

Workshops in the 2019 Nonprofit Certification Program as of 3-6-19*

Classes by Core Competency	Date	Times	Hours Credited	Overview
<i>Fundraising</i>				
Major Gifts Matter	1/29/19	9:00 - 12:00	3.0	This interactive session is designed to help the mid-level professional launch their organization's major gifts program.
Basic Grant Writing	2/14/19	9:00 - 3:00	6.0	In this session, you will learn the basics of writing successful proposals, what funders expect to see in a well thought-out proposal and tips for organizing the information needed to begin the writing process.
Advanced Grant Writing	4/30/19	9:00 - 3:00	6.0	This workshop covers the advanced components of grant writing: interpreting application guidelines, preparing logic models, identifying data resources, developing case statements, writing project narratives and creating budgets.
Grant Management Techniques	5/1/19	9:00 - 12:00	3.0	This seminar will help you to understand the entire grant cycle - from concept to closeout. You will receive tips to help you satisfy your funders as you accomplish your objectives. We will review sample grant monitoring systems.
Basic Grant Writing	6/6/19	9:00 - 3:00	6.0	In this session, you will learn the basics of writing successful proposals, what funders expect to see in a well thought-out proposal and tips for organizing the information needed to begin the writing process.
Event Fundraising 101	7/24/19	9:00 - 12:00	3.0	In this class presented by Bridget Brandt, we will discuss the important aspects of executing successful fundraising events. All fundraisers agree that, by and large, the goal of a fundraising event is to raise money. The question is, how do you raise money at events, especially when only about 30 percent of fundraising event participants raise any money, according to the study.
Creating a Strong Development Program	8/20/19	9:00 - 12:00	3.0	This is a fast-paced course geared towards creating your organization's first fundraising program or tweaking a relatively new one.

*Dates and times are subject to change. Workshops will be added on an ongoing basis throughout the year. Please visit our website www.saaafdn.org for up to date workshops/classes.

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<i>Fundraising</i>				
Creating Successful Year End Fundraising Campaigns	9/19/19	9:00 - 12:00	3.0	Successful year-end fundraising campaigns require planning and high quality execution. In this session, you will learn how to launch and manage a year-end campaign or how to improve your existing campaign.
Basic Grant Writing	10/22/19	9:00 - 3:00	6.0	In this session, you will learn the basics of writing successful proposals, what funders expect to see in a well thought-out proposal and tips for organizing the information needed to begin the writing process.
Advanced Grant Writing	11/5/19	9:00 - 3:00	6.0	This workshop covers the advanced components of grant writing: interpreting application guidelines, preparing logic models, identifying data resources, developing case statements, writing project narratives and creating budgets.
Grants Management Technique	11/6/19	9:00 - 12:00	3.0	This seminar will help you to understand the entire grant cycle - from concept to closeout. You will receive tips to help you satisfy your funders as you accomplish your objectives. We will review sample grant monitoring systems.
Board Principles IV - Responsible Fundraising	12/10/19	9:00 - 12:00	3.0	This session will cover seven principles related to building donor support and confidence in the soliciting of funds.

