

Effective Business Writing (Nonprofit)

This course focuses on improving business writing. The ability to write clearly and directly is highly prized in organizations. You will learn how to be a better writer and how to review your writing to make it purposeful and effective. The ideas, techniques, and checklists in this course apply to all forms of business writing: memos, reports, brochures, presentations, catalogs and websites. You will learn to recog-

nize key factors for effective writing (clarity, tone, organization, delivery), how to answer the reader's questions: "What's in it for me?" and how to structure, format and write quickly (when appropriate). Other topics include formal and informal outlining techniques, how to revise for wordiness, unnecessary phrases, redundancy and jargon and the appropriate use of email in an organizational setting.

\$110 | 5 hours

ONLINE COURSE | ID: 12517

Within 5 business days after we receive your registration request for an online course, you will receive an email with details, including your username and password. There are no refunds for online courses. A maximum of 17 hours of online course credit may be applied toward the 50 hours required for the Certificate in Nonprofit Management.

To demo online courses visit:
<http://courses.mindedge.com/dukenp>
(username: duke | password: demo)

Sector-Specific Track

ARTS & CULTURAL MANAGEMENT

Arts and cultural organizations face unique challenges as nonprofits. Nonprofit management courses address some of the challenges of running the businesses that support arts and culture, while providing an understanding of today's organizational management tools and resources.

The Arts/Cultural Management Program Track is a partnership program of the Durham Arts Council, Duke Nonprofit Management Program, and St. Joseph's Historic Foundation. This is the first pilot to develop a sector-specific course track within the Duke Nonprofit Management Program and was initiated by a grant from the Durham Cultural Master Plan, a joint project of the City and County of Durham.

Intellectual Property and Organizations

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In addition to providing an overview of basic copyright law, this course will look more closely at a number of copyright and other intellectual property issues that organizations should be aware of. What materials (photographs,

sound recordings, written materials, etc.) can an organization freely use and what requires permission? What is "fair use"? When does your organization own the copyright to something? When your organization contracts to have work created, who owns the copyright? Does a staff person own the copyright to any of the works they create? We'll explore these questions and many more.

\$50 | 3 hours

Materials fee: \$10, due at start of course (exact amount please)

DURHAM | ID: 12587

Thursday, September 17

1 to 4 PM

Duke University, Erwin Mill Building, Bay C, Room 103C

Limited scholarships to courses in the Duke Nonprofit Management Program are available for individuals serving as staff, board or volunteers with arts and cultural nonprofit organizations based in Durham County. For more information contact Margaret DeMott at the Durham Arts Council, mdemott@durhamarts.org or 919.560.2720.