

Winter-Spring 2014

PROFESSIONAL DEVELOPMENT SERIES

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JANUARY 2014

The Fundraising School at the Center for Philanthropy at Indiana University: Managing the Capital Campaign

January 14 to 16, 2014

January 14 & 15 8:30 am to 4 pm,

January 16 8:30 am to noon;

Northwestern Michigan College University Center Campus, Room 212
Carole Pence, an instructor with the Indiana Center on Philanthropy

Fee: \$600, includes continental breakfast,
lunch and comprehensive study guide
(both notebook and flash drive versions).

Avoid common mistakes ... run campaigns with confidence! During this session you'll learn from the premier fundraising school how to determine your organization's readiness for capital fundraising, plan a capital campaign from preparation to celebration, develop and use gift range charts as planning, involvement, and evaluation tools, enlist and motivate the right volunteer leadership for your capital campaign, conduct prospect research that helps to determine gift capacity, integrate capital fundraising in your development program, understand and use current trends in fundraising, and effectively use a consultant.

Designed for beginning fundraising professionals and experienced professionals seeking certification.

BREAK FOR LUNCH

Video Strategies for Nonprofits

January 23, 2014 – Noon to 1:30 pm

Northwestern Michigan College University Center

Morgan Burke-Beyers, Program Director and
Station Manager, UpNorth Media Center

Matt Cowall, outreach and special projects,
UpNorth Media Center

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

Video is the most powerful mass communication medium available. As such, it's become a valuable part of marketing, outreach and fundraising strategies for organizations of all stripes and sizes. Nonprofit organizations have some of the best and most compelling stories to tell ... but often feel they lack the staff, time and/or budget to take advantage of video.

The team from the public-access UpNorth Media Center in Traverse City will walk you through ways you can add video to your organization's toolbox, including methods that are very low cost or even free. As a bonus, completion of the workshop will also qualify you to submit programs for cablecasting and webcasting through the region's public-access TV station, UpNorthTV 97 & 992.

Designed for entry to advanced practitioners and volunteers

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

AFP WEBINAR

Inbound Fundraising: The Latest Techniques to Attract More Donors, Volunteers and Others

January 28, 2014 – 1 to 2:30 pm

This session can only be accessed at Northwestern Michigan College
University Center

Allan Pressel is CEO of *PowerSite123*, co-author
of *Internet Management for Nonprofits*.

Fee: \$12

Nonprofits' efforts to find supporters are rapidly being supplanted by the need for supporters to easily find you. Learn about specific, low-cost marketing and fundraising techniques that will drive more traffic to you online, and increase your "conversion rate" so more of them become donors, event attendees, and other supporters. We'll examine how to implement inbound marketing by combining techniques like search engine optimization, pay-per-click, blogs, websites, landing pages, links, social media, and more to leverage your content, boost online traffic, generate leads, and convert those leads into supporters. We'll also discuss how to easily measure results to validate that your fundraising programs are working.

Designed for nonprofit leaders, board members, and fundraisers.

BREAK FOR LUNCH

Arts Resources and Advocacy in Northern Michigan

January 30, 2014 – Noon to 1:30 pm

Manistee Intermediate School District, Conference Room A

Mary Bevans Gillett, MCACA Region 10 Regrant Coordinator through
NorthSky Nonprofit Network

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

Learn more about tools, resources and opportunities for artists and arts organizations in northern Michigan, including information on regional resources, Michigan Council for Arts & Cultural Affairs, the Cultural Data Project, and strategies to support your mission and advocate for arts and culture in our Northwest Michigan. This will include in interactive discussion as well as online links. Bring questions, ideas, challenges if desired, a computer or tablet.

Designed for arts and cultural organizations from throughout northern Michigan.