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MANAGING STAFF & VOLUNTEERS				
Mastering Supervisory Skills	1/17/19	9:00 - 12:00	3.0	This class is designed to introduce new and existing managers/leaders to theory, tools, and tips to establish and retain open communications with employees, peers, and executives that will build high performance work teams. The discussion includes having the necessary conversations and plans needed to develop employees
Strategic Planning for Volunteer Program	2/5/19	9:00 - 12:00	3.0	This workshop will focus on how to tie the volunteer program to the nonprofit's goals in order to help accomplish the mission of the nonprofit. Participants will learn to develop the basic outline of a strategic plan for your volunteer program by determining how the volunteer program fits into the overall strategic plan of the nonprofit
Managing Up	5/15/19	9:00 - 12:00	3.0	This course is focused on simple and clear techniques that you can use when working with supervisors, senior management and boards of directors to help bring clarity to the problem(s) at hand, expedite resolution and get the show back on the road. Leaders who master the art of Managing UP are not only able to get what they need from their superiors, they are also highly valued as self-starters who solve problems and advance the action while others get stuck in the mud.
Supervision and Developing Employee Performance	8/1/19	9:00 - 12:00	3.0	This workshop will focus on how to address some common staff performance issues as well as recognize development opportunities in areas such as technical skills, social/soft skills, analytical and leadership/management skills.
Recruiting, Managing, and Retaining Volunteers	10/1/19	9:00 - 12:00	3.0	Obtaining and retaining volunteers requires a strategic process for a nonprofit to recruit the people and skills it needs to serve its clients. When a volunteer program is well-managed, it aids in volunteer retention. These three areas - recruiting, managing, and retaining volunteers - will be woven together to help determine the components of a well-run volunteer program.
New Labor Challenges	11/12/19	9:00 - 12:00	3.0	This course is designed to address current issues that are impacting employers. The actual content will depend on the changes that will have occurred in the months prior to class. Some anticipated issues for 2019 are new salary threshold for white collar exemptions from overtime pay, proposed updates to employee handbooks, and how to complete exit interviews with employees.

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MARKETING & COMMUNICATIONS				
Crisis Communication: When Things Go Wrong	2/19/19	9:00 - 12:00	3.0	Even in the best organizations, sometimes things go wrong. A program or project fails. We do something that offends a key constituency. We hit rocky financial waters. An important donor pulls their support. A disgruntled Board member goes public with complaints. An angry employee sends an organization-wide email. How do we communicate effectively, both internally and externally, in times of crisis?
10 Marketing Tactics	4/10/19	9:00 – 12:00	3.0	In this fun/interactive class, you will learn real-world tactics to help promote your organization and raise more dollars that every small nonprofit can easily implement.
Social Media Audit for Nonprofits	5/21/19	9:00 - 12:00	3.0	In this session, attendees will learn how to go through a social media audit, competitor audit, mapping, and calendaring.
Data Visualization	8/15/19	9:00 - 12:00	3.0	In this workshop we will learn how to take some of the data your organization is collecting and lay it out in a way that is coherent to your supporters! We will dive into the way people process content, and the kinds of information they are seeking.
Stand Out! Compelling Communication through Storytelling	10/10/19	9:00 - 12:00	3.0	Even great organizations sometimes struggle to communicate externally in ways that are powerful and compelling. Nonprofits often rely on numbers, percentages, and statistics to tell their story, and spend lots of time describing the programs and services they provide, and how they provide them. In an information-packed world filled with important causes and good organizations, how can we communicate in ways that help us stand out?

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LEADERSHIP				
Leadership Bootcamp	2/27/19	9:00 - 12:00	3.0	This interactive workshop is designed to provide you with a basic playbook with different strategies and modes of leadership interaction.
Conflict Management	3/7/19	9:00 – 12:00	3.0	This course is based on the last twenty years’ of psychological research on conflict management. We have incorporated this evidence-based research on effective conflict management behaviors into role-plays that challenge participants to identify and apply effective behaviors so that they can manage both types (e.g. approach-approach, avoidance-avoidance, and approach-avoidance) and sources (e.g. task, relationship, and process) of the eight most common conflicts at work (Hart, 2002). These are: conflicting resources, conflicting styles, conflicting perceptions, conflicting goals, conflicting pressures, conflicting roles, different personal values, and unpredictable policies.
Problem Identification: Root Cause Analysis	6/4/19	9:00 – 12:00	3.0	This introductory, interactive workshop will provide the tools needed to identify and address root causes to solve a problem the first time around, rather than addressing only part of it and having the problem reoccur.
Ethics	5/30/19	9:00 – 12:00	3.0	Every organization has principals and standards by which it operates and has an expectation that its employees will behave within those principles and standards. Managers and other leaders are usually tasked with setting an ethical example for others to follow. This workshop will explore how the law informs ethics, best practices and how to inspire professional integrity in your organization.
Emotional Intelligence	8/29/19	9:00 – 12:00	3.0	This course incorporates both evidence-based theory and practical application exercises and introduces empirically supported emotion management strategies that can be used on a daily basis, ensuring that emotional responses are more accurate, adapted and effective.

