

# San Antonio Area Foundation

## General Nonprofit Management Certificate Program 2022

### April

#### • Tuesday, April 12: Person First Leadership – Francisco Gonima

Learning to lead is not only achieved from books, it encompasses what we've learned along life's journey including the influences on our lives from others. Reveals how you are leading from a person first perspective in this interactive class.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning how to lead effectively.

**You will learn to:**

- ❖ Lead from the whole-person perspective
- ❖ Understand and implement the Situational Leadership model
- ❖ Create leadership strategies for personalized mentoring and development

**Location:** Area Foundation

**Time:** 9 a.m. to Noon

#### • Tuesday, April 12: Diversity, Equity and Inclusion – Dorian Williams, Ph.D.

Many nonprofits and businesses have the incorrect understanding of diversity, equity and inclusion. DEI is not only about racial makeup, it's so much more. Find out what true DEI is all about in this interactive class.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning how to lead from a mindset of equity and inclusion.

**You will learn to:**

- ❖ Incorporate a DEI focus throughout your programs and organization
- ❖ Understand and implement DEI models and strategies

**Location:** Area Foundation

**Time:** 1:30 to 4:30 p.m.

#### • Tuesday, April 19: Developing Your Strategy Part 1 – Shaun Lee

This interactive course will give the tools needed to create an effective and efficient strategic plan.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning how to create well-planned strategies.

**You will learn to:**

- ❖ Develop amazing strategic plans

**Location:** Area Foundation

**Time:** 9 a.m. to Noon

#### • Tuesday, April 19: Implementing Your Strategy Part 2 – Shaun Lee

Now that you've learned how to create strategy using the right tools, further the training with this class that will teach you how to effectively implement your strategy so it doesn't end up dusty on the top of a shelf.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning how to ensure strategy is implemented and successfully measured.

**You will learn to:**

- ❖ Take your strategic plan from creation to implementation
- ❖ Communicate your strategy to staff and board members

**Location:** Area Foundation

**Time:** 1:30 to 4:30 p.m.

• **Tuesday, April 26: Internal Controls – Jeanne Frazier**

To protect the integrity of an organization, leaders must have the proper internal controls in place. Find out the policies that are musts to protect the mission, vision and communication of your organization.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning about proper policies and procedures to ensure effective internal control.

**You will learn to:**

- ❖ Develop the tools needed to create proper internal controls
- ❖ Understand the mechanisms, rules and procedures and why these are needed
- ❖ Ensure proper policies are in place to ensure integrity, accountability and fraud prevention

**Location:** Area Foundation

**Time:** 9 a.m. to Noon

• **Tuesday, April 26: Dealing with Difficult Employees – Teresa Harrison, Ph.D.**

Having a strained relationship with a colleague? Do simple requests turn into a tug of war? This interactive class will teach you to recognize the triggers that will help diffuse tense situations and create harmony instead of friction.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning how to de-escalate tense situations.

**You will learn to:**

- ❖ Recognize your defensive triggers as well as the defensive triggers in others
- ❖ Understand the psychology behind difficult relationships
- ❖ Implement tools to de-escalate instead of inflate

**Location:** Area Foundation

**Time:** 1:30 to 4:30 p.m.

**May**

• **Tuesday, May 3: Recruiting, Managing and Retaining Volunteers – Kathy McCleskey**

Learn how to effectively manage your volunteer staff so that they will keep coming back to serve.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning how to effectively lead volunteers.

**You will learn to:**

- ❖ Implement the key thing to keep your volunteers coming back for more
- ❖ Understand the science behind the heart to volunteer
- ❖ Create an effective volunteer plan

**Location:** Area Foundation

**Time:** 9 a.m. to Noon

• **Thursday, May 5: Succession Planning – Kathryn Keeton, Ph.D.**

All good leaders have a succession plan to ensure the organization continues operating effectively regardless of the leadership in place. Find out why it is important for you to establish a succession plan and how to develop an effective one.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning how to create and implement a succession plan.

**You will learn to:**

- ❖ Create a plan
- ❖ Set a course for plan implementation

**Location:** Area Foundation

**Time:** 1:30 to 4:30 p.m.

• **Tuesday, May 10: Creating a Strong Development Program – Lisa Brunsvold**

A development team or lack of one can be the difference between a successful fundraising effort and a struggle to make ends meet to achieve your programming and operational goals. Find out what it takes to create a solid and effective development team.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning how to create and implement a development team.

**You will learn to:**

- ❖ Ensure you have the key positions created and filled on your development team
- ❖ Set a course of action to reach your fundraising goals
- ❖ Motivate your team to achieve fundraising goals
- ❖ Cultivate the donor relationship

**Location:** Area Foundation

**Time:** 9 a.m. to Noon

• **Tuesday, May 10: Board Principles Effective Governance – Jennifer Moriarty**

The relationship between the board and executive director is crucial for nonprofit organizational effectiveness. In the interactive class, you will learn the keys for efficient and effective board management.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning to improve board relationships and governance structures.

**You will learn to:**

- ❖ Implement effective board governance guidelines and training
- ❖ Use tools to improve board/organization relationship
- ❖ Use the latest trends and techniques to create effective board governance outcomes

**Location:** Area Foundation

**Time:** 1:30 to 4:30 p.m.

• **Tuesday, May 17: Understanding Financials – Pamela Smith, Ph.D**

This class for first-time bookkeepers and those new to the budget process will help you understand everything that is needed and must be included to keep pristine, legal financial records.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning about the budget process and financial recordkeeping.

**You will learn to:**

- ❖ Implement effective financial tools to help in the bookkeeping process
- ❖ Establish guidelines to ensure accuracy and legal compliance

**Location:** Area Foundation

**Time:** 9 a.m. to Noon Followed by Noon to 1 p.m. – Awarding of Certificates

• **May 17: Telling Your Story Through Social Media – Jade Tate**

Social media has become the go to for people to connect and learn. Research shows that people will visit an organization's social media platform before visiting its website. Find out how to optimally use this valuable tool and get your message heard.

**Who should attend:** General Nonprofit Management participants and anyone interested in learning how to introduce your organization's mission, vision, and good-news stories using social media.

**You will learn to:**

- ❖ Develop strategic plans for storytelling via social media
- ❖ Understand the various social media platforms and how to determine which to use
- ❖ Understand the concept and importance of audience and how that plays into your story strategy
- ❖ Create posts that impact and convey the correct message

**Location:** Area Foundation

**Time:** 1:30 p.m. to 4:30 p.m.

**Total 36 Contact Hours – Congratulations! You've earned a certificate. (Participants must complete at least 30 hours to earn a certificate.)**