

# Nonprofit Management

## Category and Courses Marketing Kit

Learn the skills to do well at doing good.



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# I. Course Summary Descriptions

## Nonprofit Management

Whether you run a nonprofit and need staff training, or are building your own skills, MindEdge's certificate program and courses in nonprofit management offer a comprehensive training program in topics from volunteer development and grant writing to fundraising and budgeting. Do a better job of doing good, with a Nonprofit Certificate from MindEdge.

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## Certificate in Nonprofit Management

This online certificate program introduces learners to key current management issues for nonprofit organizations. Fundraising, board and volunteer development, budgeting, reading financial statements, leadership, marketing, and setting strategic direction are all addressed, and video commentary on these crucial topics will give you insight into how nonprofit professionals apply key concepts in their own organizations. Each 3 to 5 hour, self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies, and self-assessments that will engage you and help you practice effective decision making in a nonprofit setting. Some courses in this certificate award CFRE credits.

**Learner Satisfaction: 98%**

**Estimated length: 44 hours**

**Access Time: 365 days**

**Credits: 4.4 IACET CEUs / 35 HRCI Credits / 44 SHRM PDCs / 23 CFRE Points**

# Grant Writing Skills Suite

This two-course bundle offers the introductory through intermediate skills needed for those involved in gaining funding for any nonprofit organization's mission. Strategic grant writing aligns the needs of a nonprofit with funding sources, whether those sources are foundations, government agencies, corporations, or individuals. The first course in this bundle, Introduction to Grant Writing, offers a guide to the basics of grant writing. The course explores the relationship between grant writing and an organization's strategy for fundraising. It also outlines the six stages of grant writing and highlights grant writing best practices. Advanced Grant Writing, the second course in this bundle, challenges learners to push those newly acquired grant writing skills to the next level, challenging learners to ask iterative questions in order to sharpen and refine each grant proposal and push it to the top of the pack. By looking closely at how a logic model can shore up a proposal at each key stage, this course will demonstrate how to push planning, evaluation, and budgeting from good to great.

**Learner Satisfaction: 99%**

**Estimated length: 11 hours**

**Access Time: 180 days**

**Credits: 1.1 IACET CEUs / 5 HRCI Credits / 5 SHRM PDCs / 11 CFRE Points**

## Nonprofit Management (ACE CREDIT®)

This online course introduces learners to current management issues for nonprofit organizations. Video commentary on these crucial topics provides insight into how nonprofit professionals apply key concepts in their own organizations. The self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies, and self-assessments that engage students and provide opportunities to practice effective decision making in a nonprofit setting.

This course is made up of the following components: Introduction to Nonprofit Management, Strategy for Nonprofit Organizations, Leadership in a Nonprofit Organization, Nonprofit Board and Volunteer Development, Budgeting in a Nonprofit Organization, How to Read a Nonprofit Financial Statement, Fundraising for Nonprofit Organizations, Introduction to Grant Writing, Principles of Marketing for Nonprofit Organizations, and Social Media for Nonprofits.

**Learner Satisfaction: 98%**

**Estimated length: 44 hours**

**Access Time: 365 days**

**Credits: 4.1 IACET CEUs / 32 HRCI Credits / 41 SHRM PDCs / 20 CFRE Points / 3 ACE Credits**

## Nonprofit Management Final Exam (ACE CREDIT®)

This is the final exam course for this ACE CREDIT®-bearing bundle.

**Estimated length: 2 hours**

**Access Time: 90 days**

**Credits: 3 ACEs**

# Nonprofit Management Introduction Course (ACE CREDIT®)

This course introduces the learner to the topics covered in this course bundle, as well as the process for earning ACE CREDIT®.

**Estimated length: 1 hours**

**Access Time: 90 days**

## Advanced Grant Writing

Pushing your grant writing skills to the next level is an exercise in focusing on the details. This course shows you how to ask iterative questions of yourself, your team, and your proposed program in order to sharpen and refine your grant proposal and push it to the top of the pack. By looking closely at how a logic model can shore up your proposal at each key stage, this course will demonstrate how to push your planning, evaluation, and budgeting from good to great.

**Learner Satisfaction: 91%**

**Estimated length: 6 hours**

**Access Time: 90 days**

**Credits: 0.6 IACET CEUs / 6 CFRE Points**

## Budgeting in a Nonprofit Organization

If you're involved in a nonprofit organization, you likely know all too well the importance of budgeting. In this course, you will gain an understanding of the uses and functions of budgets and the relationship between strategic budgeting and tactical budgeting. You will also learn about the organization-wide budget and different budget systems. After introducing the basics of budgeting in a nonprofit, the course continues 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.

