

Reinhold Nonprofit Team Leadership Development Program
Curriculum and Learning Objectives

A five (5) day program dedicated to enhancing the leadership skills
within non-profit organizations that serve Clay County

Presented by Rollins College Philanthropy & Nonprofit Leadership Center
Underwritten by The Paul E. and Klare N. Reinhold Foundation, Inc.

All workshops are held at the Holiday Inn, 620 Wells, Rd., Orange Park, FL

Ready, Set, Fundraise! (2 days)

A two-day program offered Wednesday & Thursday, February 8-9, 2012

This two-day workshop covers nonprofit management best practices with a goal of creating a sustainable organization. It leads participants through the steps necessary to prepare their organizations for fundraising. Funders want to donate to nonprofits that address a proven community need, have proper accounting procedures, internal controls, a strong and active board of directors, consistent evaluation of their programs, and are guided by a mission-based strategic plan.

LEARNING OBJECTIVES

- Write a clear and concise need statement
- Understand the role that relationship plays in securing funding
- Differentiate between the roles of the executive director and the board of directors
- Identify the elements of a strategic plan and how to track progress of meeting the plan's goals
- Understand the importance of evaluating programs to determine if they fulfill the mission
- Understand the basics of nonprofit accounting and strong internal controls
- Understand what funders look for in a budget
- Recognize the necessary actions that are required for the organization to comply with government reporting guidelines, funders' requests, and good stewardship

Instructors:

Emily Furlong, Senior Program Manager
Rollins College Philanthropy & Nonprofit Leadership Center

Terri Chastain, CFRE (Certified Fund Raising Executive)

Board Governance for Effective Leadership (1 day)

A one-day program offered Thursday, February 16, 2012

Board members need to know the legal, ethical and financial obligations of being a board member. This workshop covers those basic responsibilities, the leading practices of nonprofit boards, the proper use of consent agendas, committees and task forces, and the top ten ways to strengthen board performance. Participants will learn how to develop an effective recruiting strategy that keeps board members engaged, interested and motivated. They will review board structure and tools for improving their meetings. They also learn the nine steps to successful board building and how to manage expectations. Board members will learn how they can play a role in fundraising even if they never ask anyone for money. They will understand that they must make a personal commitment to the organization.

LEARNING OBJECTIVES

- Evaluate your nonprofit board's governance performance
- Restate the characteristics/best practices of an effective nonprofit board
- Discuss the legal duties of being a board member
- Review the principles of governance arising from Sarbanes-Oxley reforms, for later presentation to the organization's board
- Distinguish between board and staff responsibilities
- Identify the top ten ways to strengthen board performance
- Learn how to develop board profiling as a necessary component of an effective recruiting strategy
- Describe the role of a governance committee
- Learn recruiting strategies that could bring positive change to the board
- Explore the role of assessment and evaluation in board building
- Explain the nine steps to successful board building (i.e., *The Board Building Cycle*)
- Learn the ways board members can be effective fundraisers.

Instructor:

Chuck V. Loring, CFRE

Senior Associate, BoardSource and Senior Partner, Loring, Sternberg & Associates

Volunteer Management Academy (1 day)

A one-day program offered Thursday, March 1, 2012

Beginning with a step-by-step approach to establishing or improving the organizational aspects of a volunteer management program, this full day workshop will guide participants through the process of creating a policies and procedures manual that will add professionalism by instilling best practices in their programs. Participants will learn the importance of volunteer job descriptions, receive recruiting tips, consider evaluation tools and explore interviewing techniques so that the volunteer program is well managed and staffed.

It will also address one of the most challenging aspects of volunteer management, successfully integrating volunteers and staff in the service of the organization's mission. This workshop will help staff recognize the benefits of having well trained volunteers who can lighten their workload and contribute to the economic security of the organization. Participants will explore ways to survey the staff's needs for assistance and their expectations of volunteers, design job descriptions to meet those needs, and develop volunteer assignments that are worthwhile for both staff and volunteers.

Finally, the workshop will introduce methods to recruit, retain, and reward volunteers. It introduces the idea that employees should also be rewarded for working effectively with volunteers.

