

## The Sunshine Certificate Florida's Certificate in Nonprofit Management

### Program Description

Nonprofits have an opportunity to become certified in nonprofit management by the Florida Association of Nonprofit Organizations (FANO), the first organization in Florida to offer certification in partnership with Nova Southeastern University (NSU) and Broward College (BC). The certification offers motivating and stimulating classes geared to be of assistance in the professional growth of nonprofit executives, board members, staff, volunteers and those who have an interest in the well-being and sustainability of the nonprofit sector.

The eleven-series program is conducted by experts in the respective topics. Through the certification, FANO promotes its mission, the advancement the development of nonprofit **L.E.A.D.E.R.S.H.I.P.S.!**

The venues are geared to offer a learning environment and configured to facilitate a hands-on experience. FANO's monthly classes are time-efficient and professionally formatted to allow participants to practice new skills in between sessions. Professional handouts cover more than the class curriculum with additional materials presented to build expanded knowledgebase for each participant.

We pride ourselves on over a seventeen-year history of superior ratings from all certificate sessions. FANO is also in the 99<sup>th</sup> percentile of program recommendations from certificate graduates.



Registration is limited to a first-come first-served basis. A letter of confirmation and map with directions will be sent upon receipt of your registration. Schedule subject to change.

Florida Association of Nonprofit Organizations State Headquarters  
7480 Fairway Drive, Suite 205  
Miami Lakes FL 33014

\*Additional CEU credits available from Broward College by request

- L
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- Leadership Governance & Board Policy  
Executive Director Training  
Accounting Time and Money  
Democracy Future Trends of the Nonprofit Sector  
Events - Marketing & Special Events  
Revenue - Grantwriting Wars  
Sponsorship - Campaigning I  
Human Resources and Volunteers  
Information Revolution  
Planning - Power Vision: Strategic Thinking  
Sustainability - Campaigning II  
!NPO Start Up



Help  
Education  
Advocacy  
Research  
Training  
Savings

#### REGISTRATION INFORMATION

NONPROFIT MANAGEMENT PROGRAM SERIES and  
FLORIDA CERTIFICATE IN NONPROFIT MANAGEMENT

Interested persons are invited to attend any or all of these sessions. To earn a Certificate of Achievement in Nonprofit Management, you must attend 10 of the 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. For inquiries call FANO at 305.557.1764



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## Program Details

### L.E.A.D.E.R.S.H.I.P.S. !

#### LEADERSHIP: BOARD MEMBERS, STAFF & VOLUNTEERISM

**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: HATS TO LEAD AND CONTROL

**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 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 valuable tools to strengthen your own unique leadership abilities. You will:

- 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 HATS

#### ACCOUNTING FOR TIME AND MONEY: MANAGING FINANCIAL RESOURCES

**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 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 proposed project columns
- Understand the new 990 and its implications
- Develop a financial policy
- Understand the IRS's Unrelated Business Income Tax

#### DEMOCRACY: TRENDS FOR NONPROFITS

**Are you prepared for changing landscape?** 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 other 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 of the uncertain future. Apply Plato's advice to your fundraising challenges and:

- Develop the techniques to monitor lawmakers and communicate your priorities
- Tackle 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 despite the Great Recession
- Use the Big Picture to frame facts to your advantage

#### EVENTS: MARKETING AND 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 cost effective and successful marketing communications and long term special events. You will:

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

#### REVENUE: GRANTWRITING

**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 your funder



#### PLANNING: FUTURE TRENDS: NETWORKING & COLLABORATION

This workshop will assist you in building a network of partners and help you reach targeted individuals both directly and indirectly. Also:

- Building visibility by raising your profile
- Learning to approach - contact - follow up
- Overcoming your natural shyness and your fear of rejection.

## Certificate in Nonprofit Management



### SPONSORSHIP - CAMPAIGNING TO POTENTIAL, PARTS I & II: FUNDRAISING

#### Part I Sponsorship: Development

**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 broad game, separate myths from reality, analyze fundraising options, and develop a viable fundraising plan. You will:

- Explore giving trends for the next 3 to 5 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

#### HUMAN RESOURCES: STRATEGIES FOR STAFFING

**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. vital importance is to provide a safe and productive work environment, review Board-approved employment policies and follow applicable employment law. In this class you will 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 about 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: MANAGING THE TECHNOLOGY REVOLUTION

**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 the Internet and other 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 with the following:

- 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 and process and manage new information
- Apply Internet skills to enhance your professional career
- Discover new philosophies concerning website ethics

### 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
- Access the strengths and minimize the weaknesses of your organization

### Sustainability -- Part II Sustainability: 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 also 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

**Also available: Classes for Nonprofit Start-up on the first Friday of every month. Call to register, seating is limited due to the intensive nature of the class.**



