

## REGISTRATION FEES

Entire Series: \$1,900      Member Price: \$1,495  
Two or more people from same organization: \$995  
Limited scholarships are available.  
Scholarship code\* \_\_\_\_\_

\*Membership required

## Registration Application

Please attach resume for each participant

Participant Name/Title: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

**Register Online:** [fano.org/upcoming-conference](http://fano.org/upcoming-conference)

Please indicate which Saturday sessions you will be attending.

### Class Name

### Class Date

- |  |              |
|--|--------------|
| <input type="checkbox"/> Planning: Power Vision and Strategic Thinking | Jan 21, 2017 |
| <input type="checkbox"/> Information Revolution: Managing Technology   | Jan 21, 2017 |
| <input type="checkbox"/> Leadership: Governance & Board Policy         | Feb 18, 2017 |
| <input type="checkbox"/> Human Resources and Volunteers                | Feb 18, 2017 |
| <input type="checkbox"/> Sponsorship: Campaigning- Fundraising         | Mar 18, 2017 |
| <input type="checkbox"/> Sustainability: Campaigning- Big Gifts        | Mar 18, 2017 |
| <input type="checkbox"/> Executive Director Training                   | Mar 18, 2017 |
| <input type="checkbox"/> Discovering Trends: Civic Engagement          | Apr 22, 2017 |
| <input type="checkbox"/> Events: Marketing & Special Events            | Apr 22, 2017 |
| <input type="checkbox"/> Revenue: Grantwriting and Evaluation          | May 20, 2017 |
| <input type="checkbox"/> Accounting: Time & Money                      | May 20, 2017 |
| <input type="checkbox"/> Planning: Power Vision and Strategic Thinking | Jun 17, 2017 |
| <input type="checkbox"/> Information Revolution: Managing Technology   | Jun 17, 2017 |
| <input type="checkbox"/> Leadership: Governance & Board Policy         | Jul 22, 2017 |
| <input type="checkbox"/> Human Resources and Volunteers                | Jul 22, 2017 |
| <input type="checkbox"/> Sponsorship: Campaigning- Fundraising         | Aug 26, 2017 |
| <input type="checkbox"/> Sustainability: Campaigning- Big Gifts        | Aug 26, 2017 |
| <input type="checkbox"/> Executive Director Training                   | Aug 26, 2017 |
| <input type="checkbox"/> Discovering Trends: Civic Engagement          | Oct 21, 2017 |
| <input type="checkbox"/> Events: Marketing & Special Events            | Oct 21, 2017 |
| <input type="checkbox"/> Revenue: Grantwriting and Evaluation          | Nov 18, 2017 |
| <input type="checkbox"/> Accounting: Time & Money                      | Nov 18, 2017 |

## Certificate in Nonprofit Management Intensive (4 days) Sept 15-18, 2017

- Yes, I want to take the 4 day intensive certification

To register by phone call: 305.557.1764

Group rates and custom programs are available.

Because Florida Nonprofits is a 501(c)(3), no refunds will be issued.



Sunshine Certificate in Nonprofit Management

4 Day Intensive

**September 15 - 18, 2017**

**Ritz Carlton Golf Resort  
Naples, Florida**

## Developing LEADERSHIP

**LEADERSHIP** Governance & Board Policy

**EXECUTIVE** Director Training

**ACCOUNTING** Time & Money

**DISCOVERING TRENDS** Civic Engagement

**EVENTS** Marketing & Special Events

**REVENUE** Grantwriting & Evaluation

**SPONSORSHIP** Fundraising; Sustainability Big Gifts

**HUMAN RESOURCES** Staff & Volunteers

**INFORMATION REVOLUTION** Managing Technology

**PLANNING** Power Vision & Strategic Thinking

For more information  
**305.557.1764 or [info@fano.org](mailto:info@fano.org)**

Florida Association of Nonprofits  
512 NE Third Avenue, Fort Lauderdale, FL 33301



**FLORIDA**  
ASSOCIATION OF  
NONPROFITS  
*Formerly FANO*







## Program Modules/Classes

### LEADERSHIP: Governance & Board Policy

Are your leaders leading? This class provides a strong foundation for the governance and management of nonprofits. The task of sorting out the roles and functions of board members, paid staff and volunteers is essential, but often confusing. By understanding legal and fiduciary responsibilities of board members you will establish a stable foundation that will better achieve success. In this class you will:

- Identify the roles of board members
- Designate the functions of directors and staff
- Empower your board with techniques for efficient governing
- Create a strategic budget that prioritizes your resources
- Build a plan to recruit and train volunteer leaders

### EXECUTIVE DIRECTOR TRAINING

What "hats" will you wear today? Finally! You have reached the top of the ladder and are now Executive Director of a nonprofit organization. What "Executive Director" hats will you be expected to wear ... and under what circumstances? This class will examine your role in a position for which few are properly trained or prepared. Sharing experiences with others in this class and discovering remedies to common challenges are very valuable to strengthening your own unique leadership abilities.

