



# Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

[www.asbdc.org](http://www.asbdc.org)

## NONPROFIT MANAGEMENT CERTIFICATE

Instructor: Laura McCullars

Take all three courses to earn the Nonprofit Management Certificate. Courses can be taken separately if you do not wish to obtain the certificate.

### INTRODUCTION TO NONPROFIT MANAGEMENT

Develop the skills and strategies you need to become an integral part of one of America's fastest growing service sectors. In this course, a veteran in the nonprofit management field will show you how to transform your good intentions into a professional plan of action. You will learn skills and develop strategies to take your organization to new heights of prosperity and productivity. You will gain the understanding of the role of the Executive Director and the Board of Directors, special events and meeting management, public relations, and how to find a position in this fascinating and rewarding field of work.

Course No. 11-PD314

March 14-15, 2011; Monday & Tuesday

9:00 am - 4:00 pm - Price: \$249

Location: UNA East Campus Room 106

Approved for 13.5 CPE & 12 Social Work Hours

*"Funded in part through a cooperative agreement with the U.S. Small Business Administration.  
Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.  
Contact Phillip Marks, UNA-SBDC, 143 Keller Hall on the UNA Campus, UNA Box 5248, Florence, AL 35632,  
Phone: 256-765-4668."*



# Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

[www.asbdc.org](http://www.asbdc.org)

## STARTING OR REORGANIZING A NONPROFIT

Do you dream of starting and running your very own nonprofit? This interactive course will provide a hands on experience which is ideal for anyone who is interested in forming a new nonprofit, converting an informal group to a tax exempt status. It provides practical how to information about incorporation, and other pertinent issues involved in nonprofit start-up. No matter what level of experience you have, you are sure to find this unique course to be valuable. Specifically you will learn how to craft a mission statement, obtain tax-exempt status, bylaws, articles of incorporation, select a board of directors, develop a budget, create a marketing plan, explore fundraising options, and much more. Reorganization is a great way for a nonprofit that needs major adjustments to start over again with the mission, vision statements, rewrite Articles of Incorporation and Policies and Procedures. As an organization changes, so do the needs for agency reorganization. Things that need to be taken into account are the business purpose, how can organizational change best serve the agency and client base. Strategic planning and employee performance management will be taught.

Course No. 11-PD316

March 16-17, 2011; Wednesday & Thursday

9:00 am - 4:00 pm - Price: \$249

Location: UNA East Campus Room 106

Approved for 13.5 CPE & 12 Social Work Hours

## MARKETING YOUR NONPROFIT

Under pressure to increase membership, expand program value, attract media, entice donors, and develop volunteers, all while keeping an eye on the bottom line? In the face of stiff competition, more worthwhile causes, more regulations, more watchdog agencies, and fewer funding opportunities, you will need to work smarter-not longer. This course will show you how to use powerful marketing techniques to compete more effectively for customers, donors, members, and volunteers. You will learn how to persuade the media to communicate your organizations message and further its ideals, objectives and goals.

Course No. 11-PD318

March 18, 2011; Friday

9:00 am - 4:00 pm - Price: \$149

Location: UNA East Campus Room 106

Approved for 6.5 CPE & 6 Social Work Hours

Register online at <http://www.una.edu/continuing-studies/grants.htm> or call 256-765-4862.

*"Funded in part through a cooperative agreement with the U.S. Small Business Administration.  
Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.  
Contact Phillip Marks, UNA-SBDC, 143 Keller Hall on the UNA Campus, UNA Box 5248, Florence, AL 35632,  
Phone: 256-765-4668."*