



GIVE YOURSELF THE EDGE!

PROFESSIONAL CERTIFICATE IN NONPROFIT MANAGEMENT

Nonprofit organizations are constantly evolving to meet the changing demands of the populations they serve as well as their stakeholders' needs. While often utilizing the same tools and practices of the private sector, nonprofits emphasize mission-driven work.

The Professional Certificate in Nonprofit Management focuses on 14 key areas that successful nonprofit organizations depend on. Our specific curriculum sharpens

your skills and helps you improve the productivity, efficiency and processes within your organization. With topics spanning revenue development, legal concepts, ethics and more, our courses offer something valuable for every nonprofit professional. These skills are essential for community leaders, program administrators, executive directors, board members and volunteers in nonprofit organizations.

LEARNING OUTCOMES

- Formulate a strategy of change to meet the needs of the community you serve.
- Integrate principles of financial management into your budgeting practices.
- Modify strategic plans to better align the mission and vision of your nonprofit.
- Identify ethical issues and connect them to nonprofit values associated with your organization.
- Define the legal framework for nonprofits and identify necessary operational regulations.
- Analyze the roles and responsibilities of nonprofit boards.
- Apply real-life case studies to marketing, fundraising and governance practices.

COURSES

To get started, enroll in any one of the 14 courses. Earn the certificate by completing all 14 courses within two years.

- Creative Nonprofit Leadership
- Developing a Strategic Plan for Your Nonprofit Organization
- Effective Employee Management for Nonprofit Organizations
- Ethics and Values in the Nonprofit Sector
- Financial Management Within the Nonprofit Sector, Parts 1 & 2
- Fundraising and Revenue Development for Nonprofits
- Inclusion Strategies for Nonprofit Organizations
- Legal Concepts Essential for Nonprofit Organizations
- Legislative Relations for Nonprofit Managers
- Nonprofit Boards and Governance
- Nonprofit Marketing and Communications Strategies
- Nonprofit Organization Development and Analysis
- Program Performance Measurement and Evaluation for Nonprofits
- Valuable Volunteer Management Tools for Nonprofit Organizations

Entire Certificate \$2520-\$2730

Individual Courses \$180-\$195

CONTACT US

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uwm.edu/sce/nonprofit

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Creative Nonprofit Leadership

Hone and grow your leadership skills. Focus on effective approaches to lead a team of people to accomplish shared goals, and discover creative ways to achieve positive outcomes.

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.

Effective Employee Management for Nonprofit Organizations

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 is important for better controls, compliance and growth.

Ethics and Values in the Nonprofit Sector

Explore key moral issues of, 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.

Financial Management Within the Nonprofit Sector, Parts 1 & 2

Part 1: 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.

Part 2: Study budgeting and planning, tax issues, and internal/external reporting requirements for financial management.

Fundraising and Revenue Development for Nonprofits

One of the major challenges facing nonprofit leaders today is ensuring that the organization has the financial resources it needs to meet its mission and serve its constituency. Learn the basic types of revenue available to nonprofits. Focus on principles of ethical fundraising, learn to manage the philanthropic process, and develop plans that will enhance the effectiveness of staff and volunteers. 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. The movement of nonprofit organizations toward earned income strategies is also discussed.

Inclusion Strategies for Nonprofit Organizations

Gain methods for creating an environment that is aware of and respects 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.

Legislative Relations for Nonprofit Managers

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.

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.

Nonprofit Marketing and Communications Strategies

Marketing is a comprehensive approach to providing services to clients including product, pricing, placement (i.e., location) and promotion. Explore a systematic framework for preparing a thorough marketing and communications plan including media, and citizen and community relations.

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.

Valuable Volunteer Management Tools for Nonprofit Organizations

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.

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