

If you're seeking management training as it relates to non-profit organizations, The Community College of Baltimore County offers an alternative to general business management courses -- the Non-Profit Organization Management Continuing Education Certificate Program.

Designed specifically for the non-profit sector, the course offers training in management fundamentals to assist in building the broad base of knowledge and skills needed to manage the complexities of the contemporary non-profit organization.

In 6 one-day workshops, this non-credit program of continuing professional development offers coursework to directors, managers, supervisors and those aspiring to leadership positions.

Topics include:

- Strategic Planning for the Non-profit Organization
- Financial Management for Not-for-Profit Organizations
- Managing Paid and Volunteer Staff
- Marketing & Fundraising for Non-profit Organizations
- Grant Writing
- Making Effective Presentations

The certification is awarded following successful completion of prescribed coursework.

CCBC offers

Need something special? Would you prefer that we come to you? These courses and similar workshops in a variety of other subject areas, are available for on-site, customized delivery to groups of 8 or more participants. Customized contract training can be tailored to your specific business needs.

For More Information

or to arrange a no-cost initial consultation

Contact

Peter J. Naron, at (443) 840-4572
or email: pnaron@ccbcmd.edu

COURSE DESCRIPTIONS

Strategic Planning for the Non-profit Organization

Defining the organization's mission and translating that definition into workable goals, objectives, and action plans is crucial to the non-profit organization's success. Directors, managers, board members, and staff can all benefit from this one-day session, which examines the critical components of the planning process and provides participants with a practical framework for using this process as a basis for policy decisions, resource allocation, cost control, human resource development, and the evaluation of organization or department performance.

Financial Management for Not-for-Profit Organizations

"Non-profit" is, of course, something of a misnomer; like any business organization, a not-for-profit organization must balance revenues and expenses in its operations. This course explores the fundamentals of financial management in the not-for-profit setting, including terminology, basic principles of accounting, financial reporting, budgeting, and tools for measuring financial performance.

Managing Paid and Volunteer Staff

The effective operation of the non-profit organization often involves managing both paid and volunteer staff, each with their own unique challenges. This session explores the recruitment, management, and retention of personnel – paid and volunteer, the similarities and the differences, as participants examine effective techniques for designing and staffing positions, and managing the performance of the human resources essential to the organization's effective functioning.

Grant Writing

Grant funding is an essential revenue stream for many organizations. Learn the techniques for analyzing requests for proposals, strategies for gathering information on the granting agency, and practical tools and techniques for mastering effective proposal writing skills. Sample Requests for Proposal (RFPs) and responses are included to assist participants in developing an appreciation for a grant's terms and conditions, and ways in which effective proposals address the grant's guidelines and requirements.

Marketing & Fundraising for Non-profit Organizations

Effective marketing can have a significant impact on a number of essential aspects of non-profit organization functioning, including fund raising, volunteer recruitment and service delivery. Explore applications of fundamental principles of marketing, including target marketing, marketing strategy development, integrated marketing promotion planning, and special events marketing to assist non-profit managers in helping their organization maximize its effectiveness.

Making Effective Presentations

Whether for a prospective donor, the Board of Directors, a prospective client, the staff, or the media, effective presentation skills are a critical part of the non-profit manager's skill set. This course assists participants in developing these essential skills, including audience analysis, the importance of planning and preparation, refining your message, and the use of props, visual aids, and humor.



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Non-Profit Organization Management Continuing Education
Certificate Program Essential technical and adaptive skills for leaders
of non-profit organizations

Develop the critical skills needed to maximize your effectiveness



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of Baltimore County

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