FEBRUARY 2014

BREAK FOR LUNCH

Creating a Culture that Attracts and Retains Volunteers

February 6, 2014 – Noon to 1:30 pm

Northwestern Michigan College University Center

Judith Lindenau, JWL – *Focus Consulting*

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

The volunteer is the most important resource any nonprofit organization has! The issue we'll address in this session is 'How can leaders of a nonprofit create a culture which attracts, energizes, and retains its volunteers?' We'll examine some ideas about how to create an atmosphere that values volunteers and encourages them to contribute their time and energy to helping an organization fulfill its mission. Organization staff and leaders will discover new techniques and explore best practices in managing human resources and bringing strength and energy to our organizations.

BREAK FOR LUNCH

Demystifying Marketing: A Marketing Primer for Nonprofit Organizations

February 13, 2014 – Noon to 2 pm

Northwestern Michigan College University Center

Jennifer Booher, *True North Consulting & Grant Writing Services, LLC*

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

Are you mystified by marketing lingo, approaches and tools? Are you preparing to gear up your nonprofit's marketing program but unsure of where to begin? Join us for this primer where we will discuss why marketing is important for nonprofit organizations, share an understanding of common marketing terms and concepts and how they apply to nonprofits, and review how to develop a marketing plan. You'll leave this session with a template for developing a marketing plan and some cost effective approaches for executing your marketing program.

Designed for beginning to intermediate-level practitioners, board members and volunteers.

Addressing Complex Social Problems through Collective Impact

February 20, 2014 – 8:30 to 10 am

Hagerty Conference Center at Northwestern Michigan College

David H. Phillips, Consultant, FSG

Fee: free, registration is required

Funding for this program provided by the Kellogg Foundation in support of the Grand Vision

Existing approaches are not solving our most pressing social problems. Many organizations work hard but in isolation, disconnected from the expertise and resources of their peers in the community. In order to create lasting solutions to social problems on a large scale, organizations – including those in the education, government, nonprofit, and business sectors – need to coordinate their efforts and work together around a clearly defined goal.

This approach, known as collective impact, is a significant shift from the social sector's current paradigm of "isolated impact." The underlying premise of collective impact is that no single organization can create large-scale, lasting social change alone; there is no "silver bullet" solution to systemic social problems, and these problems cannot be solved by simply scaling or replicating one organization or program. Strong organizations are necessary but not sufficient for large-scale social change.

In this session, David Phillips will describe how coalitions from around the country are successfully using collective impact to address issues from homelessness to college readiness and success. David will discuss the theory of collective impact and then dive into the "how to" of a few key collective impact components.

Designed for nonprofit leaders, community leaders, individuals, volunteers and staff with an interest in learning more about collective impact.

THE BOARD PRIMER:

The Fundamentals of Serving on a Nonprofit Board

February 25, 2014 – 4 to 7 pm

Northwestern Michigan College, University Center Campus

Pam Evans, NorthSky Governance Consultant

Fee: \$35, includes refreshments

Serving on a nonprofit board can be fulfilling and inspiring work where you can truly make a difference in the success of a nonprofit organization. However, Board service is becoming increasingly complex with stringent fiduciary requirements and a challenging nonprofit landscape to navigate. During this session, we'll discuss the requirements for serving on a board, how to be an effective board member, and what it means to be a "best practicing" board. This workshop will review the fiduciary duties and responsibilities to successfully guide a nonprofit organization. We'll review the board "role description" in detail and how to build your skills and capabilities to be a strong and effective board member.

Designed for entry to mid-level practitioner; new and current board members; individuals considering board service.

BREAK FOR LUNCH

Establishing Financial Controls, Policies and Procedures

February 27, 2014 – Noon to 1:30 pm

Northwestern Michigan College University Center

Aaron J. Mansfield, CPA, DGN Audit Manager,

Dennis, Gartland and Niergarth

Fee: \$12; feel free to bring your 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.

