



CEN

Center for Excellence in Nonprofits

The Nonprofit Leadership Certificate Program

Overview

The Nonprofit Leadership Certificate Program is a not-for-credit certificate course intended for new executives, managers, and emerging professionals from the nonprofit sector. The goal of this program is to develop leaders who are able to sustain themselves and their organizations all while navigating the unique challenges of running a nonprofit organization. Participants will improve their own leadership capabilities and people management skills while also developing a robust toolkit to apply to the day-to-day challenges in their jobs. All core courses and special topics will be taught by experienced subject matter experts and practitioners from the Center for Excellence in Nonprofits (CEN), in partnership with the Silicon Valley Council of Nonprofits (SVCN).

Objective

By completing this Nonprofit Leadership Certificate Program, you will learn the basic skills necessary to run a nonprofit; including, but not limited to:

- Basic leadership skills and leading a team
- Strategic planning and theory of change
- How to write a fundraising plan and the basic stages of fundraising
- Understanding basic nonprofit financials
- The basic responsibilities of a nonprofit board and how to work with them
- Developing nonprofit partnerships
- How to advocate for your nonprofit
- Introduction to marketing and social media

Details

The Nonprofit Leadership Certificate Program core courses include; Personal Leadership, Strategic Planning, Fund Development, Financial Leadership, and Governance. Courses will include a combination of lecture, discussion, and in-depth examination of industry expert-led presentations designed to give nonprofit leaders and emerging leaders the opportunity to explore their leadership style and gain tactical ways to more effectively achieve their organization's mission.

Outline

Week	Title	Class Description	Instructor	Hrs
1 9/12	Intro to the Nonprofit Industry	<ul style="list-style-type: none"> • Introductions • What does it mean to be a nonprofit? • Industry challenges • Skills needed to run a nonprofit 	CEN – Jennifer Simmons	3
2 9/19	Personal Leadership (1)	<ul style="list-style-type: none"> • The 5 Practices of Exemplary Leadership • Personal LPI • Social styles 	CEN – Jennifer Simmons & Donna Wies	3
3 9/26	Personal Leadership (2)	<ul style="list-style-type: none"> • New Executive Director Panel 	CEN – Jennifer Simmons Speaker – Guest Panel	3
4 10/3	Strategic Planning and Thinking - Theory of Change (1)	<ul style="list-style-type: none"> • How to develop a basic theory of change • How to measure your impact against your TOC 	CEN – Jennifer Simmons SVCN – Marybeth Affleck-Nacey	3
5 10/10	Strategic Planning and Thinking (2)	<ul style="list-style-type: none"> • Mission, vision, impact, operational planning • Basic steps to strategic planning • Measuring impact 	CEN- Donna Wies	3
6 10/17	Fund Development (1)	<ul style="list-style-type: none"> • Stages of fundraising • Fundraising strategies • How to create a fund development plan 	CEN - Jennifer Simmons	3
7 10/24	Fund Development (2)	<ul style="list-style-type: none"> • Creating a case of support • Role paying 	CEN – Jennifer Simmons Speaker –	3
8 10/31	Financial Leadership (1)	<ul style="list-style-type: none"> • Basics to nonprofit financials • How to read a nonprofit financial statement • 	CEN - Jennifer Simmons	3
9 11/7	Financial Leadership (2)	<ul style="list-style-type: none"> • Business Models • How to incorporate overhead in your budgeting 	CEN - Jennifer Simmons	3
10 11/14	Governance (1)	<ul style="list-style-type: none"> • 10 basic responsibilities for a nonprofit board • Staff's role in working with a board of directors 	CEN – Donna Wies	3
11 11/21	Partnerships & Collaborations	<ul style="list-style-type: none"> • 	CEN – Jennifer Simmons SVCN – Marybeth Affleck-Nacey	3
12 11/28	Advocacy	<ul style="list-style-type: none"> • 	CEN – Jennifer Simmons SVCN – Patricia Gardner	3
13	Marketing	<ul style="list-style-type: none"> • How to create a basic marketing plan & social media plan 	CEN – Jennifer Simmons	3

Requirements

Each student is required to purchase the following textbook: Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals, Darian Rodriguez Heyman ISBN: 978-0-470-28596-1, 672 pages, May 2011, Jossey-Bass.

