Professional Certificate in Nonprofit Management

Building Leadership Skills Throughout the Nonprofit Sector
THE VALUE OF PROFESSIONAL CERTIFICATES

Gain critical strategies for success, and lead your organization to survive and thrive within the growing nonprofit sector. This noncredit certificate program, from the UWM School of Continuing Education and the Helen Bader Institute for Nonprofit Management, has served over 700 individuals and nearly 4,300 multiple enrollees since 2002, with a comprehensive curriculum made up of targeted, in-depth workshops.

Participants represent hundreds of greater Milwaukee nonprofit organizations and many sub-sectors within the southeastern Wisconsin nonprofit realm, including: arts, education, faith-based groups, professional associations, social services and more. Agencies of all sizes, demographics and overall missions benefit from the learning experience and networking opportunities that continue well beyond the conclusion of the program.

WHY SHOULD YOU ATTEND?

With a unique blend of theory, group activities and case studies, the program meets the needs of leaders at various managerial levels and those aspiring to lead. Advance your professional development and arm yourself with best practice tools and techniques to apply as soon as you return to your work in the nonprofit sector.

Use the opportunity to share ideas and experiences with other professionals in a comfortable, collaborative environment. Gain the reassurance that you are not alone in your daily challenges as you build the confidence to meet and overcome them.

Designed with the working nonprofit leader in mind, the certificate gives you maximum flexibility. All workshops are stand-alone topics and most of them may be taken in any order. Each workshop is held annually, and led by qualified instructors with at least 15 years working experience within the nonprofit sector and additional teaching expertise. The program continues to receive above average evaluation ratings from past students, year after year.

Improve our efforts to strengthen the nonprofit sector that you serve!
NONPROFIT MANAGEMENT CERTIFICATE

As a nonprofit professional or volunteer committed to developing knowledge and leadership skills (and not currently seeking a master’s degree or graduate level certificate), the Professional Certificate in Nonprofit Management will hone your effectiveness and efficiency.

Earn the certificate by completing all 18 workshops and the half-day capstone session. Mini-certificates are earned throughout the track by completing workshops in five major competency areas:

- Nonprofit Economics and Finances (EF)
- Nonprofit External Relations (ER)
- Nonprofit Human Resource Development (HRD)
- Nonprofit Oversight and Ethics (OE)
- Nonprofit Planning and Programming (PP)

CEUs: 11.2 (112 workshop hours)
Fee: $165 per workshop / $150 per workshop with early registration discount

All registrations and payments are handled through the School of Continuing Education. CEUs are awarded upon completion of each workshop. Please see full registration details at uwm.edu/sce-nonprofit.

“The detailed process of legislation was new to me. I have seen and experienced parts, but never came across the entirety of how it works. Extremely helpful for interacting with others and presenting the organization’s idea to elected officials.”

--M. Lee
<table>
<thead>
<tr>
<th>Mini-Certificate in Nonprofit Economics and Finances</th>
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<tbody>
<tr>
<td><strong>Financial Management within the Nonprofit Sector, Part 1</strong></td>
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<tr>
<td>Analyze the principles of financial management for nonprofits. Learn to apply the fundamentals of accounting, budgeting processes, cash flow analysis, expenditure control, long-range financial planning, audits, grants and contracts to nonprofits.</td>
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<tr>
<td><strong>Fundraising and Revenue Development for Nonprofits, Part 1</strong></td>
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<tr>
<td>Learn the basic types of revenue available to nonprofits. Zero in on principles of ethical fundraising, how to manage the philanthropic process and develop plans that will enhance the effectiveness of staff and volunteers.</td>
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<tr>
<td><strong>Financial Management within the Nonprofit Sector, Part 2</strong></td>
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<tr>
<td>Study budgeting and planning, tax issues, and internal/external reporting requirements for financial management.</td>
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<tr>
<td><strong>Fundraising and Revenue Development for Nonprofits, Part 2</strong></td>
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<tr>
<td>Explore the structure of an effective professional development team, the role of institutional planning in setting fundraising goals, how to create the annual development plan, and how to implement capital campaigns and planned gift programs.</td>
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<th>Mini-Certificate in Nonprofit External Relations</th>
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<tr>
<td><strong>Nonprofit Information Management and Technology</strong></td>
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<tr>
<td>Technology increases your organization’s reach, efficiency and effectiveness. Learn more about information management, technology options, confidentiality, security and legal compliance.</td>
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<td><strong>Legislative Relations for Nonprofit Managers</strong></td>
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<tr>
<td>One of the important roles of the nonprofit sector is to advocate for social and governmental changes. Learn effective methods of public advocacy, whether through direct contact with decision makers or through grassroots campaigns.</td>
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<tr>
<td><strong>Nonprofit Marketing and Communications Strategies</strong></td>
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<tr>
<td>Marketing is a comprehensive approach to providing services to clients including product, pricing, placement (e.g. location) and promotion. Explore a systematic framework for preparing a thorough marketing and communications plan including media, citizen and community relations.</td>
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<th>Mini-Certificate in Nonprofit Human Resource Development</th>
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<td><strong>Creative Nonprofit Leadership</strong></td>
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<td>Hone and grow your leadership skills. Focus on effective approaches to lead a team of people to accomplish shared goals. Discover creative ways to achieve positive outcomes.</td>
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<tr>
<td><strong>Effective Employee Management for Nonprofit Organizations</strong></td>
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<tr>
<td>Discuss critical human resource management issues. Improve your awareness regarding best practices in performance management systems, personnel policies and job designs. Strengthen your knowledge of legal, technical and practical issues, which are important for better controls, compliance and growth.</td>
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<tr>
<td><strong>Valuable Volunteer Management Tools for Nonprofit Organizations</strong></td>
</tr>
<tr>
<td>Volunteers are critical components to the operation of successful nonprofit organizations. Explore best practices for volunteer management including effective skill utilization, performance recognition, recruitment, training and liabilities.</td>
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Ethics and Values in the Nonprofit Sector
Explore key moral issues and managerial approaches to promoting ethical conduct among nonprofit employees. Learn how to promote proper conduct, how to manage ethically and how to handle potential problems in enforcing philanthropy rules.

