



NONPROFIT ESSENTIALS is a series of ten skill building courses designed to strengthen the capacity of students and professionals pursuing careers in the nonprofit sector or those interested in updating their knowledge and skills. Classes are open to the community. Nonprofit board members, staff and volunteers are encouraged to attend. Classes cover a range of topics essential to the governance and management of nonprofits, and are taught primarily by Wake Forest faculty, administrators and alum. **After finishing all sessions, participants will receive a Certificate of Completion from Wake Forest University.**

Dates & Locations: Classes are held once a month from September to June of the following year at **The Winston-Salem Foundation** building, located at **751 West Fourth Street, Winston-Salem, 27101**. Please check the HandsOn NWNC website at HandsOnNWNC.org for specific class dates, locations and any changes to the schedule.

Cost: \$55/person/class; \$45/person/class for HandsOn NWNC Supporting Partners. Register for all 10 classes for \$400! This is a good option for organizations that have employees who could benefit from different courses. You can begin taking courses at any time during the series and make-up missed ones when they are offered the following year. The cost includes class materials and a networking lunch.

Time: All classes are from 12:00 pm to 4:30 pm and include a networking lunch from 12-12:40 pm.

Registration: Required. Register at HandsOnNWNC.org.

Questions? For more information, please contact the Pro Humanitate Institute at ipe@wfu.edu (phone: 758.3310) or HandsOn NWNC at nfo@HandsOnNWNC.org (phone: 724.2866).

The mission of the **Pro Humanitate Institute** is to enhance public engagement between Wake Forest University faculty, students, and the community. The mission of **HandsOn NWNC** is to increase volunteerism and build the capacity of nonprofits in Davidson, Davie, Forsyth, Stokes, Surry, and Yadkin counties.

Course Descriptions

Governance. A look at nonprofit governance, including organizational lifecycles and best practices. Topics include the role of the board, building an effective board, the relationship and roles of the board and staff, and how to monitor and evaluate the Executive Director.

Strategic Planning. Learn how to "strategically think" about your organization through assessing current programs in order to develop a "working" strategic plan. Using the SWOT process, the class will learn how to be effective and efficient in program planning, development, implementation and evaluation - and have "fun" doing it also. We will recognize what we need to pack in our suitcases and what not to pack as we embark on this new journey - as Dr. Seuss shares with us in his book, "Oh, the Places You'll Go!"

Budgeting and Finance. This course is designed to give an overview of nonprofit budgeting and finance, including financial terminology, the components of nonprofit financial statements, and a working understanding of an income statement and balance sheet. The course will also address how to build a budget, use performance standards to help make spending decisions, and address "red flag" issues.

Human Resources. The most important asset of any organizations is its people. This course will address key topics such as recruitment, retention, development, and evaluation of board members, staff and volunteers; the importance of diversity in the nonprofit workforce; and, how to create a motivating and rewarding work environment.

Fund Development. Learn key strategies and tactics for successful fundraising, including developing and sustaining donor relationships, understanding the critical role of board members and volunteers in successful fundraising, creating a plan to guide your efforts, and monitoring your effectiveness. Explore how technology can enhance development efforts by being used as a fundraising, communications, and marketing tool.

Collaboration. Saving time, money and resources through collaborations with other organizations sounds like a good idea, but what are the key principles that should be considered? Learn best practices for nonprofit collaborations and how to make these partnerships legally sound and successful.

Evaluation. The nonprofit sector is increasingly under pressure to show meaningful results. This class will examine different evaluation models and lead you through the process of designing an approach to measure programs, create meaningful measures, collect and analyze data, generate a report, and communicate results to document impact, improve services, and support fundraising efforts.

Advocacy and Communication. Nonprofits play an active role in shaping public policy. Learn successful advocacy strategies used to advance an organization's mission for the public good, how to measure the success of your advocacy, and how to address related legal, ethical and tax issues.

Grant Writing. A practical course designed for those seeking to develop grant proposal writing skills. Participants will learn how to research funding sources and approach funders, and learn best practices for developing successful grant proposals and letters of inquiry.

Emerging Issue. This class will examine emerging issues that are currently impacting nonprofits and the possible implications they play in the future of the public sector. Class topics to be determined.