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**NONPROFIT ESSENTIALS** is a series of ten skill building courses designed to strengthen the capacity of students and professionals pursuing careers in the nonprofit sector or those interested in updating their knowledge and skills. Classes are open to the community. Nonprofit board members, staff and volunteers are encouraged to attend. Classes cover a range of topics essential to the governance and management of nonprofits, and are taught primarily by Wake Forest faculty, administrators and alum. ***After finishing all sessions, participants will receive a Certificate of Completion from Wake Forest University.*** *The mission of the* [***Pro Humanitate Institute***](http://phi.wfu.edu/) *is to enhance public engagement between Wake Forest University faculty, students, and the community. The mission of* [***HandsOn NWNC***](http://www.handsonnwnc.org/) *is to increase volunteerism and build the capacity of nonprofits in Davidson, Davie, Forsyth, Stokes, Surry, and Yadkin counties.* Cost: $60/person/class; $50/person/class for HandsOn NWNC Supporting Partners. Register for all 10 classes and receive one class for free ($450 for Supporting Partners and $550 for all others.)

**Dates & Locations**: Classes are held once a month from September to June of the following year at **The Winston-Salem Foundation** building, located at **751 West Fourth Street, Winston-Salem, 27101.** All classes are from 12:00 pm to 4:30 pm and include a networking lunch from 12-12:40 pm. Please park in the overflow lot across from the building at the corner of 4th and Broad Streets. To gain access to the building, cross 4th Street and walk along the side of the building adjacent to Broad Street. There is a pedestrian access gate that faces the Broad Street sidewalk. Enter the passcode 7510 to unlock the gate and you’ll be able to access the back of the building where you'll find the main entrance to the elevators. Take the elevators to the 3rd floor and exit to the left. Go down the hall to the Burress Family Center for Philanthropy and the meeting room will be on your right in the Neill Board Room.

**Course Descriptions & Dates**

**Governance.** A look at nonprofit governance, including organizational lifecycles and best practices. Topics include the role of the board, building an effective board, the relationship and roles of the board and staff, and how to monitor and evaluate the Executive Director. September 15, 2016

**Strategic Planning.** Learn how to “strategically think” through critical questions in order to have a successful strategic planning process. Using case studies, examine effective strategies, assess the importance of the organization’s position in the external market, select an analytical and organizational approach to strategy formulation and implementation, and, overcome strategic planning myths. October 20, 2016

**Budgeting and Finance.** This course is designed to give an overview of nonprofit budgeting and finance, including financial terminology, the components of nonprofit financial statements, and a working understanding of an income statement and balance sheet. The course will also address how to build a budget, use performance standards to help make spending decisions, and address “red flag” issues. November 17, 2016

**Human Resources.** The most important asset of any organizations is its people. This course will address key topics such as recruitment, retention, development, and evaluation of board members, staff and volunteers; the importance of diversity in the nonprofit workforce; and, how to create a motivating and rewarding work environment. December 8, 2016

**Working With Leaders in Grassroots Communities.** As the sector becomes more and more focused on collective impact, place-based initiatives, and asset-based community development in general, these competencies will be crucial to all nonprofits in the future. January 19, 2017

**Fund Development.** This course is designed to meet the real-world needs and challenges non-profit organizations face every day related to fundraising. The course is taught in an active learning style and includes case studies and a take-away project, making the learning experience both substantive and enjoyable. The course offers a complete overview of the development function, featuring the most current information and techniques, and will provide an overview of skills, strategies and program components for individuals with zero to four years of fundraising experience. February 16, 2017

**Collaboration.** Saving time, money and resources through collaborations with other organizations sounds like a good idea, but what are the key principles that should be considered? Learn best practices for nonprofit collaborations and how to make these partnerships legally sound and successful. March 16, 2017

**Evaluation.** The nonprofit sector is increasingly under pressure to show meaningful results. This class will examine different evaluation models and lead you through the process of designing an approach to measure programs, create meaningful measures, collect and analyze data, generate a report, and communicate results to document impact, improve services, and support fundraising efforts. April 20, 2017

**Advocacy and Communication.** Nonprofits play an active role in shaping public policy. Learn successful advocacy strategies used to advance an organization’s mission for the public good, how to measure the success of your advocacy, and how to address related legal, ethical and tax issues. May 18, 2017

**Grant Writing.** A practical course designed for those seeking to develop grant proposal writing skills. Participants will learn how to research funding sources and approach funders, and learn best practices for developing successful grant proposals and letters of inquiry. June 15, 2017