

WorkPlace Dynamics Non-Profit Series, 2009

Because of an overwhelming amount of requests, we have designed a non-profit series program that will help you bring your organizational goals to fruition in a small amount of time. This series covers six-major topic areas, they are as follows:

- a) Fund-Development beyond 101
- b) Understand the Financial Aspects of Running a Non-Profit Organization
- c) Build the Right Board
- d) Create a Common *Vision* within the organization
- e) Encourage Staff growth
- f) Advocacy Outreach, Media & Government Relations

Please note: A certificate of completion will be awarded to all participants who complete the 12-hour curriculum requirements.

Course Descriptions

A) Fund-Development—Beyond 101: This training will provide the steps, actions, and follow-up plans that generates the most effective fund-development results—**not five years from now, but right now**. In this session, you will write a fund-development plan that mirrors the organization’s vision, mission, and values as well as learning how to identify “your” giving audience, AKA you target market. There are monies available. In this training, you will learn research and writing techniques as well as how to separate your organization from all others.

Key Topics

- Write a needs analysis on the organization
- Research the “right” foundations and giving sources
- Write a fund-development plan
- Write donor profiles to match your organization’s mission
- Cultivate long-term partnerships
- The fundamentals in Major Gifts, Annual-Giving Campaigns, and Endowments
- Ask for money; receive money

B) Understand Your Financials: Is it getting more and more challenging for you to make payroll? Do you take from Paul to pay Pauline? What happens when that “big” or even “small” grant that you were sure to get does not come to fruition? Do you want to get your financials in order once and for good? Okay then. This training is for you; learn stress-free techniques to make profits for your non-profit, and learn how to sustain your organization during the tough times—really.

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Understand your financials continued:

Key topics

- Hire Professional Independent Contractors
- The importance of W9s and DWC-11-IC
- Understand and identify your indirect costs, methodologies, and planning through case-by-case analysis
- Allocate for indirect costs
- The eight critical steps in tax preparation
- Techniques for preparing grant and foundation audits—on time
- Plan, project, and prepare realistic budgets – (annual & grant budgets)

C) Build the “Right” Board: You understand by now that recruiting and appointing the “right” board members is paramount to the health, growth, and sustainability of your organization, but perhaps you are still having difficulties putting this knowledge into action, right? This class will provide you with a solid foundation on board recruitment, defining board roles, setting clear time-tables to achieve specific goals, how to form-successful partnerships with each board member, and much more.

Key Topics

- Select the “right” board members
- Form advisory committees
- Advocacy-outreach techniques
- Conduct efficient meetings
- Set policies, review, and rewrite by-laws
- Understand Governance policies, ethics, and setting fund-raising goals
- Make your board work for you

D) Visioning: Is accomplished through Participatory Strategic Planning Sessions and designing a timeline based on the past, present, and future of the organization. Through collaborative efforts with your key staff members and board, you will discover trends, strengths, weaknesses, values and be able to identify the needs of your organization; which, in turn, will bring your mission and vision to fruition—every day.

Key Topics

- What is Visioning
- “Shared Vision”
- Transform your strategic-planning “unknowns” from liabilities to assets
- Project Managers—the crucial roles

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Visioning Continued:

- Techniques to address *the “what if” scenarios*. What if I do not get that grant; What if there is a public-relations crisis, What if...
- The fundamentals in strategic thinking

E) Encourage Staff Growth: Let’s face it, employees today have many, many career options; therefore, it is imperative that you provide your staff with opportunities to grow both professionally as well as individually. Are you tired of going around in circles with your employees and getting the same results? This training will provide you with a manageable-executable plan that supports your staffs’ personal and professional growth; insofar, they become your biggest advocate—a win, win situation for everyone.

Key Topics

- Learn how to communicate to your staff, so they finally “get” what you are saying
- Empowering your staff to voice their opinions, ideas, challenges, and experiences
- Create an inviting workplace atmosphere
- Select the “right” individuals to the “right” positions
- Retain your employees in a competitive field
- Management Tactics 101
- Micro vs. Macro Managing

F) Advocacy Outreach, Media and Government Relations: Do you feel that only the larger non-profits receive funding from the government? What about media attention, why does the “other” organizations receive so positive attention? This training will dispel the myths about “It’s all who you know.” Because having the right connection is good; making your own is best. This workshop will unveil the secrets of getting ahead in the Media and in the Legislative world—it is easier than you think.

Key Topics

- Write effective press releases and media advisories
- Write news worthy press-releases
- Cultivate media relationships
- The Art of Diplomatic Politics
- Learn the State House
- Get free-advertising on your organization
- Government grants; where are they?

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Course Schedule

<u>Course</u>	<u>Date and Time— Option 1</u>	<u>Date and Time— Option 2</u> <i>Please Bring a Bag Lunch for this timeslot</i>	<u>Date and time— Option 3</u>
A) Fund Development beyond 101	May 5, 2009 8:30 am to 10:30 am	May 12, 2009 11:30 am to 1:30 pm	May 19, 2009 3:00 pm to 5:00 pm
B) <input type="checkbox"/> Understand the Financial Aspects of Running a Non-Profit Org.	May 6, 2009 8:30 am to 10:30 am	May 13, 2009 11:30 am to 1:30 pm	May 20, 2009 3:00 pm to 5:00 pm
C) Build the “Right” Board	May 14, 2009 8:30 am to 10:30 am	May 21, 2009 11:30 am to 1:30 pm	May 27, 2009 3:00 pm to 5:00 pm
D) Create A Common <i>Vision</i> within the org.	May 15, 2009 8:30 am to 10:30 am	May 22, 2009 11:30 am to 1:30 pm	May 28, 2009 3:00 pm to 5:00 pm
E) Encourage Staff growth	June 2, 2009 8:30 am to 10:30 am	June 3, 2009 11:30 am to 1:30 pm	June 4, 2009 3:00 pm to 5:00 pm
F) Advocacy Outreach, Media & Government Relations	June 9, 2009 8:30 am to 10:30 am	June 10, 2009 11:30 am to 1:30 pm	June 11, 2009 3:00 pm to 5:00 pm

Pricing: \$59 per class or \$299 for the series (includes a certificate of completion)

To register, please visit our website at www.WPlaceD.com or please call us at (401) 433-0045. Space is limited and classes are filling up quickly, so we encourage you to register at your earliest. Thank you.

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