MARCH 2014

BREAK FOR LUNCH

Join the Inner Circle and Learn the Secret of Running Effective Meetings

March, 6, 2014 – Noon to 1:30 pm

Northwestern Michigan College University Center

Pam Evans, NorthSky Principal Consultant

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

Learn how to lead meetings that get the most out of your members and use everyone's time to greatest advantage. We'll discuss what makes a great meeting, how to plan agendas and ensure full engagement. We'll also discuss how to develop your facilitation skills, handle difficult discussions, keep a discussion on track and manage challenging personalities.

Designed for beginning to intermediate practitioners, nonprofit leaders, volunteers and staff.

AFP WEBINAR

Millennial Motivation— What Makes Millennials Want to Give

March 13, 2014 – 1 to 2:30 pm

This webinar can only be accessed at one of these two locations:
Northwestern Michigan College University Center

or Charlevoix Area Hospital

S. Michelle Cline, Director of Planned Giving
for Capital University, Columbus, Ohio

Fee: \$12

The millennial generation is now the largest generation in our nation's history but we continue to struggle with how to understand them and their needs. What worked with other generations just isn't working and the amount of giving to nonprofits within our economy has remained stagnant. This open and honest discussion will address both the misconceptions and the hype that surround Millennials and their philanthropic goals. At the conclusion of this session, participants will have a better understanding of why millennials are or are not committed to their organization, be able to create a clear and concise strategy to engage millennial donors, understand how to best steward these donors as they age into different giving segments, and effectively utilize millennial influencers for their organization.

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

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

APRIL 2014

BREAK FOR LUNCH

Introduction to DiSC

April 10, 2014 – Noon to 2 pm
Northwestern Michigan College University Center
Pam Evans, NorthSky Consultant
Fee: \$55, includes your own DiSC work style assessment and report; feel free to bring a lunch

DiSC is a personal assessment tool used to improve work productivity, teamwork and communication. It is used for professional and personal development and specifically within the nonprofit sector for soft skills development including management, leadership, and workplace skills. During this session, participants will review their own DiSC assessment and learn how to use the tool to foster constructive and creative group interactions; facilitate better teamwork; and manage more effectively.

Designed for beginning to advanced practitioners, nonprofit leaders and managers.

BREAK FOR LUNCH

Productivity at Its Finest

April 17, 2014 – Noon to 1:30 pm
Northwestern Michigan College University Center
Megan Raphael, *Megan Raphael Consulting*
Fee: \$12, feel free to bring your lunch

Over the last 25 years the changes in the purpose and role of leadership and management have been dramatic. Our understanding about what productive, high performing individuals, teams and organizations looks like and requires has grown considerably. This stimulating workshop will look at productivity ... what it means and how our view of it has shifted; the role of leadership and management in creating high performance; and the effects of “bad bosses” and the qualities of “good bosses.” We’ll also discuss the three best ways to create highly productive employees.

Designed for beginning to advanced practitioners, nonprofit leaders and managers.

QuickBooks for Nonprofits

April 24, 2014 – 9:00 am to 12:30 pm
American Red Cross Building, 2350 Mitchell Park Dr, Petoskey
Kelly LaLonde, CPA, QuickBooks ProAdvisor and
Cindy Blaum, CPA, QuickBooks ProAdvisor, *Dennis, Gartland & Niergarth*
Fee: \$25, includes continental breakfast

This session has been underwritten by Dennis, Gartland & Niergarth and is being co-hosted the Char-Em United Way

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.

Designed for entry to intermediate-level users.

Inspired Governance: Building a High Performance Board

April 29, 2014 – 4 to 7 pm
Northwestern Michigan College University Center
Pam Evans, Governance Consultant
Fee: \$35, includes light refreshments

Examine how nonprofit governance is changing to address complex demands. We will discuss the changing requirements for serving on a board, how to increase Board performance and the engagement of each member. You’ll also learn how to leverage the talents and critical thinking of the Board to strengthen your nonprofit. Learn how to build a “best practicing” board, how exceptional nonprofit boards are positioning for a changing environment, and how exceptional boards transform their governance and advance their leadership practices.