Inclusion Strategies for Nonprofit Organizations
Gain methods for creating an environment that is aware and respectful of the broad spectrum of human diversity, which is imperative for healthy organizations. Increase your understanding of all aspects of inclusion to promote more productive work groups. Learn skills and competencies for working within an inclusive team.

Legal Concepts Essential for Nonprofit Organizations
Understand the legal frameworks under which nonprofits operate and are regulated. Discuss administrative and tax requirements. Review legal rights and responsibilities involved in the daily activities of nonprofits including boards, executive directors, fundraisers and employees.

Nonprofit Boards and Governance
Explore reasons why boards exist, and examine the roles, responsibilities and relationship to staff. Gain tools for enhancing board effectiveness including recruitment and development, meeting management and self-assessment.

Developing a Strategic Plan for Your Nonprofit Organization
Learn a model to achieve a critical level of strategic thinking in all employees. Apply the tools to your own agency and identify next steps in creating strategic thinkers on your team.

Nonprofit Organization Development and Analysis
As the leader, you are responsible for assuring that your organization adapts internally to changing times. Learn to assess, introduce and implement change that is successfully incorporated into the organization’s values, culture and operations.

Program Performance Measurement and Evaluation for Nonprofits
Identify evaluation techniques that can help managers demonstrate whether programs are operating as designed and achieving desired results. This provides the basis for improvement and support.

Program Planning and Delivery for Nonprofits
Design programs that achieve your organization’s mission, account for community and environmental needs, and have potential for economic support. Learn to think through the components of a program that increase its likelihood for successful delivery and results, and that help build the case for support.

The instructors are wonderful. They have a wealth of knowledge, experience, resources, enthusiasm and generosity. --R. Olson
Professional Certificate in Nonprofit Management  
Capstone Session (Half Day)

Pull together everything you’ve learned in the 18 workshops, make connections, identify common themes, form an overall vision of best practices, and put your plan for success into action. Your certificate of completion will be presented at the end of this workshop.

Note: Mini-certificates are awarded to students confirming completion of any of the five major competency areas – Nonprofit Economics and Finances (EF), Nonprofit External Relations (ER), Nonprofit Human Resource Development (HRD), Nonprofit Oversight and Ethics (OE), Nonprofit Planning and Programming (PP).

Professional Certificate in Nonprofit Management workshops can be taken in any sequential order with the exception of Financial Management 1 & 2 and Fundraising and Revenue Development 1 & 2. The Capstone session MUST be taken as the final workshop.

ADDITIONAL EDUCATIONAL OPPORTUNITIES

Introductory Nonprofit Certificate Program

Get basic knowledge of the nonprofit world through these self-guided online workshops. Move at your own pace to gain a better foundation before beginning the face-to-face Professional Certificate in Nonprofit Management. Topics include:

- Budgeting in a Nonprofit Organization
- Capital Campaigns
- Fundraising for Nonprofit Organizations
- How to Read a Nonprofit Financial Statement
- Introduction to Grant Writing
- Introduction to Nonprofit Management
- Introductory Nonprofit Certificate (Bundle)
- Leadership in a Nonprofit Organization
- Nonprofit Board and Volunteer Development
- Principles of Marketing for Nonprofit Organizations
- Social Media for Nonprofits
- Strategy for Nonprofit Organizations

For more information visit uwm.edu/sce-nonprofit or contact Shirley Burks at 414-227-3157 or sbufford@uwm.edu.

Two Free Workshops for Nonprofit Newcomers

Take a FREE preliminary step to increase your awareness of the nonprofit sector, and gain an overview of the history and language of nonprofits.

