsibility, such as legal liability, strategic planning, fundraising, financial management, board development, and chief executive officer assessment.

Audience: Board Members, Executive Directors, senior staff

When: 11/18/08 10:30 am to 1:30 pm

Care and Feeding of Quality Board Members

It's an ongoing challenge to find qualified board members who bring appropriate skills, temperament, expectations, and passion to your organization. And once you have them, how do you keep them motivated and content? This workshop will reveal the ongoing cycle of board assessment and development that propels healthy boards. Participants will learn how to monitor and build their boards' profiles in terms of skill, experience, expertise, and demographics.

Audience: Executive Directors, Board Members

When: 2/17/09, 10: 30 am to 1:30 pm

Developing A Fundraising Plan & Toolkit

Successful fundraising begins with the development of a comprehensive strategy for raising money. This hands-on workshop will help you clarify your fundraising goals and draft a fundraising plan and case statement. This is an interactive working session, so bring information about your nonprofit's mission and fundraising priorities.

Audience: Executive Directors, development staff, marketing/communications staff, Board Members

When: 4/17/09 9:30 am to 12:30 pm

Financial Literacy 1: Basics of Financial Management

Today, more than ever, a nonprofit's finances must be able to withstand intense scrutiny, with the responsibility for financial well-being and oversight largely depending on the knowledge and competence of finance staff and Board Members. This workshop will provide a solid foundation on the components of responsible and accountable financial management in a climate that demands transparency.

Audience: Executive Directors, new finance staff, program directors, Board Members

When: 12/5/08, 9:30 am to 12:30 pm

WORKSHOPS

Financial Literacy II: Financial Statements

Financial reports are an essential tool in determining the health of your organization. Unfortunately, many people's eyes glaze over when they are handed the monthly statements. To make appropriate, informed decisions, you not only need to be able to review monthly statements, but also to understand what they reveal about your programs and organization.

Audience: Executive Directors, new finance staff, program directors, Board Members, and others responsible for making decisions that use financial information
When: 1/23/09, 9:30 am to 12:30 pm

Fundamentals of Fundraising (to be held at Foundation offices, to offer opportunity to use resource library)

To be successful at fundraising you need to know all your options and pull together a diversified strategy for your organization. This six-hour program will give you a starting point by introducing fundamental fundraising concepts and providing a snapshot of all the fundraising avenues open to you. Topics covered include funding trends, donor motivation, creating your case, planning, and a full array of fundraising options. You will leave with an understanding of all that is involved in fundraising so that you can decide where to spend your time and energy to achieve the best results.

Audience: Executive Directors, development staff - especially those new to the field, Board Members
When: 3/17/09, 9:30 am to 4:30 pm

Nonprofit Management 101

Nonprofit managers wear many different hats, requiring a variety of skills. This workshop gives a basic overview of the roles all managers must play to run a successful nonprofit organization or program. Discover what roles you already perform well and where there are gaps, including those areas where you need to focus and/or get more training.

Audience: New and future Executive Directors, senior managers who need to understand the basics of nonprofit management
When: 10/17/08 9:30 am to 12:30 pm

Recruiting & Managing Volunteers

Nonprofits have always relied upon volunteers to help their organizations function and thrive, but life's increasing demands make recruiting and retaining quality volunteers more challenging. This workshop will provide strategies for finding volunteers, increasing their long-term commitment to your organization, and improving the functioning of volunteer committees. We'll discuss options for structuring your program to improve use of volunteer talents and recognizing their contributions to your mission.

Audience: Executive Directors, volunteer coordinators, human resources staff, program directors, Board Members
When: 6/5/09, 9:30 am to 12:30 pm

Workshop Tuition:

There are two discount programs for these workshops:

- * 50% discounts on all workshops are provide by the Pottstown Area Health & Wellness Foundation to all its current and past grantees, as noted below:
- * Members of The Nonprofit Center at La Salle University's School of Business also receive discounts, as noted below:

Foundation Grantees who are also Nonprofit Center Members: \$36 per 3-hour workshop
Foundation Grantees who are not Nonprofit Center Members: \$45
Non-Foundation Grantees who are Nonprofit Center Members: \$72
Non-Foundation Grantees who are not Nonprofit Center Members: \$89

Fundamentals of Fundraising is a 6-hour session and therefore tuition for this workshop is as follows:

Foundation Grantees who are also Nonprofit Center Members: \$55
Foundation Grantees who are not Nonprofit Center Members: \$63
Non-Foundation Grantees who are Nonprofit Center Members: \$109
Non-Foundation Grantees who are not Nonprofit Center Members: \$125

WORKSHOPS

CLEAR Circles: Peer Learning Circles for Current and Future Nonprofit Leaders

Nonprofit executive directors from throughout the region find peer support and shared problem-solving strategies through unique, professionally facilitated learning circles called CLEAR Circles (Cultivating Leadership, Excellence and Responsibility). These small, peer-directed support groups for nonprofit leaders provide new insights in a supportive and confidential environment that enables the participants to learn from each other and share experiences that they would never raise with co-workers or board members.