- Expand your skill set with new management techniques
- Build awareness of professional expectations
- Analyze your strengths through a self-assessment
- Network and build a professional safety-net group

### ACCOUNTING: Time & Money

Need help navigating the maze of rules and laws? This class will demystify the sometimes complicated regulations that all nonprofits must follow in their financial reports and accounting procedures (FASB 116-117 and SOP 94-3). Vitaly important terminology you must know to keep your agency in the black and also out of trouble includes: Sarbanes Oxley rules, restricted/unrestricted funds, Intermediate Sanctions, quid pro quo, fund accounting, and more. Also vital is keeping up with the rules for financial statements and their application to the entire organization. You will:

- Develop a budget with in-kind and project columns
- Understand the new 990 and its implications
- Develop a financial policy
- Understand the IRS's Unrelated Business Income Tax

### DISCOVERING TRENDS: Civic Engagement

Are you prepared for changing landscapes? There are many threats to the health of the nonprofit sector today that will affect your organization's future, from health and tax reform policies to providing more services with less funding. This class addresses critical issues including statistics, perception and myths about nonprofits which you can use to strategically plan future leadership, operations, advocacy, public relations, and grassroots lobbying. By examining the wide range of expert opinions on the changing social and political landscape you will more clearly position your agency to face the future. Plato is credited with first advising "Necessity is the mother of invention."

Apply his advice to your fundraising challenges and:

- Develop the techniques to monitor lawmakers and communicate your priorities
- Tackle the challenges of doing business under new and more restrictive laws
- Design a plan to position your nonprofit to prosper through adversity
- Learn to protect your bottom line
- Use the "Big Picture" to frame facts to your advantage

### EVENTS: Marketing & Special Events

Does your target market invest in you? In the ever-growing field of nonprofits it is harder than ever to get a fair share of attention; and more important than ever to use all the talent you have. This class features many best practices that will promote your agency so it stands out from the crowd. These practical and creative ideas, plus all of your other resources and volunteers, can form the basis for a cost-effective and successful marketing plan through a comprehensive marketing blueprint, effective communications and compelling special events. You will:

- Create a comprehensive marketing blueprint, including communications
- Adapt the Five P's of marketing to your agency needs
- Design a compelling special event that minimizes pitfalls
- Adapt traditional and social media techniques/protocols
- Develop evaluation tools to gauge customer satisfaction for long-term results

### REVENUE: Grantwriting & Evaluation

Will you come home victorious from the "grantwriting wars"? This class introduces you to innovative, effective and tried-and-true fundraising strategies aimed at helping your agency reach its goals during even the toughest economic times. Finding appropriate funders and writing a compelling proposal are valuable tools and technologies that enable you to maximize your potential. When agencies follow the practices of successful grantwriters they soon learn why some nonprofits are victorious, while others are left in the dust. You will:

- Write a proposal that stands above the rest
- Find funding sources
- Use today's resources to create innovative programs
- Monitor your grant program
- Communicate effectively with funders

### SPONSORSHIP: Campaigning to Potential, Fundraising

Is your short-term fundraising producing results? This class provides a clear understanding of the political realities of raising money, and gives you the tools to look strategically at the "bread game," separate myths from reality, analyze fundraising options, and develop a viable fundraising plan. You will:

- Explore giving trends for the next three to five years (controllable/uncontrollable funds)
- Understand the funding pie (positives/negatives)
- Incorporate fundraising principles and practices into your organization's program
- Develop the outline of an overall fundraising strategy and plan
- Find new ways to "ask" for money
- Use marketing partnerships, not philanthropy, to raise BIG corporate dollars

### SUSTAINABILITY: Campaigning to Potential, Big Gifts

Is your long-term fundraising producing results? This eye-opening class gives you a clear understanding of the process of soliciting the "big gift" from individuals, corporations and foundations, and completing your development strategies for a viable fundraising plan. You will learn to:

- Develop a plan to triple your annual fundraising in five years
- Use innovative methods to generate private dollars
- Discover effective solicitation strategies
- Build a solid donor base
- Use a systematic approach for successful capital campaigns