Diversity in Action: A Historic Look at Nonprofit Organizations

Explore the dynamic contributions of nonprofits to American society, focusing on people of color and their role in leadership. Examine cultural influences on service providers and recipients, and the connection between past and present challenges facing nonprofits.

The Language of Nonprofits

Discover the basic concepts and language of the nonprofit sector, and discuss characteristics that define and differentiate it. Learn commonly used terminology, and understand its unique goals.

For more information visit uwm.edu/sce-nonprofit or contact Shirley Burks at 414-227-3157 or sbufford@uwm.edu.
Bachelor of Science in Community Engagement and Education
414-229-4323
uwm.edu/education/academics/community-engagement-edu/

Gain the capacity to serve in an educational role within institutions such as hospitals, community-based organizations, schools, government and charities. Completion of our Professional Certificate in Nonprofit Management makes you eligible for three credits toward this degree program.

Graduate Certificate in Nonprofit Management
414-229-3176
uwm.edu/graduateschool/nonprofit-management-certificate

Specifically designed for the leaders and managers of nonprofit organizations, this multi-disciplinary graduate program with a strong focus on the practical application of theory is the first of its kind in Wisconsin.

Master of Science in Nonprofit Management and Leadership
414-229-3176
uwm.edu/graduateschool/nonprofit-management-leadership

Successfully manage and lead nonprofit sector organizations with essential theoretical knowledge and practical skills.

Osher Reentry Scholarships
414-227-3321
uwm.edu/sce/program_area/osher-lifelong-learning-institute/osher-scholarships/

Designed for adults who are new to college or previously started a university program but did not finish, applicants studying aging, arts, early childhood development, education, environmental sustainability, public sector or nonprofit management, and youth work are given special consideration.

The Nonprofit Portal
nonprofitmilwaukee.org

The Portal is a clearinghouse where agency staff can find information on professional development, training and education opportunities in the greater Milwaukee area. This is a project of the UWM Helen Bader Institute for Nonprofit Management, and represents the work of a coalition of nonprofit provider organizations.

The Helen Bader Institute for Nonprofit Management
helenbaderinstitute.uwm.edu

Established in 2001, the Institute functions as a partnership between UWM and Milwaukee area foundations and other nonprofit Milwaukee area foundations and other nonprofit organizations to improve the leadership and effectiveness of nonprofits.
Earn Your Professional Certificate in Nonprofit Management

Gain critical strategies for thriving in today's growing nonprofit sector. Enhance your career and the community you work so hard to improve though these hands-on workshops.

Register Today for Early Bird Discounts!

For more information:
– Shirley J. Burks at 414-227-3157
  sbufford@uwm.edu
or
Gevon M. Daynuah at 414-227-3351
daynuah@uwm.edu
– To register by phone, call 414-227-3200.

uwm.edu/sce-nonprofit
REGISTER
uwm.edu/sce-registration
800-222-3623 | 414-227-3200
Mon.-Fri., 8am-5pm CST

LOCATION
Programs will be held at the UWM School of Continuing Education, 161 W. Wisconsin Avenue. SCE is conveniently located in downtown Milwaukee.

For the latest information on getting to and from SCE, visit uwm.edu/sce-directions. The webpage includes access to printable color PDFs of current maps, information about parking, public transportation information and other details relevant to our location.

PROGRAM CANCELLATIONS/REFUNDS*
A full refund is issued to program participants if the School of Continuing Education cancels a program for any reason. Participant withdrawals made at least two weeks (14 days) prior to the start of a program can receive a 100% refund. When a participant withdraws less than two weeks prior to the program start, participants may have their fees transferred one time to any currently available program, otherwise participants will receive a refund minus a 20% administrative fee. For programs with a fee of $35 or less, no refund will be given. Once a program has begun, refunds are no longer issued.

*This policy does not apply to Travel programs or to College for Kids/Teens which have a no-refund policy.

“The instructor used a variety of different learning styles and strategies, which kept the workshop interesting.”

-- Nonprofit Certificate Student
“The workshop content presented was validating. I have been using positive leadership competencies and will continue to do so.”

--C. Gosh-Lee

**SCE SKILL ENHANCEMENT OPPORTUNITIES**

- **Business Analysis**  uwm.edu/sce-ba
- **Business Process Improvement**  uwm.edu/sce-businessimprovement
- **Business & Management**  uwm.edu/sce-business
- **Customized**  uwm.edu/sce-customized
- **Languages**  uwm.edu/sce-languages
- **Project Management**  uwm.edu/sce-pm
- **Management Development**  uwm.edu/sce-mgmt
- **Small Business Development Center**  uwm.edu/sce-sbdc
- **Social Media**  uwm.edu/sce-social
- **Solution Focused Business Professional**  uwm.edu/sce-business
- **Training/Organizational Development**  uwm.edu/sce-ttt
- **Women’s Leadership**  uwm.edu/sce-womenleaders