

Certificate in Nonprofit Management will:

Strengthen your managerial competence

Build mission-driven leadership skills

Gain practical know-how of the major components of the nonprofit organization

Support your personal and professional learning goals on your job.

"The critical need to improve the capacity of nonprofit organizations has been identified as a community priority in the United Way of Windham County strategic plan and it is with this in mind that United Way has supported the Certificate in Nonprofit Management. We believe it has the potential to have a tremendous impact throughout the state in building the capacity of nonprofit organizations to be more effective in pursuing their community missions."

— Konstantin von Krusenstiern,
Director of Development, Brattleboro Retreat
Former Executive Director, United Way of
Windham County

Marlboro College and Champlain College

have assembled an experienced faculty offering valuable training for managing nonprofit organizations including: strategic planning; financial management; fundraising; conflict resolution and communication; human resources; and marketing. *This program was originally designed by Woodbury College and Marlboro College.*

TO APPLY OR OBTAIN FURTHER INFORMATION

The Graduate Center

28 Vernon Street, Suite 120
Brattleboro, VT 05301
802-258-9200
888-258-5665
nonprofit@marlboro.edu

Champlain College

163 So. Willard Street
Burlington, VT 05401
802-383-6630
866-531-9666 (toll-free)
Graham@champlain.edu

GRANTORS & SPONSORS



United Way of Windham County and
United Way of Chittenden County



Banknorth

Charitable Foundation



NATIONAL LIFE
GROUP

and Two Anonymous Donors

Questions or to Register? Call Toll-Free or Register Online
Marlboro: 888-258-5665, www.nonprofit.marlboro.edu or
Champlain: 866-531-9666, www.go.champlain.edu/nonprofit



CHAMPLAIN
COLLEGE

WORKFORCE DEVELOPMENT CENTER



Certificate in Nonprofit Management

developed by
Woodbury Institute of Champlain College
& Marlboro College



FACULTY

REBECCA BROOKES, principal, Upstream Social Marketing, LLC

ALICE ESTEY, instructor/trainer at Woodbury Institute, mediator in private practice for 15 years

CHRISTINE GRAHAM, consultant, author of numerous publications, editor and publisher of the Nonprofit Vermont Newsletter

J. CHURCHILL HINDES, president and CEO of the Visiting Nurse Association, faculty at University of Vermont

JIM LEFEVRE, principal at LeFevre & Associates, organizational development consultant for more than 20 years

KAREN SAUDEK, director of human resources, Committee on Temporary Shelter (COTS)

“The Certificate in Nonprofit Management program connects, strengthens and supports those new to leadership positions in a not for profit organization. The collaboration and exchange of best practices from participants and instructors was invaluable. The program helps nonprofit professionals to achieve greater impact in their communities.”

— MaryEllen Mendl
Director, Vermont 2-1-1
2008 participant of
The Certificate in Nonprofit Management



WORKSHOP OVERVIEWS

Each face-to-face session will be supported by an online component.

LEADERSHIP IN THE NONPROFIT SECTOR

Instructor Jim LeFevre

Overview of the Certificate Program

Explore unique characteristics of nonprofits

What makes for excellence in the leadership of a nonprofit organization

EFFECTIVE LEADERSHIP THROUGH FINANCIAL MANAGEMENT

Instructor Church Hindes

Money and mission and reducing fears with math, money, finance

Business ethics

Understanding and using financial statements, budgets, reporting, cost allocations

The interplay between finance, strategy, planning, budgets, and policy

STRATEGIC PLANNING

Instructor Jim LeFevre

Components that make a plan strategic

Mission statements that matter

Digging deep into the present to build a strong foundation for the future

Discovering your organization's critical issues and imperatives

FUNDRAISING

Instructor Christine Graham

Understanding fundraising planning and implementation

Prioritizing methods, timing, and prospects

Essentials of writing grants, individual solicitations, planned giving

Donor motivation

Beyond the money

MARKETING

Instructor Rebecca Brookes

Key elements of marketing

Defining and describing target audience, segmenting audiences

Understanding the value exchange

Designing a core marketing plan

HUMAN RESOURCES

Instructor Karen Saudek

Elements of a great workplace

Recruiting, interviewing, hiring new staff

Motivation and retention strategies

Organizational communications

Performance management

Crucial employment laws

CONFLICT RESOLUTION

Instructor Alice Estey

Hurdles to good listening

Tools for better listening

Managing conflict well

How to say “no” without damaging relationships

Understanding your own personal challenges to good communication

BOARDS AND GOVERNANCE

Instructor Jim LeFevre

The board of directors – the leadership partner

Pitfalls in the board function

dialogue with volunteer and professional leaders about the role of governance in successful nonprofits



Questions or to Register? Call Toll-Free or Register Online

Brattleboro: 888-258-5665, www.nonprofit.marlbورو.edu or Burlington: 866-531-9666, www.go.champlain.edu/nonprofit