**Learner Satisfaction: 98%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs / 3 CFRE Points**

# Capital Campaigns

A capital campaign raises money that a nonprofit organization uses for any physical asset, such as purchasing or renovating a building. It's a critical part of managing in the nonprofit sector. This introductory-level course covers the key terminology and practices surrounding running a successful capital campaign within a nonprofit organization. You will learn about the phases of conducting a capital campaign (evaluation, feasibility study, organization, solicitation, and post-campaign activities) as well as how to avoid common pitfalls in capital campaigns.

**Learner Satisfaction: 99%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs / 3 CFRE Points**

# Current Trends in Nonprofit Management

To effectively manage a nonprofit organization, leaders need to be aware of the current trends, challenges, and best practices that are shaping the sector. This course will provide an overview of the key topics that are the focus of today's nonprofit leaders. You will learn about the ways in which the nonprofit sector is changing, as well as some new approaches to leadership, strategic planning, marketing, and fundraising. This course will also explore how nonprofits can grow, sustain themselves in challenging times, and utilize data and technology to improve their performance and assess their progress.

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs**

# Fundraising for Nonprofit Organizations

Fundraising is one of the central activities of a nonprofit organization and nonprofit management. To help finance operating budgets, nonprofits must raise money every year. In addition, special projects and improvements to facilities may be needed. In these situations, fundraisers will often launch large capital campaigns or apply for foundation grants. This course offers an introduction to fundraising for nonprofit organizations, with an emphasis on the fundamental issues.

**Learner Satisfaction: 100%**

**Estimated length: 4 hours**

**Access Time: 90 days**

**Credits: 0.4 IACET CEUs / 4 SHRM PDCs / 4 CFRE Points**

# How to Read a Nonprofit Financial Statement

Understanding what the numbers say about the health of your nonprofit is critical to being able to manage the organization successfully. This course will develop your ability to appropriately interpret the major financial accounting statements that are used by nonprofit organizations. 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. Also, the course demonstrates the power and limitations of accounting information in assessing financial performance and decision-making. You will also learn the uses of financial statement analysis, or ratio analysis for nonprofit organizations.

**Learner Satisfaction: 97%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs**

## Introduction to Grant Writing

Writing grants is often a critical part of gaining funding for any nonprofit organization's mission. Strategic grant writing aligns the needs of a nonprofit with funding sources, whether foundations, government agencies, corporations, or individuals. This introductory-level course offers a guide to the basics of grant writing. The course explores the relationship between grant writing and an organization's strategy for fundraising. It also outlines the six stages of grant writing and highlights grant writing best practices.

**Learner Satisfaction: 100%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 HRCI Credits / 5 SHRM PDCs / 5 CFRE Points**

## Introduction to Nonprofit Management

There are many differences between nonprofit organizations and for-profit organizations. Before delving into the details of nonprofit management, this course serves as a critical introduction to the fundamentals of nonprofit organizations. You will gain an understanding of the nonprofit sector and the issues that leaders face in this exciting and growing field. You will also be exposed to the major areas of responsibility for nonprofit leaders, including strategy, managing employees and volunteers, fundraising, grant writing, board governance, marketing, innovation, and social media.

**Learner Satisfaction: 99%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 HRCI Credits / 5 SHRM PDCs**

## Leadership in a Nonprofit Organization

The success of any nonprofit organization can rely on the quality of its leadership. You know a good leader when you see one, but how can you become one? This course begins by examining leadership theories as well as key qualities and ethics within leadership. After establishing this foundation, the course focuses on leadership in the nonprofit sector, including the leadership shortage and possible solutions.

**Learner Satisfaction: 97%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs / 3 CFRE Points**

## Leading the Courtney Museum Simulation

Whether you have years of experience in the nonprofit sector, or you're considering a possible career shift, this simulation is designed to challenge and engage participants while exploring key real-world leadership issues confronted by nonprofit managers. The learner assumes the role of executive director of the troubled Courtney Museum, and deals with a series of personnel, marketing, financial, and board and community relations issues. As the learner makes tough decisions, an adaptive scoreboard reflects the impact of those choices on the museum's prospects. Video commentary from experienced nonprofit leaders provides qualitative context and explores the consequences of choosing different paths for reviving the museum.

**Learner Satisfaction: 94%**

**Estimated length: 10 hours**

**Access Time: 180 days**

**Credits: 1 IACET CEUs / 10 HRCI Credits / 10 SHRM PDCs / 10 CFRE Points**

## Nonprofit Board and Volunteer Development

Volunteers are the lifeblood of most nonprofit organizations. And board members are a special type of volunteer, helping to guide the direction of a nonprofit, promote the organization in the community, and ensure that the nonprofit's mission is fulfilled. Learning how best to manage the board and other volunteers is a critical part of nonprofit management. This course covers the fundamentals of board and volunteer development as well as recruiting, effective communication, and retention.

