

# Time Schedule of Classes

## Focus Area I:

### History, significance and theory of philanthropy and volunteerism in the nonprofit sector

#### Through a different lens: an African-American historical snapshot on nonprofits and philanthropy in Richmond - M12C

This session offers a collage of historical insights and perspectives on the role that northern, southern and local African-American self-help and social organizations have played to shape and support the legacy of local nonprofits committed to uplifting Richmond's African-American community from bondage to freedom. Using oral histories, on-location discussions, walking tours and interactive activities, participants will have an opportunity to learn more about how philanthropy was shaped in Richmond's past as they link it to present day nonprofit initiatives to support progress in African-American communities.

Instructor: Carmen Foster

Dates: Tuesdays, Oct. 11 & 18 Time: 9a.m. to 3p.m.

Location: Friends Association

## Focus Area II:

### Nonprofit law, ethics and advocacy

#### How to Start a Nonprofit in Virginia - M211

The instructor will introduce students to Virginia's Nonstock Corporation Act and explain the legal requirements for incorporation. An overview of the process will include a discussion of the necessary forms, required fees, and relevant state agencies. Subsequently, students will learn how to apply for federal tax-exempt status with the Internal Revenue Service. This instruction will include an overview and of the various categories of tax exemption under 26 U.S.C. § 501 (c). Most helpful will be a discussion on how to evaluate the need for a nonprofit, including determining the organization's mission and gauging the organization's ability to acquire resources.

Instructor: Deborah Barfield-Williamson

Dates: Mondays, Nov. 7 & 14 Time: 9a.m. to 3p.m.

Location: Museum of the Confederacy

#### Employment Law for Nonprofits - M212

This two-day workshop, directed at those with governance or management responsibilities in their organizations, will explore the legal aspects of the employer-employee relationship in a nonprofit organization. Participants will receive an overview of federal and state employment laws. Additionally, they will learn about the scope of employer liability. The course also will address issues of benefits, compensation, and personnel policies.

Instructor: Deborah Barfield-Williamson

Dates: Fridays, Dec. 2 & 9 Time: 9a.m. to 3p.m.

Location: Community Foundation

## Focus Area III:

### Nonprofit governance and leadership

#### Recognizing Your Board as Your Most Highly Appreciated Asset -M321

A nonprofit's Board of Directors should be its greatest asset. They know the organization, have strong connections to the community and are usually significant donors. However, they are often under-utilized. This course will explore building relationships with board members from recruitment through retirement with the goal of maximizing this valuable human resource. Participants will look at how Boards of Directors can become the agency's strongest advocates and donors as well as highly effective development volunteers. The traditional roles of boards as well as the expectations board members have of professional staff will be reviewed. Participants will also discuss how a board member's interest can be sustained past their tenure on the board.

Instructor: Jane Carlson

Dates: Mondays, Oct. 24 & 31 Time: 9a.m. to 3p.m.

Location: Lewis Ginter Botanical Garden

#### Leading Through Change and Transition - M31C

Leading organizational change is a complex process that is filled with many predictably difficult times. Knowing how change really works (and how it does not work) enables us to make better decisions during these times and to foster continuous forward motion. This workshop will look at change through the lens of "organizational transition" and examine how understanding the patterns of transition can help us to facilitate lasting change in our organizations and in ourselves. As part of the course, participants will develop realistic and specific plans for organizational change that can actually be implemented upon returning to their agency.

Instructor: Kathy Benham

Dates: Tuesdays, Oct. 4 & 11 Time: 9a.m. to 3p.m.

Location: Museum of the Confederacy

#### Masterful Coaching - M331

Athletes are not the only people who benefit from inspiring and knowledgeable coaches. People in all walks of life reap the benefits of having a coach. This interactive course will teach individuals how to be effective coaches within a nonprofit organization. The facilitators discuss many key factors that are essential to assisting people in reaching their true personal potential. Emphasis will be placed on our coaching philosophy based on building effective professional relationships. Core skills of coaching: active listening, showing up, getting the colleague on the team before coaching, and learning how to read reactions will be discussed. Participants will have opportunities to apply these skills during the workshop. The nonprofit game can be a challenging one, so why not challenge yourself to get off the bench and learn how to become an effective coach!

