

## ONLINE COURSES

The Nonprofit Management Program continues to find new ways to provide *practical, affordable, and accessible* training to nonprofit staff and volunteers.

The following online courses tackle skills important to the management and fiscal support of nonprofit organizations. They are self-paced, and Internet accessibility is required. There are no refunds for online courses. **Participants must login within 30 days upon receiving their username and password. Online courses must be completed within six months of the registration date.**

**NOTE:** Participants may apply a maximum of 17 hours of online course credit toward the Nonprofit Management Certificate. The certificate may not be completed online.

### Principles of Marketing for Nonprofit Organizations

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. After completing this course, you should be able to: define what marketing is within the nonprofit environment; explain the service-intensive nature of nonprofit program activities; explain how the marketing mix is expanded for service products (the 3Ps of Services Marketing); describe the importance of customer satisfaction and how expectations play a role in satisfaction with service products; discuss the role of ethics in nonprofit marketing; describe the importance of and explain the process of nonprofit marketing

plan; describe how target markets can be identified for donors; and explain how new service products are developed by nonprofits.

\$95 | 4 hours

**ONLINE COURSE | ID: 12514**

### How to Read a Nonprofit Financial Statement

This course will develop your ability to appropriately interpret the major financial accounting statements that are used by nonprofit organizations. Ideally, you will gain an understanding of the types of financial statements that are used by nonprofit organizations, and how they differ from for-profit financial reporting. You will also learn the uses of financial statement analysis, or ratio analysis for nonprofit organizations. After completing this course, you'll be able to: identify and describe the documents and financial statements included in a nonprofit organization's financial report; analyze the information found in nonprofit statements of financial positions; analyze the information found in the statement of activities; analyze the information found in the statement of cash flows; describe the nature of business enterprises and nonprofit organizations; as reflected by the statement of financial position; and define financial (ratio) analysis and explain its objectives and limitations.

\$95 | 4 hours

**ONLINE COURSE | ID: 12515**

### Budgeting for Nonprofit Organizations

This course covers budgets and how they are used in nonprofit organizational settings. You will gain an understanding of the uses and functions of budget and the relationship between strategic budgeting and tactical budgeting. You will also learn about the organization-wide budget and different budget systems. The course will continue on to slightly more advanced budgeting topics such as capital budgets, cash flow budgets, and opportunity budgets. You will also learn how nonprofit organizations are using different budgeting techniques to handle operating challenges.

After completing this course, you'll be able to: explain the uses and functions of nonprofit budgeting; describe the different types of budgets used by a nonprofit organization; recognize the use of the organization-wide operating budget and program operating budgets; analyze a nonprofit Operating Budget; explain how an operating budget is created; describe how a capital budget is used and created; explain the importance of a cash flow budget and describe how it is created; describe how an opportunity budget may be used by a nonprofit organization; and recognize how the budget process can be managed for optimal results.

\$95 | 4 hours

**ONLINE COURSE | ID: 12516**

## 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

**Daniel Ellison**

*artandmuseumlaw@aol.com*

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](mailto:mdemott@durhamarts.org) or 919.560.2720.