Pottstown will have two CLEAR Circles, meeting monthly from January 2009 to August, 2009 - one for current Executive Directors and another comprised of emerging nonprofit leaders who aspire to nonprofit leadership. The latter circle is designed to help develop the leadership capacity of nonprofit leaders of the future and participants must be senior managers reporting to the Executive Director.

The Pottstown Area Health & Wellness Foundation is providing 50 percent discounts on CLEAR Circle fees to its current grantees, and Members of The Nonprofit Center receive additional discounts. Since space is so limited, priority is given to current Foundation grantees, but non-grantees are eligible.

CLEAR Circle Fees:

Foundation Grantees who are also Nonprofit Center Members: \$190 for all 8 sessions
Foundation Grantees who are not Nonprofit Center Members: \$225
Non-Foundation Grantees who are Nonprofit Center Members: \$380
Non-Foundation Grantees who are not Nonprofit Center Members: \$450

An added benefit for new CLEAR Circle Executive Director participants who are Foundation grantees is a free on-site Best Practices training for your organization's Board of Directors, thanks to the generosity of the Pottstown Foundation. This training will help ensure that your board is on the right track.

BoardCorps™ Bootcamp

BoardCorps™: Bootcamp has been called "the program every board member should go through" by a corporate executive who is committed to meaningful service on the board of a nonprofit organization. In expressing the value of this signature Leadership Advancement Program for nonprofit Board Members, she added, "It reinforced for me the direction that our board needed to take and served as a sounding board and an arena for really helpful change."

It is the definitive step in moving toward impactful and satisfying participation on a nonprofit board and it's coming to Pottstown! This acclaimed, full-day interactive experience is designed for professionals who want to maximize their board experience throughout their tenure. Through an unequalled in-depth analysis and exploration of board roles and responsibilities, new, seasoned and aspiring Board Members will dramatically increase their capacity to be purposeful and fulfilled leaders, maximizing their contributions to a mission in which they believe and which is firmly rooted in best practices.

Audience: Seasoned, new, and aspiring Board Members; Executive Directors committed to working more effectively with Board Members
When: 3/28/09, 8:30 am to 4 pm
Where: The Pottstown Area Health & Wellness Foundation

Tuition:

Foundation Grantees who are also Nonprofit Center Members: \$145
Foundation Grantees who are not Nonprofit Center Members: \$175
Non-Foundation Grantees who are Nonprofit Center Members: \$289
Non-Foundation Grantees who are not Nonprofit Center Members: \$350

WORKSHOPS

Certificate in Nonprofit Management

A certificate program is a non-degreed, in-depth learning experience in a specific aspect of nonprofit functions. It combines required workshops offering a depth of expertise with a variety of electives that together will better equip you with the tools necessary to be more effective in your work. In addition, you earn respected credentials that make a statement about your professionalism.

The Nonprofit Center is working with the Pottstown Foundation to offer a Certificate in Nonprofit Management from the acclaimed La Salle University School of Business. It provides a diverse and well-balanced knowledge of nonprofit administration and operation, covering board development, communications, financial management, fundraising, human resources, program evaluation, and strategic planning.

Those of you who participated in last year's collaboration between the Foundation and The Nonprofit Center (or if you have taken the appropriate workshops directly through The Nonprofit Center in the past three years), are urged to call The Nonprofit Center at 215-951-1701 to review your status toward earning a certificate.

FOR CURRENT FOUNDATION GRANTEES ONLY

The Pottstown Area Health & Wellness Foundation is making available a special evaluation series for its current grantees only.

Evaluation Clinic Series

Understanding program evaluation and being able to demonstrate its effective execution in your organization is key to both internal and external success and funding. This four-part series of four hour each clinics will walk an individual (or preferably a group of individuals from the same organization), through the process of defining outcomes to creating data to determine the methodology and creating the data collection instruments. By the end of the four clinics, participants will have a completed evaluation design and tools series. Participation in all four clinics is required.

Clinic Tuition:

Foundation Grantees who are also Nonprofit Center Members: \$180 for all 4 sessions
Foundation Grantees who are not Nonprofit Center Members: \$210

Clinics will begin in 2009 with details on both organizations websites.

