

## **Academic Plan as of Fall 2018**

### **Program Description:**

Build the foundation of knowledge every nonprofit professional should know. This certification is designed for those working in the nonprofit sector, board members, volunteers, or those who are looking to enter into the industry. Learn all the major components of the nonprofit industry including fundraising, program development, charitable giving, fiduciary responsibility, managing volunteers, and marketing strategies.

### **Prerequisites and Admissions Requirements:**

### **Program Learning Outcomes:**

- By the end of the Nonprofit Management certificate program, the student will be able to evaluate decisions on an ethical basis and describe legal compliance and public disclosure laws affecting non-profits.
- By the end of the Nonprofit Management certificate program, the student will be able to create a fundraising campaign.
- By the end of the Nonprofit Management certificate program, the student will be able to plan a strong financial oversight model.
- By the end of the Nonprofit Management certificate program, the student will be able to effectively develop, manage, and assess nonprofit programs.

### **Program Requirements:**

To earn the Nonprofit Management Certificate you must successfully complete four core courses plus an additional 3.2 CEUs of elective courses.

### Required Courses:

- Governance, Legal Compliance, and Public Disclosure (NP3149)
- Responsible Fundraising (NP3130)
- Strong Financial Oversight (NP3131)
- Nonprofit Program Management and Assessment (NP3164)

### Elective Courses:

- From Concept to Reality: The New Nonprofit (NP3101)
- Should I or Shouldn't I – The Nuts & Bolts of Starting a Nonprofit (NP3103)
- The Art of Fundraising: Event Management (NP3104)
- Major Gift Fundraising (NP3105)
- Spreading the Word: Having an Effective Marketing Strategy (NP3109)
- Your Strategic Plan: A Guide for the Future (NP3119)
- Making Your Board into an Effective Team (NP3127)
- Cutting to the Core: The Essentials of Developing & Evaluating Programs (NP3128)
- Effective Volunteer Management (NP3133)
- The Funders' Perspective: Deciding Who Gets What (NP3134)
- An Inclusive Organization: Creating Solutions (NP3135)
- Human Resources: Ensuring Your Nonprofit is Compliant (NP3136)
- Nonprofit Finances (NP3137)

- Financial Management & Reporting Basics (NP3139)
- Contemporary Marketing Strategies: Social Marketing & Generational Approaches (NP3141)
- A Nonprofit Board's Role & Responsibility to its Agency & the Community (NP3143)
- Whose Ball Is It? Developing Collaborative Return on Sponsorship (NP3145)
- Capital Campaigns: Everything You Need to Know (NP3146)
- Creating a Compelling Case for Support (NP3147)
- Creating a Development Plan (NP3148)
- An Introduction to the Nonprofit Sector (NP3151)
- Creating & Managing a Volunteer Workforce (NP3152)
- Introduction to Social Enterprise for Nonprofits (NP3153)
- Social Enterprise: From Marketing to Sustainability (NP3154)
- Program Development & Evaluation (NP3156)
- Nonprofit Marketing Essentials (NP3157)
- Raise More Money From Your Business Community (NP3158)
- Building a Successful Fundraising Enterprise (NP3159)
- Communicating with Success (NP3160)
- From Planning to Performance Management: Preparing for Organizational Success (NP3161)
- Boards Built for Success: ABCs of Board Recruitment, Retention, & Succession Planning (NP3162)
- Infrastructure and Process of Nonprofit Fundraising (NP3163)
- Telling the Stories that Make Donors Give (NP3165)
- Managing Stress & Trauma in Nonprofit Organizations (NP3167)
- Introduction to Gift Planning (NP3168)
- Effective Fundraising (NP3169)
- Donor Relations (NP3170)
- Building a Grant Ready Organization (GR1142)