Prerequisites

This course is intended for nonprofit professionals new to senior management positions, nonprofit leaders facing new management and leadership challenges (leaders include executive directors, department directors, board members, and key volunteers), and professionals in a government or private setting who would like to work or volunteer in the nonprofit sector.

Instructors

Jennifer Simmons, Senior Consultant, CEN

Jennifer Simmons has over 20 years of experience in the public, high-tech, and nonprofit sectors. In June 2014, she became a BoardSource Certified Governance Trainer and now works with local nonprofit boards through CEN's Board Consulting program. Prior to joining CEN, Jennifer held the position of Executive Director at Habitat for Humanity Silicon Valley and in 2012 she led the organization through a strategic merger. Jennifer started her career working for local county and state elected officials before joining Infineon Technologies in the early 2000s. Jennifer is a 2010 graduate of CEN's Leadership Institute and in 2012 she was named one of the "100 Women of Influence in Silicon Valley" by the San Jose Business Journal. Currently, she is a member of the San Jose Downtown Rotary Club. Jennifer holds a Bachelor's Degree from the University of Santa Cruz in Political Science.

Donna Wies, Senior Consultant, CEN

As a Senior Consultant, Donna provides training, consulting and facilitation services to CEN's nonprofit clients. Prior to joining CEN, Donna was an independent consultant working with nonprofit organizations and water utilities in the areas of board governance, strategic planning, performance measurement, facilitation, succession planning and organizational effectiveness. She has over 15 years of experience helping government and community benefit organizations achieve their missions. Donna holds a Bachelor's degree from University of California Berkeley, Certificates in Nonprofit Management and Quality Management, and is a BoardSource Certified Governance Trainer.

FAQs

- Can it be taken for college credit? Unfortunately, this is a certificate only class.
- Is this class for me? This course is intended for nonprofit professionals new to senior management positions, nonprofit leaders facing new management and leadership challenges (leaders include executive directors, department directors, board members, and key volunteers), and professionals currently in a government or private setting who would like to

work or volunteer in the nonprofit sector. Our goal is to teach you the basic skills needed to run a nonprofit organization.

- Are there scholarships available? Yes, there are a limited number of scholarships available through the Center for Excellence for Nonprofits. To apply for a scholarship you must be employed at a nonprofit organization that either serves the Santa Clara County area or is a current member of either CEN or SVCN. Please contact Christine@cen.org for more information.
- Where is the class located? The class is located at the Workforce Institute at 600 S. Bascom Avenue, San Jose, CA 95128.

Reviews

"The Nonprofit Leadership Certificate Program through CEN was a valuable, richly dense and informative course and an excellent primer for me in my first venture as an executive director. The topics seemed to match up perfectly, week after week, with issues that I was newly encountering on the job. This course overall steadily built up my confidence in managing a nonprofit organization. The class as a whole served as an amazing group therapy collaborative, and I wish it didn't have to come to an end! The instructors and guest lecturers were fantastically attentive and caring, and their staff were so open and helpful. Thanks so much CEN!" - Sol McKinney (Executive Director, Community Science Workshop Network)

"My experience with this program provided me with valuable training that boosted my confidence and helped me to feel ready to take on an important leadership role. Creating a vision and serving the mission of your organization, working effectively with a board of directors, strategic planning, raising critical funds for programs and services, and providing strong financial stewardship are all vital topics of the class that have served me very well as a new executive director. This well-rounded class touched on every aspect of becoming the leader you want to be - the leader that's inside all of us." - Lisa Rock (Executive Director, Palo Alto Community Child Care)