

University of Wisconsin-Eau Claire Continuing Education

NONPROFIT

development



Look inside...

**12 NONPROFIT
PROFESSIONAL
DEVELOPMENT
WORKSHOPS —**
choose the one
that's right for you

Now available...

**SCHOLARSHIP
SUPPORT to attend
these workshops!**

NONPROFIT development

www.uwec.edu/CE/programs/nonprofit

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work is more
than just a job.



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University of Wisconsin-Eau Claire

Continuing Education / UW-Extension

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Eau Claire, WI



Scan this
code with a
smartphone.

Because your work is more than just a job.

Whether you are a Board member, staff, or volunteer of a nonprofit organization, you will gain skills and learn about resources unique to nonprofit organizations by attending these workshops.

- **Get involved in a network of professionals engaged in similar work.**
- **Learn from state and regional experts, as well as from one another, on how to best contribute to your nonprofit organization.**

Because your work is more than just a job, come learn how to efficiently and effectively manage the complexities of a nonprofit organization.



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search 'Western Wisconsin Nonprofit Network'



twitter.com/uwecnonprofit



Our gift to you... Scholarships

from the Otto Bremer Foundation and
UW-Eau Claire Continuing Education

Want to attend a workshop (or several) but have trouble justifying the cost? Thanks to the Otto Bremer Foundation, we are pleased to be able to offer partial scholarships to a limited number of nonprofit staff, volunteers and Board members. **Up to 50% of your registration fee will be provided if you can identify a financial need.**

This is a limited-time offer now through June 2012. Don't delay—become the professional you want to be. *Apply now.*

TO APPLY

1. EMAIL YOUR SCHOLARSHIP APPLICATION INFORMATION
(see "Before You Register" in this brochure)

2. WAIT FOR NOTIFICATION (approximately two business days)

3. REGISTER FOR YOUR WORKSHOPS

QUESTIONS? Call us at 715-836-3636 or email ce@uwec.edu

IMPORTANT!

Apply first. Wait for notification. Then register. If you register before applying for your scholarship, you will forfeit any potential scholarship award.



Take advantage of scholarships available for UW-Eau Claire Continuing Education nonprofit professional development workshops!

New Workshops

Engaging Boomers and New Generations of Volunteers

THURS., OCT. 27	9 a.m. to 4 p.m.	\$99	BEST WESTERN TRAIL LODGE
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Leave the training with an action plan to retool your volunteer program! This advanced interactive workshop includes:

- Communicating with and retaining volunteers across the generations.
- Understanding the opportunity and potential offered by the Boomer generation of volunteers.
- Capturing the motivation for high impact volunteering.
- Developing a new style of interviewing volunteers.
- Designing new volunteer opportunities.
- Writing position descriptions and project descriptions to appeal to changing volunteer motivations.
- Recruiting using new methods.
- Obtaining organizational buy-in to retool.

Instructor: Minnesota Association of Volunteer Administration (MAVA)

Strategic Restructuring: A Conversation About Collaborating for Sustainability

TUESDAY, NOVEMBER 1	1 to 4:30 p.m.	\$59	FLORIAN GARDENS
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Dennis Johnson, Forward Community Investments, will facilitate conversation during a replay of Bob Harrington's presentation on strategic restructuring. Bob provides examples of how strategic collaboration can be used as a strategy to build long-term sustainability and to leverage both the talents and resources of nonprofits so they can increase their effectiveness. Bob also shares insight and research on what works best and how to move beyond "working together" into strategic collaboration that maximizes impact and service delivery.

Nonprofit Social Media

TUESDAY, NOVEMBER 29	9 a.m. to 4 p.m.	\$99	PLAZA HOTEL
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Social media is transforming non-profits in the way we work as well as our relationships. You have heard of LinkedIn, Facebook, and Twitter, but do you know how to use them to benefit your non-profit? Do you know how to 'be' social? What about gaining and engaging followers? Setting limits for your staff and members in a social media policy? And, most importantly, using these tools to enhance marketing efforts? Get answers to all these questions at this one-day workshop. *Instructor: Laurie Boettcher, Laurie Boettcher Speaks*

Additional Information for these new workshops

LOCATIONS

The Florian Gardens
2340 Lorch Avenue
Eau Claire, WI 54701
Ph: 715-832-8836
www.thefloriangardens.com

Best Western Trail Lodge
Hotel and Suites
3340 Mondovi Road
Eau Claire, WI 54701
715-838-9989
www.trailodge-eauclaire.com

The Plaza Hotel & Suites
Conference Center
1202 W. Clairemont Avenue
Eau Claire, WI 54701
715-834-3181
www.plazaeauclaire.com

FEE

Fee includes materials and refreshments. Lunch is on your own.

