

**Earn the  
Certificate  
in 8 days**

## NONPROFIT MANAGEMENT INTENSIVE TRACK PROGRAM

Hundreds of participants from across the country have taken part in the Intensive Track Program designed to give nonprofit professionals the skills and expertise needed to succeed in the sector.

This fall, the Intensive Track Program will offer this opportunity to 32 participants. The Program explores eight essential areas of nonprofit management through courses taught by instructors who are established practitioners and scholars from a variety of disciplines within the nonprofit arena. **Participants are able to complete the requirement for the Duke Certificate in Nonprofit Management in eight straight days.**

Courses cover major topics including grantwriting, strategic planning, boards of directors, finances, fundraising, evaluation, project management, leadership and marketing. Participants are given the opportunity to discuss their challenges and pose questions to the group in the search for guidance.

### September 14–21, 2009

The Hilton Durham near Duke University  
3800 Hillsborough Rd, Durham, NC

**ID: 12577 | Fee: \$1,550**

## Course Schedule

Monday, September 14

### The Strategic Business Plan

**Naomi Takeuchi**

This course will cover the elements of a business plan including the major sections that comprise the operational, fund-

raising/marketing and financial portions of the plan from a strategic focus. Students will discuss the process for converting strategy into an operational and financial document through a business plan and why a business plan is important for their organizations.

Tuesday, September 15 (9 AM to 5 PM)

### Leadership Through Influence

**Robert Kenney**

Explore why some leaders are more influential than others are. Assess your own leadership style and learn to use the power of language to positively influence people and results.

Wednesday, September 16

### ABCs of Grantwriting

**Ruth Peebles**

Grant dollars are available to tenacious nonprofits that know how to ask and who to ask. Learn about the grantsmanship process—from foundation research and cultivation to the development and writing of a proposal. You will learn about the typical questions funders ask when considering a proposal and the criteria used. This class will focus on the key components of a grant proposal including the cover letter, introduction, problem or need statement, goals and objectives, methodology, evaluation, the budget, future funding and executive summary. Class participants will have an opportunity to review and critique a

proposal. Tips for ensuring grant compliance and improving your chances of future grant success will be discussed.

Thursday, September 17

### Program Evaluation for Funding and Sustainability

**Teresa Thompson-Pinckney**

What is the impact of your services? As federal, state and local dollars become more competitive; telling your board, staff and funders about your good work takes more than story telling. Meaningful data is very important to board governance, fundraising, and program management. In this course, we will discuss the who, when, why, and how of program evaluation. Learn ways in which program evaluation impacts potential funding and organizational sustainability. Participants will walk away with a template of program evaluation in which they can build on and use within their organizations.

Friday, September 18

### Basic Accounting for Nonprofit Managers

**Mig Murphy Siström**

Do you dread the financial responsibilities of nonprofit management? Understanding transactions, financial statements, and budgets are essential, and often-neglected aspects of operating a successful nonprofit. This course will offer participants the level of bud-

get and accounting expertise appropriate for an executive director of a nonprofit organization. Develop skills in recording transactions, preparing reports, analyzing financial statements, estimating revenues and expenses, and allocating costs.

Saturday, September 19

## Fund Development

### Angela Kemper

Learn how to strengthen your organization's fundraising. We will discuss fundraising trends, strategies and methods, fundraising plans, engaging your board and volunteers, and monitoring your results. Develop specific ideas to apply in your work.

Sunday, September 20

## Dynamics of Executive Director / Board Relations

### Don Wells

The roles and responsibilities of the executive director and the board can become complicated—so complicated that resolving territorial rights can consume all of an agency's energy. This course helps sort out the roles, responsibilities, and potential strengths of this unique, yet vital, partnership.

Monday, September 21

## Marketing Nonprofit Organizations

### Alice Lutz

Learn the components of an effective marketing plan for your nonprofit. Find out the essentials to creating "brand awareness." Learn strategies you can implement to increase the overall image of your nonprofit. Identify potential marketing collaboration.

## Faculty

See pages 43–45 for full instructor bios.

**Naomi Takeuchi** is Founder and President of 1000 Cranes Business Consulting.

**Robert Kenney**, Ph.D., works with thousands of people from around the country as a part of the Duke Nonprofit Management Program.

**Ruth Peebles**, MPA Ruth Peebles, is President and Founder of The INS Group.

**Teresa Thompson-Pinckney** is President of T. Pinckney & Associates.

**Mig Murphy-Sistrom**, CPA, provides consulting, accounting, and training services exclusively to nonprofits.

**Angela Kemper**, MA, CFRE, is a successful fundraiser, trainer, and consultant with expertise in strategic communication.

**Don Wells** is a nonprofit journeyman and the lead consultant of DonWellsConsulting, Inc.

**Alice Lutz**, CFRE, has 20+ years of experience as a facilitator and strategic business partner to her company Oxygen: Business Planning and Development.

## Registration

Registration begins July 13, 2009.

Please register for **ID 12577 Nonprofit Intensive Track**.

Include payment of \$1,550. **This fee includes all course fees, materials, and lunch on Monday, September 14; Saturday, September 19; and Sunday, September 20.**

Per the cancellation policy (page 54), \$100 of your payment for the Nonprofit Management Intensive Track is non-refundable. After August 24, 2009, no refunds will be given. Detailed logistical information will be sent via email to registered participants closer to the starting date.

Classes will be held from 9 AM to 4 PM each day with the exception of Tuesday, September 15, 2009, when class will run from 9 AM to 5 PM. **Attendance and participation at each course are required in order to receive the Certificate in Nonprofit Management on the final day of the Program.**

Early registration is recommended. Spaces in the Intensive Track Program are limited and fill quickly.



Intensive Track participants, Summer 2009 ►