

Winter-Spring 2012

PROFESSIONAL DEVELOPMENT SERIES

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JANUARY 2012

TECHNOLOGY WEBINAR

Social Media Savvy

Thursday, January 12

10 am to noon

Northwestern Michigan College University Center

Andy Wolber, Technology Consultant

Fee: \$12

This webinar can be accessed from your own computer or from our classroom at Northwestern Michigan College University Center

Already using social media? Join us to explore how several nonprofits are using social media to engage donors, volunteers and constituents. You'll learn how to manage the time you spend on social media effectively, and how to integrate social media into the broader context of your organization's external engagement efforts.

Designed for nonprofit communications professionals familiar with social media

TECHNOLOGY WEBINAR

Managing the Information Deluge

Thursday, January 12

1:30 pm to 3:30 pm

Northwestern Michigan College University Center

Andy Wolber, Technology Consultant

Fee: \$12

This webinar can be accessed from your own computer or from our classroom at Northwestern Michigan College University Center

Stay up-to-date on the latest news in your field without drowning in information with web browser based tools. Track what is being said about your agency (and you!) online. Quickly save and bookmark information to read or refer to later—on your desktop, laptop, smartphone or tablet!

Designed for fundraisers, communications professionals, and executive directors seeking to track news and information in their field

BREAK FOR LUNCH

Branding: Creating an Identity for Your Nonprofit Organization

Thursday, January 19

Noon to 1:30 pm

Northwestern Michigan College University Center

Dee Smith and Rod Call, *Lawton Gallagher Group*

Fee: \$12, feel free to bring your lunch

Building a brand is like constructing a house. It requires a strong foundation, must serve a purpose and be functional yet welcoming. We'll cover the nuts and bolts to building the right identity for your nonprofit, giving course attendees a blueprint to make your organization recognizable, trustworthy and deserving of other's support.

Designed for beginning to intermediate practitioners and volunteers.

The Fundraising School, Indiana University, Interpersonal Communication for Fundraising

Tuesday, January 24 & Wednesday, January 25

9 am to 4 pm

Traverse City Area Chamber of Commerce, Steelcase Room

Carole J. Pence, MA, *Pence Consulting*

Fee: \$375 includes continental breakfast and lunch

Great fundraising is based on great relationships. Do you know how to build them? This course focuses on the dynamics of interpersonal relationships- how different behavioral types perceive the world, and how you can use this understanding to be more skillful in building relationships for fundraising. You'll learn practical skills such as using the right questions to reveal donor motivations, how to communicate with and influence different behavioral types, and how to manage differences in communication styles.

Designed for beginning to advanced practitioners.

Visit NorthSky's Online Resource Center
for free nonprofit management tools, templates, and ideas at
www.northskynonprofitnetwork.org

BREAK FOR LUNCH

Developing a Risk Management Assessment and Strategy

Thursday, February 2
Noon to 1:30 pm

Northwestern Michigan College University Center
Steve M. Peacock, CPA, *Rehmann Group*
Fee: \$12, feel free to bring a lunch

Managing risk for a nonprofit requires more than simply keeping insurance policies current. Participants will learn the wide range of elements that comprise risk for a nonprofit including financial, human resources, governance, and volunteers. We will discuss the major area of risks for nonprofits, how to review and assess the organization's level of risk and what standard practices should be in place to routinely ensure that the nonprofit minimizes its exposure. We will share an integrated framework for preventing and managing risk.

Designed for beginning to advanced practitioners including nonprofit managers, board members and volunteers.

Inspired Governance

Tuesday, February 7
4 to 7 pm

Northwestern Michigan College University Center
Pam Evans, NorthSky Governance Consultant
Fee: \$35

This session will examine how nonprofit governance is changing in order to address intensifying and complex social, legislative and economic demands. We will discuss the changing requirements for serving on a board, how to be an effective board member and build a "best practicing" board and how exceptional nonprofit boards are responding to and positioning for a changing environment. We will discuss organizational lifecycle stages and implications for the Board and management team's roles and responsibilities. Learn how exceptional boards transform their governance and advance their leadership practices.

Designed for nonprofit managers, board officers, board members, and individuals considering board service.

TECHNOLOGY WEBINAR

Wordpress: Hands On

Thursday, February 9
10 am - noon

Northwestern Michigan College University Center
Andy Wolber, Technology Consultant
Fee: \$12

This webinar can be accessed from your own computer or from our classroom at Northwestern Michigan College University Center

If you've purchased anything online, you have the skills you need to create and maintain a website. Join us to learn how to create a website with Wordpress.com, including how to customize a site's appearance, add and edit content (articles and photos), and track site statistics.