### Intensive Course Ten

- |  |               |
|--|---------------|
| <input type="checkbox"/> Revenue: Grantwriting & Evaluation          | Day 1 & Day 4 |
| <input type="checkbox"/> Planning: Power Vision & Strategic Thinking | Day 1         |
| <input type="checkbox"/> Information Revolution: Managing Technology | Day 1         |
| <input type="checkbox"/> Executive Director Training                 | Day 1         |
| <input type="checkbox"/> Leadership: Governance & Board Policy       | Day 2         |



## HUMAN RESOURCES: Staffing & Volunteers

Are you using "people power"? To accomplish your organization's mission, you must make effective use of the energy, time and talents of your employees and volunteers. This involves attracting, training and retaining qualified staffers, both paid and unpaid. It is of vital importance to provide a safe and productive work environment, review Board-approved employment policies and follow applicable employment law. Discover how to:

- Apply hiring and firing practices within the law
- Assess risk so you can develop policies to avoid or mitigate potential problems
- Increase your knowledge of workplace ethics, accountability, diversity, harassment, immigration, and work-permit issues
- Use the Internet more creatively to attract and retain staff
- Create an outline for developing an employee handbook

## INFORMATION REVOLUTION: Managing Technology

Are you ahead of or behind the curve? This class helps identify and define the intellectual property you may not know your nonprofit has. With this information, you can develop methods to maximize its institutional knowledge. Stay up to date as existing technologies become obsolete, and new ones are developed. Control your valuable resources by sorting out opportunities and weighing their benefits. Working smart will make you more proficient and efficient ... even savvy! By using apps, software, freeware, and social networks — which are often free or discounted for nonprofits — you can leverage your financial resources. Update your management skills to:

- Optimize internal and external communications
- Access fundraising applications and development tools
- Research for prospects and increase the value of your database
- Develop metrics and projections
- Use the Internet efficiently to process/manage new information
- Apply Internet skills to enhance your professional career
- Discover new philosophies concerning website ethics

## PLANNING: Power Vision & Strategic Thinking

How powerful is your nonprofit? This class reinforces the idea that "great accomplishments are always accompanied by great vision." The blueprint for this method provides innovative ideas to turn organizational strength and vision into a strategic plan. Each step in your plan must be reviewed and the resources to make it work must be identified to ensure long-term success for your agency. You will:

- Develop strategies to turn your vision into reality
- Find sources to strengthen your nonprofit mission
- Discover how a long-term plan can help maintain a solid foundation and structure
- Access the strengths and minimize the weaknesses of your nonprofit organization



**HEARTS**  
HELPING EDUCATING ADVOCATING  
RESEARCHING TRAINING SAVING



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## Representative Schedule

□ Sponsorship: Campaigning- Fundraising	Day 2
□ Sustainability: Campaigning- Big Gifts	Day 2
□ Accounting: Time & Money	Day 3
□ Human Resources: Staffing & Volunteers	Day 3
□ Discovering Trends: Civic Engagement	Day 4
□ Events: Marketing & Special Events	Day 4

## Instructor Biographies

**Kim Cavendish** has led science museums since 1981 and is known for turning institutions around from fiscal crisis to sustained success. Kim earned a B.A. from UF and attended Duke and George Washington University. She received South Florida Magazine's Woman of Distinction and Florida Association of Museum's 2013 Lifetime Achievement Award.

**Corky Dozier, MFA** is the President/CEO of the Greater Miami Host Committee. She is a three-time Emmy Award Winning producer and director, and the Founder/Artistic Director of the internationally recognized Coconut Grove Children's Theater. She served as a trustee for the Greater Miami and Coconut Grove Chambers.

**Maria Hidalgo** is a VITAS Community Relations Representative with over 20 years of experience in public relations, marketing, advertising, government relations and fundraising. She co-hosts a weekly Spanish radio talk show on WRHC, "SIN FRONTERAS" (Without Frontiers); co-hosted "Celebrating Life" on WQBA Univision Radio; and spearheaded the MEGA Creole program on 1020 AM.

**Maxine Kamin, DeD** is President of TOUCH Consulting and author of Soft Skills Revolution. She is also an author of a host of other publications, including internationally recognized books and training guides for the American Society for Training and Development. Her background includes 14 years in academia and over 20 years in corporate and nonprofit positions. Nationally she consults businesses and fundraising events. Her philosophy starts with forming trusting relationships.

**Bob Kovacevich, MA** is president and principal of Avatar Company, a Florida-based International market research, strategic planning and fundraising firm. He specializes in assessing audience satisfaction while measuring fundraising responsiveness.

**Bob Orser, MA** is The Nonprofit Doctor. He offers long- and short-term management consulting services to nonprofits, executive directors and boards. He has over 25 years of experience in founding and developing two major nonprofit management centers.