Designed for nonprofit leaders and board members.

MAY 2014

BREAK FOR LUNCH

How to Turn Volunteers into Great Ambassadors

May 1, 2014 – Noon to 1:30 pm
Northwestern Michigan College University Center
Fee: \$12, feel free to bring your lunch

Volunteers are uniquely qualified to share a nonprofit’s story. However, they must be prepared to deliver our messages, promote our mission and recruit others to support our work. During this session, participants will learn how to develop volunteers into premier ambassadors and fundraisers; how to coach volunteers to deliver a 200-word “water cooler” message; and how to inspire your volunteer team and board to serve as an emissary for your nonprofit.

Designed for nonprofit leaders, staff and volunteers.

Employment Law: Fundamentals and Best Practices for Nonprofit Organizations

May 8, 2014 – 1 to 4:30 pm
Justin M. Sheehan, Esq. | Statewide Legal & Policy Program Manager,
Michigan Community Resources, Home of Community Legal Resources
Fee: \$50

Effective organizations have employment policies that are fair, based soundly on applicable law, consistently applied, and are understood by employees and supervisors. With key policies and practices in place your organization can avoid legal issues. We will review the areas of employment law that your nonprofit should be aware of and the most common areas of jeopardy for. Participants will receive access to an online employment law manual to be published in June 2014

Designed for nonprofit managers, leaders and volunteers.

BREAK FOR LUNCH

Getting Serious about Evaluation

May 15, 2014 – Noon to 2 pm
Northwestern Michigan College University Center
Freya Bradford, Learning Officer, *Rotary Charities of Traverse City*
Fee: \$12, feel free to bring your lunch

There are plenty of signs indicating that it is time for everyone to get serious about evaluation. The government, foundations, and donors are asking for evaluation plans, evidence of success, outcomes, and impacts. What does it all mean? This session will help you learn to talk the talk and walk the walk of program evaluation. It will introduce a process for planning for evaluation and discuss data collection and how to use evaluation to improve your programs and secure more resources.

Designed for beginning to intermediate practitioners.

JUNE 2014

AFP WEBINAR

Six Figure Fundraising: How to Create and Run Your First \$100,000+ Major Gifts Campaign

June 12, 2014 – 1 to 2:30 pm
This webinar can only be accessed at
Northwestern Michigan College University Center
Sandy Rees, CFRE, Consultant, Author of *Get Fully Funded*
Fee: \$12

If you’re like most people working with a small nonprofit, raising a big chunk of money can be a daunting challenge. You may be puzzled about where to start or how to do it. You’re probably scratching your head over who to approach and how much to ask for. And you’re probably wondering exactly what to say to get someone to make a large donation to your organization. Join us for this interactive session to learn exactly what to do to create and run your first really big fundraising campaign. You’ll learn how to plan the campaign and how to find the best people to ask for a gift.

Designed for professional fundraisers who are new to major gift fundraising.



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Connecting Northern Michigan nonprofits
with new ideas, resources and each other.

Winter-Spring Workshops

NorthSky Professional Development Series

Join us for NorthSky's professional development series designed to build your skills and capabilities as a nonprofit leader. We're offering a wide range of topics and the opportunity to network with your colleagues and learn from nonprofit experts. We hope to see you at a future session!

t: 231.929.3934

e: info@northskynonprofitnetwork.org

Visit our website at:

www.northskynonprofitnetwork.org

NorthSky Nonprofit Network, a social enterprise, is the capacity building program of Rotary Charities of Traverse City providing the region's nonprofits, government and social enterprises with consulting, professional development, coaching services and tools to help build their capacity and support sustainability. NorthSky also serves as a conduit for new resources securing state and national support and partnerships to bring technical and financial resources home to nonprofits and social enterprises in this region. As part of Rotary Charities' mission, NorthSky also serves in leadership roles, participating and facilitating regional initiatives.