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ORGANIZATIONAL MANAGEMENT				
Strategic Planning: A Critical Tool for Nonprofit Organizations	1/22/19	9:00 - 3:00	6.0	This workshop will cover the purpose, steps, and benefits and limitations of the strategic planning process as well as techniques to follow-up on strategic planning goals and objectives.
Project Management	4/2/19	9:00 – 12:00	3.0	This workshop will go through the steps of successful project management – initiating, planning, monitoring/controlling, executing and closing. At the close of the session, participants will understand how to manage a project from inception to close.
Building Winning Teams	7/30/19	9:00 - 12:00	3.0	Jack Welch, Former CEO of GE said, “ <i>The whole game of business revolves around one thing. You build the best team, you win.</i> ” Under his leadership (1981-2000), GE’s value increased 4000 percent. Teams are shaping the future of work and organizations. In response, companies invest upward of \$160 billion each year on leader training and development; yet, most of those programs fail to turn ideas into habits that lead to more effective, higher-performing teams. What distinguishes exceptional teams and team leaders from the rest? This course will examine how exceptional team leaders consistently close experience-expectation gaps across key relationships.
Strategic Planning: A Critical Tool for Nonprofit Organizations	9/10/19	9:00 - 3:00	6.0	This workshop will cover the purpose, steps, and benefits and limitations of the strategic planning process as well as techniques to follow-up on strategic planning goals and objectives.
Change Management	10/30/19	9:00 - 12:00	3.0	Everyone understands that when change occurs we have two choices - adapt or die. Then why is it that when an organization is undertaking a major change, the staff seems bound and determined to choose the latter? This workshop will unlock the neuroscience of change management.

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NONPROFIT GOVERNANCE				
Board Principles I - Effective Governance	3/19/19	9:00 - 12:00	3.0	This session will cover 13 principles related to the policies and procedures a board of directors should implement to fulfill its oversight and governance responsibilities effectively.
Board Principles II- Legal Compliance	6/20/19	9:00 - 12:00	3.0	This session will cover seven principles related to the board's responsibilities and practices in terms of implementing conflict of interest and whistleblower policies, assisting charitable organizations in complying with their legal obligations and providing information to the public.
Board Principles III- Financial Oversight	9/24/19	9:00 - 12:00	3.0	This session covers six principles related to the board's responsibilities in setting policies and procedures to ensure wise stewardship of charitable resources.
Board Principles IV - Responsible Fundraising	12/10/19	9:00 - 12:00	3.0	This session will cover seven principles related to building donor support and confidence in the soliciting of funds.

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FINANCIAL MANAGEMENT				
Understanding Nonprofit Financials	1/24/19	9:00 – 12:00	3.0	This introductory, interactive course will show you how to interpret information on financial statements and explore financial management.
Understanding Internal Controls	3/26/19	9:00 – 12:00	3.0	This course will build your understanding of the ways in which policies, procedures and internal controls reduce the risk of a loss of funds and information by both employees and outsiders, and will help you identify when a loss may have taken place. Such losses can tarnish the reputation of an organization, affecting potential funding and staff and board recruitment.
Nonprofit Budget Basics	6/13/19	9:00-12:00	3.0	This workshop provides a review of basic budgeting practices to help you plan, monitor and provide strategic leadership that connects mission and money. Learn techniques for developing a budget that can be adapted to your agency.
Board Principles III- Financial Oversight	9/24/19	9:00 - 12:00	3.0	This session covers six principles related to the board’s responsibilities in setting policies and procedures to ensure wise stewardship of charitable resources.
Understanding Internal Controls	11/14/19	9:00-12:00	3.0	This course will build your understanding of the ways in which internal controls reduce the risk of a loss of funds and information by both employees and outsiders, and will help you identify when a loss may have taken place. Such losses can tarnish the reputation of an organization, affecting potential funding and staff and board recruitment.