**Fund Development A to Z:
An Introduction to Fundraising**

Thursday, February 16
9 am to Noon

Northwestern Michigan College University Center
Pam Evans, NorthSky Fund Development Consultant
Fee: \$35

If you are a beginning fundraiser or a professional who never received formal instruction in fundraising, this is the session for you. We will review the fund development process and how to apply a systematic approach to fundraising. We will review how to develop a fund development plan, identify prospects, and acquire donors. This session includes an introduction to fundraising events, annual giving, major gifts, and planned giving. You will leave this session with an understanding of the fund development process, a template for developing a fund development plan, knowledge of the various fund development approaches, and resources for learning more about fund development.

Designed for the beginning fundraiser, board members and volunteers.

AFP WEBINAR

How to Create a Written Fundraising Plan

Thursday, February 23, 2012
1 to 2:30 pm

Sandy Rees, CFRE, Author, consultant, and coach
Fee: \$12

This webinar can only be accessed at Northwestern Michigan College University Center or at the Manistee Intermediate School District Building, Conference Room B

Co-sponsored by the Manistee County Human Services Collaborative Body

Many nonprofits struggle to create a fundraising plan and put it in writing, yet the benefits are tremendous. A written plan shifts you from being reactive and dealing with the crisis of the day to being proactive and working purposefully toward the results you want. In this session, you'll learn how to follow 6 simple steps to put together a written plan for raising the money you need in the coming year. We'll cover goal setting (using SMART goals), action plans and ways to keep your plan on track, plus you'll get some worksheets and checklists that will make the process easy.

Designed for entry to mid-level practitioners, volunteers and board members.

From Theory to Practice: Grant Seeking Strategy 201

Tuesday, February 28, 2012
9 am to 4 pm

Northwestern Michigan College, University Center
Robin Grinnell, Consultant, Program Officer,
Cook Family Foundation
Fee: \$55 includes continental breakfast and lunch

As nonprofits are challenged to become more innovative and diversified in their fundraising strategies, good old fashioned grants remain a common—and important—source of revenue. However, the growth of the nonprofit sector and the fragility of the economy raise new questions and challenges for grant seekers. When pushed to do more with less, nonprofits need to work smarter, not harder, in order to be successful in grant seeking.

During this session, participants will explore the four primary reasons grant proposals are declined including which elements are within your control and what is simply out of your hands (not much!). We'll analyze the twelve points that foundations commonly



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Facebook

use to evaluate grant requests, and we'll discuss the Grant Seekers Top 10 (habits, systems and strategies that are often overlooked). Then we'll spend some time creating a personal action plan that will help you build all of these critical elements into your grant-seeking culture.

Beyond the theory of good proposal development, we'll also spend some time on best practices: the importance of validating your needs, identifying key partners for collaboration, and your ability to measure and demonstrate change. We'll talk about what to write, how to write, and where to go for help. But we'll also talk about how to identify and focus your time on the most likely funders of your project, allowing you to be more efficient AND effective.

Designed for entry to mid level practitioners.

MARCH

BREAK FOR LUNCH

CASTING A WIDER NET: RECRUITING A HIGH FUNCTIONING VOLUNTEER TEAM

Thursday, March 1

Noon to 1:30 pm

Northwestern Michigan College University Center

Fee: \$12, feel free to bring a lunch

Volunteers are the heart of most nonprofit organizations; not only performing a wide range of essential tasks but serving as ambassadors and key supporters. But how does a nonprofit find the right mix of volunteer talent and interests to both meet the needs of the organization but also that of the volunteer? During this session, we'll discuss how to define your volunteer needs, strategies for recruiting volunteers to fill these roles, and how to interview, select and place volunteers to ensure a successful working relationship.

Designed for beginning to intermediate practitioners, managers, staff, and board members.

TECHNOLOGY WEBINAR

MOBILE ESSENTIALS

Thursday, March 8

10 am to noon

Andy Wolber, Technology Consultant

Fee: \$12

This webinar can be accessed from your own computer or from our classroom at Northwestern Michigan College University Center

Ready to "go mobile"? Learn how to choose the right mobile tools (laptop? smartphone? tablet?) for your organization's needs. You'll learn how nonprofits are using these tools to handle email, access and collaborate on documents, track client or donor information, schedule and even hold meetings almost anywhere.

