

Nonprofit Management Awards

2016 Alford-Axelsson Award for Nonprofit Managerial Excellence
Application period opens October 1, 2015

2016 Excellent Emerging Organization Award
Application period opens October 1, 2015

Spring Professional Development Series
January-April 2016
Registration opens January 2016

17th Annual Symposium for Nonprofit Professionals and Volunteers
Monday, June 13, 2016
Loews Chicago Hotel

Save the Date

Read more about these awards at www.northpark.edu/axelson
The 2016 award application period opens this October!

Upcoming Events and Opportunities

About the Axelson Center for Nonprofit Management

The Axelson Center for Nonprofit Management strives to enhance the performance and effectiveness of both individuals and organizations in the nonprofit sector. We do this through educational programs and resources that emphasize the value of nonprofit management as a fundamental component of success.

Our focus in all that we do: the Hallmarks of Nonprofit Managerial Excellence™.

- Mission and Program
- Leadership and Governance
- Strategy and Innovation
- Human Resources
- Financial Strength and Performance
- Resource Generation and External Relations
- Accountability and Integrity

These key areas are the drivers of your nonprofit's success, and they're behind every educational opportunity we offer here at the Axelson Center.

Our Vision: Build a vibrant Chicago community—and beyond—through strengthening nonprofit leadership.

THE AXELSON CENTER FOR NONPROFIT MANAGEMENT
at North Park University in Chicago

Contact Us
axelson@northpark.edu | www.northpark.edu/axelson
(773) 244-5799

Connect With Us
facebook.com/axelsoncenter @AxelsonCenter

Registration
All workshops take place on North Park University's campus located at 3225 W. Foster Avenue in Chicago.

Workshops: \$90
Special registration rates available for professionals new to the sector. Nonprofits with budgets less than \$1 million and other partners. Details available online at www.northpark.edu/axelson/workshops.

Register for workshops online at: www.northpark.edu/axelson/workshops

To pay by check, mail payment to:
The Axelson Center for Nonprofit Management
North Park University
3225 W. Foster Avenue, Box 4
Chicago, IL 60625

Please make checks payable to:
North Park University.

The Axelson Center Advantage

Event Information and Registration

Outstanding content from highly-qualified presenters.

We take great pride in selecting experts to present on key areas of nonprofit management, including leadership and governance; financial strength and performance; fundraising; accountability; human resources and program management.

High return on investment.

The Axelson Center's professional development programs offer valuable skills and knowledge that will bring a fresh approach to your current nonprofit work and can help you expand your competencies in new content areas. Tangible takeaways are a key component of Axelson Center programs.

Workshops offer opportunities to connect with knowledgeable experts and network with colleagues from across the sector.

Personalized and

Lives of Significance and Service

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Workshops for Nonprofit Professionals

THE AXELSON CENTER FOR NONPROFIT MANAGEMENT

Fall 2015 www.northpark.edu/axelson/workshops

Free Workshop: RSVP Required

Wednesday, September 16, 2015, 9 a.m. – Noon
Gearing Up for #GivingTuesday

Free Workshop: RSVP Required

Wednesday, September 23, 2015, 9 a.m. – 11 a.m.
Optimizing the 3 T's of Your Governing Board: Time, Talent and Treasure

Wednesday, September 30, 2015, 9 a.m. – Noon
Staying Connected: Managing Your Organization's Social Media Presence

Wednesday, October 7, 2015, 9 a.m. – Noon
Is Your Organization Ready for a Capital Campaign?

Wednesday, October 14, 2015, 9 a.m. – Noon
Creating a Culture of Storytelling

Wednesday, October 21, 2015, 9 a.m. – Noon
Sustainability in the Midst of Budget Cuts

Wednesday, October 28, 2015, 9 a.m. – Noon
Shake It Up: Responding Proactively to Environmental Changes

Wednesday, November 4, 2015, 9 a.m. – Noon
Project Management 2.0

Wednesday, November 11, 2015, 9 a.m. – Noon
To Scale or Not to Scale: Determining the Logical Next Step at Your Organization

Wednesday, November 18, 2015, 9 a.m. – Noon
Making the Connection: Strategy and Talent Retention

Free Workshop: RSVP Required

Wednesday, December 2, 2015, 9 a.m. – 11 a.m.
Celebrating Your Milestone Anniversary: Inventive Ways to Increase Visibility and Impact

Wednesday, December 9, 2015, 9 a.m. – Noon
More Than a Grant: Cultivating Relationships with Foundations

Printed on recycled paper using vegetable based inks.