LEARNING OBJECTIVES

- Identify elements of a complete volunteer management policies and procedures manual
- Understand laws that impact the use of volunteers
- Learn innovative techniques for recruiting non-paid staff
- Learn inexpensive ways to reward volunteers and staff in order to reduce turnover
- Learn to implement procedures to recruit and retain good volunteers
- Learn to write meaningful volunteer job descriptions
- Learn techniques for incorporating paid and non-paid staff in a productive way

Instructors:

Emily Furlong, Senior Program Manager

Rollins College Philanthropy & Nonprofit Leadership Center

Finding Funding (1/2 day)

A half-day program offered Thursday, March 8, 2012

Every organization strives to find the necessary funding to meet their mission. In order to be sustainable, nonprofits must diversify their funding sources. This introduction to prospect research includes ways to find potential funding partners using directories, periodicals, and online resources. Participants are given tools that allow them to track their research and tips on cataloguing their findings. They will learn to research foundations, corporations and individuals using databases such as the Foundation Center Directory, GuideStar, MelissaDATA, and others.

LEARNING OBJECTIVES

- Find and track individual donors
- Find and track foundations
- Find and track corporations/businesses
- Obtain the tools (i.e., internet web sites and templates to catalog research results) to be used in researching prospective funding sources

Instructor:

Terri Chastain, CFRE (Certified Fund Raising Executive)

Creating A Diversified Fundraising Plan (1/2 day)

A half-day program offered Thursday, March 8, 2012

The key to successful fundraising begins with a solid plan, and then working that plan. This workshop will stress the need for a diversified approach to fundraising in order to have a sustainable organization. Participants will analyze different fundraising vehicles in order to select ones that diversify their sources of revenue.

LEARNING OBJECTIVES

- Know how to undertake the eight steps to creating a diversified fundraising plan
- Understand the role of the board members and other volunteers in creating and administering the fundraising plan
- Apply different fundraising strategies to fit the needs of different funding sources
- Evaluate the effectiveness of the fundraising plan

Instructor:

Terri Chastain, CFRE (Certified Fund Raising Executive)

ATTACHMENT A

ABOUT THE INSTRUCTORS

Terri Chastain

Terri Chastain, CFRE, is the Development Director at the Adult Literacy League. Prior to joining the Adult Literacy League, she served as the Sr. Director of Development at UCP of Central Florida. She also contracts with the Rollins College Philanthropy & Nonprofit Leadership Center to provide workshop instruction, curriculum development, board training, and other consulting services. Her nonprofit experience includes major gift solicitation, grant management, volunteer management, training, and planning and development in the fields of children, family, and disability/special needs services. For over thirty years, Ms. Chastain has worked in the nonprofit and government sectors since obtaining her Bachelors degree from Berry College in Rome, Georgia. She is a member and former board member of the Grant Professionals Network of Central Florida; a member and a former board member of the Association for Fundraising Professionals; and a Certified Fund Raising Executive, CFRE.

Emily Furlong

Emily Furlong is the Senior Program Manager at Rollins College Philanthropy & Nonprofit Leadership Center, responsible for professional continuing education for nonprofit organizations. Her nonprofit experience includes planning and development, nonprofit and volunteer management, training, and board governance in the fields of domestic violence, senior services, housing and emergency management. She has been a founding member of two nonprofit organizations and served as executive director of one. Ms. Furlong has been active in the nonprofit community since completing her undergraduate education at the University of Mississippi.

Chuck V. Loring

Chuck V. Loring, CFRE, is the senior partner of the fundraising and governance consulting services firm of Loring, Sternberg, & Associates and Senior Governance Associate for BoardSource, offering expertise in board development and governance issues to nonprofit boards throughout the United States. Chuck has worked with hundreds of local and regional nonprofits across the country, and in Florida he has conducted trainings or facilitated programs for The Children's Home Society of Florida, Broward County Community Foundation, Hillsborough County Bar Association, The ARC of Jacksonville, Valencia Community College, PACE Center for Girls, the YMCA of Central Florida, Easter Seals Florida, and the Collier County Community Foundation to name a few. Chuck holds a bachelor's degree in communications from the University of California, Santa Barbara (UCSB) and an MBA from the Marshall School of Business at the University of Southern California.