Designed for nonprofit staff considering, but not yet actively using mobile devices organization-wide



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Don't miss *Breaking News or Updates* to our Professional Development Series by registering to receive NorthSky email updates at:

www.northskynonprofitnetwork.org

Inspired Governance

Tuesday, March 13

4 to 7 pm

Manistee Intermediate School District Building,
Conference Room B

Pam Evans, Governance Consultant

Fee: \$35

Co-sponsored by the Manistee County Human Services Collaborative Body

This session will examine how nonprofit governance is changing in order to address intensifying and complex social, legislative and economic demands. We will discuss the changing requirements for serving on a board, how to be an effective board member and build a "best practicing" board and how exceptional nonprofit boards are responding to and positioning for a changing environment. We will discuss organizational lifecycle stages and implications for the Board and management team's roles and responsibilities. Learn how exceptional boards transform their governance and advance their leadership practices.

Designed for nonprofit managers, board officers, board members, and individuals considering board service.

BREAK FOR LUNCH

DEVELOPING YOUR PERSONAL LEADERSHIP STYLE

Thursday, March 15

Noon to 1:30 pm

Northwestern Michigan College University Center

Lyn Jenks, Principal, Lyn Jenks Consulting

Fee: \$12, feel free to bring a lunch

What is a leader? What is leadership? Thousands of words have been written on the subject, yet the definitions can be intensely personal and will vary from person to person. In this session, we will explore leadership concepts and will talk about how each person can bring her/his talents to bear in climbing the leadership ladder - moving from leading by position to leading by personhood. At the end of this session, participants will be able to develop their personal criteria for excellence in leadership, discuss traits that are necessary in any leadership position and analyze factors that affect our ability to lead.

Watch for other Northsky leadership development sessions as we respond to your requests for more support in this area.

Designed for beginning to advanced practitioners and board members.

APRIL

TECHNOLOGY WEBINAR

Location and Mapping

Thursday, April 12

10 am - noon

Andy Wolber, Technology Consultant

Fee: \$12

This webinar can be accessed from your own computer or from our classroom at Northwestern Michigan College University Center

Learn how your organization can map constituents or members easily. And learn how location tools, like Foursquare, can help you find nearby volunteers, promote events, and attract and reward visitors. You'll know to make your organization "findable" via mapping tools, and how to maintain location privacy where needed.

Designed for staff and volunteers of membership and event-driven organizations.

BREAK FOR LUNCH

Targeting Seasonal Residents and Visitors in Fundraising

Thursday, April 19

Noon to 1:30 pm

Northwestern Michigan College University Center

Kate Pearson, Charitable Giving Specialist,
Grand Traverse Regional Land Conservancy

Fee: \$12, feel free to bring a lunch

Seasonal residents and visitors represent a significant population in northern Michigan in terms of both their numbers and their financial ability to contribute to nonprofits in the region. Yet, they are a challenging group to reach and motivate. Learn how to identify and reach seasonal residents and visitors, develop appropriate messages and fundraising strategies, motivate them to support your organization and stay in touch with them throughout the year.

Designed for beginning to advanced practitioners and volunteers.

QuickBooks for Nonprofits

Thursday, April 26

8:30 am to noon

Northwestern Michigan College University Center

Cindy Blaum, CPA, QuickBooks ProAdvisors Advanced,
Dennis, Gartland & Niergarth

Kelly LaLonde, CPA, QuickBooks ProAdvisors Advanced,
Dennis, Gartland & Niergarth

Fee: \$25

Learn more about QuickBooks for Nonprofits and how to use it as effectively and efficiently as possible for your organization's business operations, fundraising and planning. The session will offer a "beyond the basics" overview as well as QB tips and tricks. Participants are encouraged to bring questions and examples from your own nonprofits, and are welcome to submit questions or topics requests in advance.

Post your nonprofit's employment opportunities on the NorthSky website.

Contact:

pevans@northskynonprofitnetwork.

MAY

Inspired Governance

Tuesday, May 1

4 to 7 pm

Northwestern Michigan College University Center

Pam Evans, NorthSky Governance Consultant

Fee: \$35

This session will examine how nonprofit governance is changing in order to address intensifying and complex social, legislative and economic demands. We will discuss the changing requirements for serving on a board, how to be an effective board member and build a "best practicing" board and how exceptional nonprofit boards are responding to and positioning for a changing environment. We will discuss organizational lifecycle stages and implications for the Board and management team's roles and responsibilities. Learn how exceptional boards transform their governance and advance their leadership practices.

Designed for nonprofit managers, board officers, board members, and individuals considering board service.