**Marina Pavlov, MS** is President/CEO of Florida Nonprofits. She oversees the statewide resource center for 50,500 nonprofits in Florida. She is an experienced fundraiser, grantwriter and advocate, and a speaker at local, state and national conferences. She served on state and national boards including Gov. Crist's 2010 Census Advisory.

**Michael J. Robbins, CPA** is a partner with the accounting firm, Robbins and Landino, P.A. He brings nearly 30 years of nonprofit accounting experience to the Certificate Program. He specializes in accounting procedures, budget auditing, grant reporting, and special projects auditing for nonprofit organizations.

**Marie Rosier, CPA** started her career as an auditor and fiscal assistant to the CFO at the Florida Governor's Commission on Volunteerism & Community Service. Rosier has years of experience conducting audits and providing advisory services for SEC-registered companies. She is a member in good standing with the American and Florida Institutes of Certified Public Accountants.

**Stephen Salaka, PhD** has more than 15 years of diversified industry experience including extensive work with Fortune 500 organizations. He holds an MBA in Information Technology and a PhD in Organizational Psychology. Stephen coached and trained many successful Six Sigma Master Black Belt projects leading to savings of over \$200M across multiple industries and clients.

**James S. Titcomb** has served as a municipal elected official, regional government nonprofit association executive director, city manager, adjunct professor, statewide trade association governor, and spent over 20 years in the private sector at his award-winning advertising design agency before moving into a public servant role.

**Barbara Vega, MA** is a grants professional serving diverse sectors for 20 years. She is currently the International Grants Manager at a large international relief and development nonprofit in Fort Lauderdale, FL, and serves on the Board of Directors of the Grants Professionals Foundation and on Sunrise Mayor's Educational Advisory Task Force.

**Naomi Wright, CPC** is a community relations specialist and serves on the board of CTAC, Miami-Dade Department of Transit. She brings her 20-plus years of public and media relations, and public speaking expertise to Florida Nonprofits.

**Alyce Zahniser, MPA** is an award-winning leader in human resources. She has been honored with over 75 prestigious awards including the Florida's Governor's Award for Small Business/Diversity, the Small Business Advocate of the Year Award, the Earth Hero Award from Channel 10, and the US Dept. of Commerce Advocate of the Year Award. She teaches as an adjunct professor at Miami/Dade College.





The Sunshine Certificate in Nonprofit Management provides motivating and stimulating classes to assist the professional development of anyone involved in the nonprofit sector- from nonprofit executives and board members to staff and volunteers. It is offered in partnership with the Nova Southeastern University Fischler School of Education and Human Services and Broward College. The 11-class series is offered in two formats:

- ✓ an accelerated, intensive four-day session
- ✓ ongoing, (rolling) monthly classes that can be completed in five months

Each class is taught by experts with a hands-on format. Certification provides you and the nonprofit with many useful skills including: fundraising, empowering a vision from mission to action plan, nonprofit accounting, and creating an organizational proposal. While each class offers valuable information and stands alone, a dynamic synergy is experienced by taking the entire series. For example: Exploring how to fundraise and generate more income goes hand in hand with having a specific plan for the use and accounting of those funds.

Florida Nonprofits' Sunshine Certificate is designed to allow participants to implement new skills in the workplace, including 133 best practices. Professional handouts cover more than the class curriculum with additional materials to build an expanded knowledge-base for each participant. We pride ourselves on a 20-plus-year history of superior ratings from all certificate sessions. Florida Nonprofits is in the 99th percentile of recommendations from certificate graduates.

## Registration Information

Interested groups are invited to attend any or all of these sessions. To earn the Sunshine Certificate in Nonprofit Management, you must attend all 11 sessions and successfully complete a related assignment for each session. If you previously attended a full-day grantwriting workshop at another institution or if you can document attendance at another comparable grantwriting workshop, it can be counted towards the certificate.

Participants are registered on a first-come first-served basis. A confirmation letter and map with directions will be sent to participants upon receipt of registration.

**For inquiries call: 305.557.1764  
or email [info@fano.org](mailto:info@fano.org)**



## Testimonials

"I had been running our organization just fine for years. I went to the certificate class as a favor to a friend. I did not know how much I would learn! My organization has doubled its budget since I graduated- thanks Florida Nonprofits!"

***Thema Campbell,  
Girl Power, Miami, FL***

"The Sunshine Certificate Program offered by Florida Nonprofits provides the necessary knowledge and skills for leaders of NPOs and I say this is a 'must' for any Executive Director. Really eye-opening and definitely prepares the participant with the 'tools to do the job' and to lead an organization effectively and proactively."

***Doug Young, President  
Audubon Society of Broward County***