Nonprofit Leadership Certificate Series

Increase your professional competency. Be part of a leadership team. Sign up for a single workshop or two, or take all six and earn your **Certificate in Nonprofit Leadership**.

Fundamentals of Nonprofit Management

TUES., OCTOBER 25, 2011	9 a.m. to 4 p.m.	\$99
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Learn the fundamental elements of a successful nonprofit organization, some historical perspective on the nonprofit sector and Human resource management.

Instructor: Joann Stormer, Executive Director of Leadership Wisconsin

Nonprofit Strategic Planning

THURS., NOVEMBER 17, 2011	9 a.m. to 4 p.m.	\$99
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Discover key concepts and techniques of strategic planning and how to apply them to your nonprofit. Obtain the practical and usable tools you need to engage in the strategic planning process, including planning forms, worksheets and examples of strategic planning documents. *Instructor: Frank Martinelli, President of The Center for Public Skills Training*

Nonprofit Financial Management and Reporting

WED., JANUARY 25, 2012	9 a.m. to 4 p.m.	\$99
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Find out what it takes to have an effective fiscal system. Learn about budgeting for nonprofit organizations, internal controls-accounting and financial policies and procedures, preparing nonprofit financial statements, nonprofit accounting and tax issues, and understanding the role of the certified public accountant and the audit process. *Instructor: Scott Haumerson, Managing Partner at Wegner LLP CPAs & Consultants*

Nonprofit Board Development and Management

THURS., FEBRUARY 23, 2012	9 a.m. to 4 p.m.	\$99
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Examine the role and responsibilities of staff and board members in nonprofits, and the relationship between the nonprofit executive and Board. Discussion topics include recruiting, training, managing and engaging board members, understanding and elevating the mission/vision, fiscal responsibility and stewardship, board structure and the role of committees, risk management, and conflict management. *Instructor: Tami Satre, Vice President of Statewide Operations for Junior Achievement (JA) of Wisconsin, Inc.*

Nonprofit Fundraising

THURS., MARCH 15, 2012	9 a.m. to 4 p.m.	\$99
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Experience the creation of a Development Plan, including how to incorporate sponsorships, grants, individual donors, special events, major gifts and endowments. Learn how to involve other staff and Board members in the process, key principles of working with volunteers, how to develop gift policies, and strategies for using the Web in fundraising. *Instructor: Heidi Fisher, Director of Chippewa Valley Technical College Foundation, Inc. and CVTC Alumni Association*

Nonprofit Marketing and Communications

TUES., APRIL 24, 2012	9 a.m. to 4 p.m.	\$99
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Walk through key elements of internal and external communications, including determining your audience and how to reach them, creating a communications plan, working with social networks, increasing effectiveness with communications, crisis communication planning, how education relates to marketing and communications, integration of marketing and communications with the work of the organization, and logo creation/usage/credit. *Instructor: Sara Antonson, Executive Director of the Boys and Girls Club of the Greater Chippewa Valley*

Additional Information for Nonprofit Leadership Certificate Series workshops

LOCATION

The Plaza Hotel & Suites Conference Center
1202 W. Clairemont Ave., Eau Claire, WI 54701
715-834-3181 | www.plazaeauclaire.com

FEE

Fee includes materials and refreshments. Lunch is on your own.

Board Development Workshops

Additional Information for
Board Development
workshops

LOCATION

The Plaza Hotel & Suites
Conference Center
1202 W. Clairemont Ave.
Eau Claire, WI 54701
715-834-3181
www.plazaeauclaire.com

FEE

Fee includes materials and
refreshments.

INSTRUCTOR

Sam Macklem, Boardstar



TO REGISTER

ONLINE [www.uwec.edu/CE/
programs/nonprofit](http://www.uwec.edu/CE/programs/nonprofit)

PHONE 715-836-3636
toll free 1-866-893-2423

MAIL
UW-Eau Claire Continuing Education
PO Box 4004
Eau Claire, WI 54702-4004

FAX 715-836-5700
toll free 1-800-835-3755

IN PERSON
210 Water St., Eau Claire, Wisconsin
7:45 a.m. to 5 p.m., M-F

QUESTIONS? Call us at the number
above or email ce@uwec.edu

Orientation Express

TUESDAY, SEPTEMBER 27	5:30 to 7:30 p.m.	\$45
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This workshop serves as a starting point or a refresher course for anyone who serves on a nonprofit Board. Learn the fundamental roles and responsibilities of Board service, with emphasis on fulfilling the Board's governance functions.

Increasing Income

WEDNESDAY, SEPTEMBER 28	1 to 3 p.m.	\$45
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Even in the best of times it can be a critical mistake to rely too heavily on only one or two sources of income. In challenging times like these, it can be a death blow. Increasing and diversifying income ensures more resources to fulfill the mission, in good times and bad. Gather the knowledge and tools you need to develop a diversified income plan. This class is designed to enlighten Executive Directors, Development Directors, and Fund Development Committee Chairs about:

- Diversifying income mix to achieve long-term stability.
- Investigating new revenue sources.
- Engaging Board leadership in resource development.
- Reviewing previous revenue performance.
- Planning to diversify and increase sources of income.