**Learner Satisfaction: 99%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 SHRM PDCs / 5 CFRE Points**

# Nonprofit Ethics and Compliance

Because they rely on the public's trust, nonprofit organizations must adhere to the highest ethical standards; even a hint of impropriety could jeopardize a nonprofit's reputation, its fundraising, and eventually its mission. At the same time, nonprofits with 501 (c)(3) status must be scrupulous in their compliance with federal and state laws and regulations. This course provides a detailed introduction to nonprofit ethics and compliance, examining a range of topics including: mission and vision statements; governance policies; conflicts of interest; fundraising ethics; IRS compliance; state laws and regulations; and the role of the compliance officer. This self-paced course, filled with videos and interactive case studies, will help you understand one of the most important areas of nonprofit management.

**Learner Satisfaction: 100%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 PMI PDUs**

# Principles of Marketing for Nonprofit Organizations

When we think of marketing, we typically think of the activities that a for-profit company engages in. However, marketing is an important function for nonprofit organizations as well. Effective marketing is how nonprofit organizations determine the needs of their clients and their donors. As in the for-profit world, nonprofit marketing includes advertising, promotion, public relations, and customer relationship management. 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.

**Learner Satisfaction: 97%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs**

# Social Media for Nonprofits

Effective use of social media as a marketing tool is often essential for nonprofits to get attention in this digital world. This course introduces learners to the use of social media in communicating, marketing, public relations, and fundraising for nonprofits. It explores the major social media platforms (Facebook, LinkedIn, Twitter, YouTube, Pinterest) as vehicles for nonprofits to reach their members, volunteers, and donors.

**Learner Satisfaction: 99%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 HRCI Credits / 5 SHRM PDCs**

# Starting Your Own Nonprofit Organization

This course is a how-to guide for anyone who's got a great idea about how to give back to the community—but doesn't know how to turn that idea into a reality. The course begins by considering a fundamental question: Is starting a nonprofit the best way to achieve your philanthropic goals? For those who answer "Yes," the course then discusses the key steps in getting a nonprofit off the ground, including incorporating your organization; applying for tax-exempt status; drafting a business plan; choosing a board of directors and writing bylaws for the organization; recruiting employees and managing volunteers; and addressing the crucial issue of fundraising. Rich with videos and interactive content, this course provides a detailed and highly practical introduction to the fast-growing world of nonprofits.

**Estimated length: 4 hours**

**Access Time: 90 days**

**Credits: 0.4 IACET CEUs / 4 HRCI Credits / 4 SHRM PDCs**

## Strategy for Nonprofit Organizations

We hear a lot about successful for-profit companies and the successful strategies they have developed. Even though nonprofit organizations are not concerned with profit maximization, they too can benefit from following a strategy. A nonprofit's strategy constitutes its decisions about what it will do and how it will do it. Nonprofit managers are critical to successfully implementing strategy since they are responsible for carrying out the actions that will support it. By understanding a nonprofit's strategy and how it helps the organization fulfill its mission, a manager can do a better job implementing the strategy.

**Learner Satisfaction: 99%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 HRCI Credits / 5 SHRM PDCs**

## II. Testimonials

The following testimonials are provided by learners that have completed courses in the Nonprofit Management suite.

### Advanced Grant Writing

*"The MindEdge courses in grant writing are extremely useful and well executed. They combine theoretical and practical information in an easily digestible format. As someone who is 'returning to the classroom' for the first time in many years, my experience was enjoyable and challenging."*

### Budgeting in a Nonprofit Organization

*"This was a wonderful learning experience, and it has really given me great insight on the non-profit budgeting process. I been working for a non-profit for over 5 years, and I am starting to move up in management. I know that budgeting management is going to propel me to the next stage of management, and I feel the content and exercises in this course have given me a great knowledge base. I feel more confident moving forward and am optimistic about my future career path."*

### Capital Campaigns

*"Thank you for such an informative and beneficial course! I intend to recommend this course to others and take the information I've learned to inform my own organization's capital campaign."*

### Fundraising for Nonprofit Organizations

*"I really appreciated the fact that the courses integrated multiple learning tools. Whether you are watching a video, reading content, or even playing a game, this course kept the user engaged and learning effectively! Well done! I wouldn't hesitate to take another course by MindEdge."*

### How to Read a Nonprofit Financial Statement

*"Thank you for preparing this comprehensive training package. It is very helpful for the beginner and great refresher for full team."*

### Introduction to Nonprofit Management

*"Choosing MindEdge was the right decision for my professional development as a fundraiser. Thank you!"*

### Leadership in a Nonprofit Organization

*"This is an excellent course for people who are new to non-profit organization leadership. I highly recommend it. Thank you so much."*