



Nonprofits make a difference in their community through strong missions centered on the people they serve. However, even while being mission-driven, nonprofits depend on effective strategic direction and require many of the same skills used in traditional business organizations.

The Introductory Nonprofit Certificate is a self-paced online program that cultivates the skills successful nonprofit professionals need. From budgeting and fundraising to leadership, social media and grant writing, our program has something to offer anyone interested in nonprofit work.

LEARNING OUTCOMES

- Analyze your strategic planning process and how it relates to your nonprofit mission.
- Examine your nonprofit organization’s financial positions.
- Define the roles of ethics and marketing in nonprofits.
- Identify the importance of continuous training and learning in leadership.
- Assess the different types of budgets used by nonprofit organizations.
- Explore the purpose and structure of the nonprofit sector.

COURSES

To get started, enroll in one of our online courses below, or register for the certificate bundle. Earn the certificate by completing all 11 online courses within one year.

- 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
- Leadership in a Nonprofit Organization
- Nonprofit Board and Volunteer Development
- Principles of Marketing for Nonprofit Organizations
- Social Media for Nonprofits
- Strategy for Nonprofit Organizations

Entire Certificate \$699 | Individual Courses \$79-\$150

CONTACT US

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GAIN WHAT YOU NEED TO SUCCEED!

INTRODUCTORY NONPROFIT CERTIFICATE >> ONLINE

Certificate Bundle of 11 Courses

Register for the entire certificate program, including all courses listed below at a special cost savings!

Budgeting in a Nonprofit Organization

If you're involved in a nonprofit organization, you likely know all too well the importance of budgeting. In this course, you gain an understanding of the uses and functions of budgets and the relationship between strategic budgeting and tactical budgeting. You also learn about the organization-wide budget and different budget systems. After introducing the basics of budgeting in a nonprofit, the course continues on to slightly more advanced budgeting topics such as capital budgets, cash flow budgets and opportunity budgets. You also learn how nonprofit organizations are using different budgeting techniques to handle operating challenges.

Capital Campaigns

Develop an understanding of the key terminology and practices for running a successful capital campaign within a nonprofit organization. Learn about the phases of conducting a capital campaign – evaluation, feasibility study, organization, solicitation and post-campaign activities – as well as how to avoid common pitfalls in capital campaigns. Expert video commentary, a case study and vocabulary game will ensure you have a solid grasp of the content for execution in your nonprofit organization.

Fundraising for Nonprofit Organizations

Discover key issues affecting fundraising efforts in nonprofits. Examine critical components including operating budgets, capital campaigns and foundation grants.

How to Read a Nonprofit Financial Statement

Understanding what the numbers say about the health of your nonprofit is critical to being able to manage the organization successfully. This course develops your ability to appropriately interpret the major financial accounting statements that are used by nonprofit organizations. You gain an understanding of the types of financial statements that are used by nonprofit organizations and how they differ from for-profit financial reporting. Also, the course demonstrates the power and limitations of accounting information in assessing financial performance and decision-making. You also learn the uses of financial statement analysis or ratio analysis for nonprofit organizations.

Introduction to Grant Writing

Learn the basics of grant writing, an increasingly crucial method for raising money to fund projects and programs for nonprofits and other organizations. This course explores the relationship of grant writing to an organization's strategy for fundraising. It also outlines the six stages of grant writing and highlights best practices. Participants must achieve an average test score of at least 70 percent to meet the minimum successful completion requirement and qualify to receive IACET CEU credit. Participants will have three attempts at all graded assessments.

Introduction to Nonprofit Management

Learn management best practices for leading a nonprofit organization, and gain an understanding of the nonprofit sector and the issues that leaders face in this exciting and growing field. You also study the major areas of responsibility for nonprofit leaders, including strategy, managing employees, fundraising, grant writing, board governance, marketing and social media.

Leadership in a Nonprofit Organization

What is leadership? Why is it important? What is required to be a nonprofit leader? Consider the foundations of leadership, and examine how to be a successful and effective nonprofit leader.

Nonprofit Board and Volunteer Development

Volunteers are the lifeblood of most nonprofits, and board members are a special type of volunteer. Learn how they help guide the direction of a nonprofit, promote the organization in the community and ensure that the nonprofit's mission is fulfilled.

Principles of Marketing for Nonprofit Organizations

When we think of marketing, we typically think of the activities that a for-profit company engages in. However, marketing is an important function for nonprofit organizations as well. Effective marketing is how nonprofit organizations determine the needs of their clients and their donors. As in the for-profit world, nonprofit marketing includes advertising, promotion, public relations and customer relationship management. This course examines how nonprofits use marketing to publicize their mission and to gather contributions of time and money. The course also discusses marketing planning in the nonprofit organization.

Social Media for Nonprofits

Be introduced to the use of social media in communicating, marketing, public relations and fundraising for nonprofits. This course explores the major social media platforms (Facebook, LinkedIn, Twitter, YouTube, Pinterest) as vehicles for nonprofits to reach their members, volunteers and donors. The course employs case studies, interactive exercises and video commentary from nonprofit management experts to engage learners.

Strategy for Nonprofit Organizations

Analyze a nonprofit's strategy and how it helps the organization fulfill its mission. Designed for learners with a basic understanding of business concepts.

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