Please bring your organization's current:

- Budget
- Fundraising plans
- 990 and audit

FUNdraising FUNdamentals

WEDNESDAY, SEPTEMBER 28	5:30 to 7:30 p.m.	\$45
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Yes, fundraising can be FUN for Board Directors and staff alike. This fast-paced workshop helps build a team for Board and Staff with development program fundamentals so everyone is on the same page for success. Topics covered:

- Understanding fundraising and fund development.
- Assessing your current fundraising capacity.
- Crafting a strong case for support.
- Recognizing donor motivations.
- Soliciting and thanking to bring donors back year after year.
- Learning fundraising rules for success.

Co ID _____

Cust ID _____

REGISTRATION FORM

Payment is required at time of registration.

So we can process your registration promptly, please:

- Copy this form for each person registering.
- Print, using blue or black ink. Thank you!

<input type="checkbox"/>	OCT. 27, 2011	Engaging Boomers/Volunteers \$99	12HT205
		Best Western Trail Lodge, Eau Claire	
<input type="checkbox"/>	NOV. 1, 2011	Strategic Restructuring \$59	12HT206
		Florian Gardens, Eau Claire	
<input type="checkbox"/>	NOV. 29, 2011	Nonprofit Social Media \$99	12HT208
		Plaza Hotel, Eau Claire	

BOARD DEVELOPMENT WORKSHOPS		Plaza Hotel, Eau Claire	
<input type="checkbox"/>	SEPT. 27, 2011	Orientation Express \$45	12H201
<input type="checkbox"/>	SEPT. 28, 2011	Increasing Income \$45	12H202
<input type="checkbox"/>	SEPT. 28, 2011	Fundraising Fundamentals \$45	12H203

NONPROFIT LEADERSHIP CERTIFICATE SERIES		Plaza Hotel, Eau Claire	
<input type="checkbox"/>	OCT. 25, 2011	Fundamentals of Management \$99	12H204
<input type="checkbox"/>	NOV 17, 2011	Strategic Planning \$99	12H207
<input type="checkbox"/>	JAN. 25, 2012	Financial Mgmt. & Reporting \$99	12H250
<input type="checkbox"/>	FEB. 23, 2012	Board Development & Mgmt. \$99	12H251
<input type="checkbox"/>	MAR. 15, 2012	Fundraising \$99	12H252
<input type="checkbox"/>	APR. 24, 2012	Marketing & Communications \$99	12H253

I HAVE BEEN APPROVED FOR A SCHOLARSHIP. AMT: _____

NAME _____

JOB TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY / STATE / ZIP _____

PHONE _____

EMAIL _____

CHECK ENCLOSED (payable to UW-Eau Claire)

PURCHASE ORDER ENCLOSED PO# _____

I authorize UW-Eau Claire to charge my credit card.

SIGNATURE _____

NAME ON CARD (PLEASE PRINT) _____

VISA MASTERCARD DISCOVER

EXPIRATION DATE _____

CVV# (BACK OF CARD) _____

CARD # _____

MAIL TO: UW-Eau Claire Continuing Education, P.O. Box 4004, Eau Claire, WI 54702-4004, or FAX to: 715-836-5700 / toll free 1-800-835-3755

BEFORE YOU REGISTER

This information applies only to those seeking Scholarships.

Before registering, if you would like to apply for a Scholarship, please **email us at ce@uwec.edu** with the following information:

1. name
2. organization
3. email address
4. name of workshop(s)/series you are interested in attending
5. a brief statement of need (50 words or less)

Within two business days you will be notified of the status of your application. Once approved, you may register by:

- filling out the Registration Form in this brochure, or
- calling 715-836-3636 or toll free 866-893-2423. When calling, please mention you have been awarded a scholarship.

NOTE: We regret that online registration is not available for scholarship recipients at this time.

IMPORTANT! Apply first. Wait for notification. Then register. If you register **before** applying for your scholarship, you will forfeit any potential scholarship award.

Accommodations: If you need an accommodation for a disability to fully participate in this program, or need this document in an alternative format, please contact Continuing Education at 715-836-3636 / toll-free 866-893-2423, or use the Wisconsin Relay System (711) as soon as possible.

Cancellation Policy: You may cancel your registration up to 5 business days before the start date for a refund less a \$25 administrative fee. If you cancel fewer than 5 business days before the start date, no refund will be given. If you do not attend the program, you are responsible for the full fee. If the program is cancelled or full, we will refund the program fee. You may substitute another person for your registration at any time. Call us for assistance.