BREAK FOR LUNCH

Media Training for Nonprofits

Thursday, May 3

Noon to 1:30 pm

Northwestern Michigan College University Center

Gregg and Dee Smith, Lawton Gallagher Group

Fee: \$12, feel free to bring your lunch

Make the most of your moment in the media spotlight. Maximizing your media opportunity requires preparation, professionalism and some practice. This workshop will take you through the paces, covering major points from the right spokesperson and delivery, to voice projection, appearance and content guidelines. The take-away from this session is applicable for print, radio and TV interviews, and social media opportunities.

Designed for nonprofit leaders, board members, spokespeople, staff and volunteers.

AFP WEBINAR

Online Success Strategies, Tools and Trade Secrets

Wednesday, May 9

1:00 pm to 2:30 pm

Ted Hart, ACFRE, CEO of Hart Philanthropic Services,
Founder of the international ePhilanthropy Foundation

Fee: \$12

This webinar can only be accessed at Northwestern Michigan College University Center or at the Manistee Intermediate School District Building, Conference Room B

Co-sponsored by the Manistee County Human Services Collaborative Body

Over the past decade, nonprofit organizations have been inundated with Internet services and technology options. This session, taught by Ted Hart, one of the world's foremost experts on Nonprofits and the Internet, will focus your organization on how it can integrate offline fundraising with online strategies. The challenge most organizations face today, is how they can build upon their traditional direct mail, special event and other activities while not being an Internet expert themselves. This session will cover how to reach the "new breed" of online givers and build community through online social networks.

Designed for beginning to advanced practitioners, board members and volunteers.

TECHNOLOGY WEBINAR

Smartphone Social Media for Events and Sites

Thursday, May 10
10 am - noon

Andy Wolber, Technology Consultant
Fee: \$12

This webinar can be accessed from your own computer or from our classroom at Northwestern Michigan College University Center

Manage your organization's social media on-the-go from your smartphone: track and respond to conversations, share event or site news, photos, and even live video! Join us to learn how, while keeping your phone safe and powered. We'll also cover how group messaging tools simplify communication on-site.

Designed for staff that manage events or public event sites.

BREAK FOR LUNCH

Establishing Internal Financial Controls

Thursday, May 17
Noon to 1:30 pm

Northwestern Michigan College University Center
Heidi M. Wendell, CPA, CFE, Certified Fraud Examiner, nonprofit audit specialist and partner, *Dennis, Gartland and Niergarth*
Fee: \$12, feel free to bring a lunch.

Most organizations employ checks and balances—internal controls—to assure that operations are effective and efficient, financial reporting is reliable and compliance with laws and regulations is followed. In particular, internal controls protect both owners and employees from financial loss or allegations. Learn more about best practices in setting internal controls for nonprofit organizations.

Designed for beginning to advanced practitioners, board members, board Treasurers and other volunteers.

Building an Exceptional Volunteer Program

Tuesday, May 22
9 am to 4 pm

Northwestern Michigan College University Center
Pam Evans, NorthSky Consultant
Fee: \$55 includes continental breakfast and lunch

Exceptional volunteer programs are easy to spot. Those are the programs with plenty of volunteers who stay around for a long time and perform a vast array of tasks throughout the organization. They are the organizations with enthusiastic and energetic volunteers from diverse backgrounds and perspectives.

We will spend the day reviewing the best practices of exceptional volunteer programs, including how they recruit, manage, develop, and retain their volunteers. We will also review the role technology and systems play in volunteer management and how to work with the “non traditional” volunteer. This session will be interactive with plenty of time to discuss and use new tools and techniques.

Designed for entry to mid-level practitioners and volunteers.

JUNE

AFP WEBINAR

The Feasibility Study Start to Finish

Thursday, June 21
1 to 2:30 pm

Jill Pranger, ACRFE,
Founder and President of Pranger Philanthropic
Fee: \$12

This webinar can only be accessed at Northwestern Michigan College University Center or at the Manistee Intermediate School District Building, Conference Room B

Co-sponsored by the Manistee County Human Services Collaborative Body

This energetic session covers the entire Feasibility Study process from start to finish—why and how the Study can lead to greater fundraising success, what you can expect to learn from the Study, and how you can apply this to enhance your organization and its fundraising ... whether you proceed with a campaign or not. We'll explore the roles of the organization, the CEO, the Development Manager, and the Consultant—ensuring that these are made clear from the beginning so there won't be any “oops!” as you proceed. You'll return to your office well-equipped to share information, offer guidance, and manage the process. This session will include how to best manage the Feasibility Study process, what information a Feasibility Study can uncover, how to identify potential problems in the Feasibility Study process and learn what to expect from the consultant ... and what will be expected from them/their organizations.

Designed for mid-level development officers, new executive directors, board chairs and campaign leadership volunteers.



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