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CORKY DOZIER, MFA is a member of Actor's Equity Association, American Federation of Television and Radio Artist, Screen Actors Guild, American Society of Stage Directors and Choreographers, and the American Federation of Musicians. She is a three-time Emmy Award Winning Producer and Director. Founder and Artistic Director of the internationally recognized Coconut Grove Children's Theater. She has served as a Trustee for the Greater Miami and Coconut Grove Chambers, Greater Miami Host Committee, & FANO's Minority Affairs

MARIA HIDALGO DIAZ is a VITAS Community Relations Representative and has 18 years of experience in public relations, marketing, advertising, government relations and fundraising. She co-hosts a weekly Spanish radio talk show on WRHC, %IN FRONTERAS+ (Without Frontiers); co-hosted %Celebrating Life+in WQBA Univision Radio; and spearheaded the MEGA Creole program on 1020 AM with the Association of Haitian Physicians Abroad and the Haitian American Nurses Association.

BOB KOVACEVICH, MA is president and principal of Avatar Company, a Florida-based market research, strategic planning and fundraising firm. His experience includes work with international clients as well as small Florida nonprofit organizations. He specializes in assessing audience satisfaction while measuring fundraising responsiveness.

BOB ORSER, M.A. is The Nonprofit Doctor. He offers both long-term and short-term management consulting services to nonprofit agencies, executive directors and board directors. As the Conference Doctor countrywide, where he offers one-on-one confidential nonprofit management counseling. He has over 25 years of experience in founding and developing two major nonprofit management centers, The Management Center in San Francisco and the Support Center.

MARINA PAVLOV, M.S. is President/CEO of the Florida Association of Nonprofit Organizations (FANO) she oversees the statewide resource center for 54,000 nonprofits in Florida. She is an experienced fundraiser, grantwriter, and advocate and has been invited to speak at local, state and national conferences. Her years of community board leadership includes: Aspen Publishing Editorial Advisory, National Council of Nonprofit Associations, Sister Cities, Kids Voting and appointed by Governor Christ for the 2010 Census Advisory.

MICHAEL J. ROBBINS, CPA is a partner with the accounting firm, Robbins and Landino, P.A. with thirty 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. Mike served as FANO's Treasurer.

NAOMI WRIGHT, CPC is a community relations specialist and serves as Chairman for CTAC, I Dade Dept. of Transit. She brings her 20 plus years of public and media relations, public speaking expertise and an intimate knowledge of the community to FANO. She served on numerous boards including: The North Dade Regional Chamber of Commerce, Vision to Victory Human Services, Youth Crime Watch of Miami, Citizens Crime Watch of Miami-Dade, Adult Basic Education Community Advisory Committee and The Dade Criminal Justice Council and FANO.

## REGISTRATION FEES

ENTIRE SERIES NON-MEMBER	\$1,900
ENTIRE SERIES 2 <sup>nd</sup> person from the same org. *	\$1,495
SINGLE CLASS NON-MEMBER	\$199
SINGLE CLASS	\$150
Consulting Session* 2 <sup>nd</sup> person from the same org. *	\$250
	\$50

\*membership required



## Registration Application

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

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

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

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

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

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

**PAYMENT INFORMATION:** FEE AMOUNT \$ \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Billing address \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ CVV# \_\_\_\_\_

### Indicate sessions you will be attending

### Friday Class Schedule

(Class registration is final. No refunds will be issued.)

Power Vision: Planning & Implementation	Jan 26, 2013
Information Revolution, NPO Technology	Jan 26, 2013
Nonprofit Governance and Volunteerism	Feb 16, 2013
Human Resources/Volunteers	Feb 16, 2013
Campaigning to Potential Part 1: Fundraising	Mar 16, 2013
Campaigning to Potential Part 2: Big Gifts	Mar 16, 2013
Future Trends: Executive Director Training	Mar 16, 2013
Grantwriting Wars	Apr 20, 2013
Time & Money, Accounting for NPO's	Apr 20, 2013
Future Trends	May 18, 2013
Marketing & Special Events	May 18, 2013
Power Vision: Planning & Implementation	Jun 22, 2013
Information Revolution, NPO Technology	Jun 22, 2013
Nonprofit Governance and Volunteerism	Jul 21, 2013
Human Resources/Volunteers	Jul 21, 2013
Campaigning to Potential Part 1: Fundraising	Aug 2013 TBA
Campaigning to Potential Part 2: Big Gifts	Aug 2013 TBA
Future Trends: Executive Director Training	Aug 2013 TBA
Grantwriting Wars	Oct 19, 2013
Time & Money, Accounting for NPO's	Oct 19, 2013
Future Trends	Nov 9, 2013
Marketing & Special Events	Nov 9, 2013

**Individualized Consulting on all class topics date** \_\_\_\_\_

For more information call 305.557.1764 or [members.fano@gmail.com](mailto:members.fano@gmail.com)

Developing L.E.A.D.E.R.S.H.I.P.S.!



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