Instructor: Tammy Jackson

Dates: Fridays, Sept. 23 & 30 Time: 9a.m. to 3p.m.

Location: Fan Free Clinic

#### Building a Strengths-Based Organization - M34C

While organizations often focus on performance improvement and shoring up problem areas, a strengths-based organization can provide a stronger foundation than one focused on weaknesses. This course begins with an understanding of the concept of a strengths-based organization and how it contributes to the success of the individuals and teams within. Students will have the opportunity to take an online self-assessment tool and to develop an understanding of their own strengths and how these contribute to their ability to work with other team members. Participants will also be challenged to revise their desire to hold onto the emphasis on improving weaknesses that is common to many organizations, and consider instead the value of fully utilizing the strengths of all staff members.

Instructor: Ann Deaton

Dates: Mondays, Dec. 5 & 12 Time:

Location: VCU, 1103 West Marshall St (Multipurpose Room)

## Focus Area IV:

### Fund development and communications

#### Successful Grant Writing Strategies - M41C

Submitting grant proposals can help agencies secure funds to start new programs, test innovative ideas or enhance existing services. In this course, participants will engage in a hands-on, practical and evaluative exploration of successful grant writing strategies. We will examine how to locate funding sources and make a good funding match, how to succinctly make a case for funding and present a reliable budget, and how to measure outcomes and demonstrate results once grants have been awarded.

Instructor: Laurie Rogers

Dates: Tuesdays, Dec. 6 & 13 Time: 9a.m. to 3p.m.

Location: VCU, 1103 West Marshall St (Multipurpose Room)

#### Annual Gifts - M412

Often considered the front line of fundraising, the annual fund is the lifeblood of the organization. The annual fund is the foundation of fundraising initiatives, the place to introduce the organization to the widest number of people, to seek funding on a recurring basis, and to secure unrestricted support for the organization's operating budget. Donors to the annual fund are the most likely prospects for major gifts to capital campaigns, specific projects, and special initiatives. Participants in this course will examine possible problems that face annual funds when capital campaigns and other programs get underway and how to ensure that the annual fund remains a priority during this time. We will address how to prepare for the annual fund each year, the importance of the case for support of the organization, the involvement of volunteers and the role of the board in annual giving. Techniques will include creative approaches for turning annual fund donors into major givers, planning out the annual giving year (benchmarks), setting up the development office, and a comprehensive evaluation of the year.

Instructor: Laurie Rogers

Dates: Thursdays, Nov. 3 & 10 Time: 9a.m. to 3p.m.

Location: Virginia Holocaust Museum

#### Fundraising Basics - M413

Successful fund raising is fundamental to the health and vitality of any nonprofit organization. This course will provide an overview of the fund-raising process as well as effective strategies and tools to convince funders to invest in the organization. Guest speakers with a depth of experience in certain areas will expand on basic concepts presented over two days. Topics will include developing fund raising plans, managing donor information, making the case for the organization and demonstrating its mission and strengths

Instructor: Lee Switz

Dates: Wednesdays, Oct. 19 & 26 Time: 9a.m. to 3p.m.

Location: Richmond SPCA

#### Marketing Basics - M42C

A useful and practical course in marketing basics appropriate for any staff member invested in the success of their organization. Participants will be introduced to the universal marketing model and marketing strategy planning. This course will provide a solid fundamental understanding of what marketing is and isn't and will demonstrate how to apply marketing principles and concepts to the nonprofit organization.

Instructor: Pat Thompson

Dates: Fridays, Oct. 21 & 28 Time: 9a.m. to 3p.m.

Location: Virginia Holocaust Museum

#### Group Facilitation - M49C

Anyone responsible for running or participating in a meeting intended to promote successful and collaborative results needs to use essential facilitation skills. Meetings are where the organization's work gets done. Yet, meeting participants often complain about their time being wasted at poorly planned or unproductive meetings. This workshop will help participants work with others to reach decisions that can be implemented. Skill building will focus on the work they group is trying to accomplish; use of self as an instrument; understanding group dynamics; and how to design, actions and tools that help a group get its work done. The course will be interactive and include simulations, exercises, role-playing and discussion

Instructor: Pam Redd

Dates: Thursdays, Oct. 6 & 13 Time: 9a.m. to 3p.m.

Location: Community Foundation