Registration Information

The registration form for all workshops and clinics is on page 6 and for CLEAR Circles on page 7. Refunds are given only when cancellations are requested in writing to The Nonprofit Center at least five business days prior to the workshop. If you cancel between 48 hours and five business days prior, you may send another eligible participant from your organization or receive a credit coupon. If you cancel fewer than 48 hours prior, you will be considered a "no show" and will be responsible for payment. No refunds are given for missed CLEAR Circles sessions.

Questions?

For more information about this unique collaboration to benefit the nonprofit community of Greater Pottstown, call The Nonprofit Center at 215-951-1701 or email nonprofitcenter@lasalle.edu

REGISTRATION



Pottstown Professional Development 2008-09



Name _____
 Job Title _____
 Organization _____
 Address _____
 City, State, Zip _____ County _____
 Phone _____ Fax _____
 Email _____
 Website _____

I am a Grantee of the Pottstown Area Health & Wellness Foundation
 Please enroll me in Nonprofit Management Certificate Program

Please register me for the following checked sessions

TITLE OF WORKSHOPS		DATE	TUITION (See Brochure)
Best Practices in Board Governance	<input type="checkbox"/>	11/18/08	
Financial Literacy 1: Basic Management	<input type="checkbox"/>	12/5/08	
Financial Literacy 2: Financial Statements	<input type="checkbox"/>	1/23/09	
Fundamentals of Fundraising	<input type="checkbox"/>	3/17/09	
Nonprofit Management 101	<input type="checkbox"/>	10/17/08	
Recruiting & Managing Volunteers	<input type="checkbox"/>	6/5/09	
Developing A Fundraising Plan & Toolkit	<input type="checkbox"/>	4/17/09	
Care of Feeding of Quality Board Members	<input type="checkbox"/>	2/17/09	
TOTAL DUE			

TITLE OF BOARD TRAINING		DATE	TUITION (See Brochure)
BoardCorps: TM Bootcamp	<input type="checkbox"/>	3/28/09	
TOTAL DUE			

TITLE OF CLINIC		DATE	TUITION (See Brochure)
Evaluation Clinic Series (All 4 sessions mandatory)	<input type="checkbox"/>		
TOTAL DUE			

Payment Method:

_____ VISA _____ MasterCard _____ Check Enclosed
 Credit Card # _____
 Exp. Date _____
 Name on Card _____
 Signature _____

Please return form with payment to:
 The Nonprofit Center at La Salle University's School of Business
 1900 W. Olney Ave.,
 Phila., PA 19141

REGISTRATION

CLEAR Circles for Executive Directors/Emerging Leaders of Pottstown Area Nonprofit Organizations In Cooperation with the Pottstown Area Health & Wellness Foundation



Return completed form with payment by 12/1/08

Name _____
Job Title _____
Organization _____
Address _____
City, State, Zip _____ County _____
Phone _____ Fax _____
Email _____
Organization's Annual Budget: _____

- *** I have been a Grantee of the Pottstown Area Health & Wellness Foundation
- *** I am registering for the Executive Director CLEAR Circle
- *** I am registering for the Emerging Leaders CLEAR Circle (Exec. Dir. Signature required below)
- Executive Director's Signature : _____
- *** I am a Board Member or volunteer of the following nonprofit organizations:

Schedule

Please indicate your preferred weekday for a monthly morning meeting for eight months, from January through August 2009.

Monday _____ Tuesday _____ Wednesday _____ Thursday _____ Friday _____

Tuition

Thanks to the generosity of the Pottstown Area Health & Wellness Foundation, CLEAR Circle participants will receive a 50% subsidy. You can increase your savings by becoming a Member of The Nonprofit Center of La Salle University's School of Business, which provides additional benefits to you and your organization.

Nonprofit Center Members: \$190 (all 8 sessions)
Non-Members: \$225
Non-Foundation Grantees who are Nonprofit Center Members: \$380
Non-Foundation Grantees who are not Nonprofit Center Members: \$450

Payment Method:

_____ VISA _____ MasterCard _____ Check Enclosed
Credit Card # _____ Exp. Date _____
Name on Card _____ Signature _____

CLEAR Circle Financial Agreement:

I hereby acknowledge that I am committing to attend all sessions of the CLEAR Circle program and payment in full is required prior to the first scheduled session, unless otherwise agreed to by both parties in writing. I understand that I will receive no refund/credit for any missed sessions.

Signature _____
Date _____

**Please return form with payment to:
The Nonprofit Center at La Salle University's School of Business
1900 W. Olney Ave.,
Phila., PA 19141**

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152 East High Street
Suite 500
Pottstown, PA 19464
610-323-2006
www.pottsfoundation.org



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