You're building something amazing.

We can help with that.

The Axelson Center's workshops enhance your nonprofit's capacity to go higher, faster, further.

Open now to see the fall schedule.

September 2015							October 2015							November 2015							December 2015						
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Workshops for Nonprofit Professionals

THE AXELSON CENTER
FOR NONPROFIT MANAGEMENT

Fall 2015

www.northpark.edu/axelson/workshops

Free Workshop: RSVP Required

Wednesday, September 16, 2015, 9 a.m. – Noon Gearing Up for #GivingTuesday



Marlee Honcoop, Member Services Coordinator, Donors Forum, and Caitlin Murdoch, JD, Associate Consultant, Campbell & Company

Have you marked your calendar for December 1, 2015? If not, now is the time because #GivingTuesday is quickly approaching. This annual online campaign began just three years ago and is becoming an increasingly popular way for organizations to ask constituents to make a financial contribution, increase volunteer support and raise

awareness. Discover strategies for effectively leveraging this opportunity across social media platforms to maximize your year-end gift potential with current and prospective donors and deepen your engagement with supporters. Hear stories about successes and common pitfalls, and learn about the resources and tools available to help your organization get ahead of the curve on #GivingTuesday—with the contributions to prove it.

Who Should Participate: Fundraising and marketing staff

Free Workshop: RSVP Required

Wednesday, September 23, 2015, 9 a.m. – 11 a.m. Optimizing the 3 T's of Your Governing Board: Time, Talent and Treasure



Mike Christ and Mike Snipes, Consultants, Executive Service Corps of Chicago

Everyone wants an engaged, high-performing governance board, but how do you leverage the strengths, abilities and networking capacity of your board members? Join us for practical, purposeful and personal insights on how to focus your board's limited time on critical strategies, tangible goals and fundraising activities. Hear the best of "what really works," learned from Executive Service Corps' 37 years in the

nonprofit sector working with over 150 nonprofits each year and the personal experience of its consulting experts.

Who Should Participate: Executive directors and staff engaging with the governing board

Wednesday, September 30, 2015, 9 a.m. – Noon Staying Connected: Managing Your Organization's Social Media Presence



Yesenia Sotelo, Founder, SmartCause Digital

Ready to turn "fans" into real supporters? If you are tired of guessing what will work for your organization's social media accounts, this interactive workshop is for you. Learn how to reach more

people with your posts, how to save yourself time, what's

working on social media right now and how to use analytics to measure your results. You will also walk away with useful templates and checklists like a monthly social media analytics report, an editorial calendar to begin using immediately and a content promotion checklist. Bring your questions and come prepared to follow along with your organization's own social media accounts.

Who Should Participate: Staff with beginner-level experience interested in acquiring more advanced skills

Wednesday, October 7, 2015, 9 a.m. – Noon Is Your Organization Ready for a Capital Campaign?



Katelyn Martin, Associate Consultant, Campbell & Company

Don't let fear of the unknown keep your organization from embarking on what could be a transformational fundraising opportunity. During this session we will discuss the basics of

campaign fundraising and what it might mean for your culture and operations. We will also share insights on the critical areas we examine in assessing campaign readiness with our clients: internal preparedness, case for support, donor engagement and leadership.

Who Should Participate: Executive directors, fundraising staff and board members

Wednesday, October 14, 2015, 9 a.m. – Noon Creating a Culture of Storytelling



Mary Morten, President and Principal Consultant and Vince Pagán, Special Projects Coordinator, Morten Group

Creating a culture of storytelling can seem like a daunting task for an organization that has not been mining stories since its founding. From engaging website visitors to crafting a descriptive and interesting grant proposal, to ensuring that you have a winning appeal letter, storytelling is an important skill to cultivate with staff and board alike. In this workshop, we will explore a variety of ways for your organization to begin collecting the stories that

have come and gone throughout the life of the organization, and discuss how to use those stories for future benefit.

Who Should Participate: Staff involved in developing an organization's fundraising or marketing materials

Wednesday, October 21, 2015, 9 a.m. – Noon Sustainability in the Midst of Budget Cuts



Steven Casey, MBA, Manager, Grants and Budget, John D. & Catherine T. MacArthur Foundation

Is it possible to sustain programs and projects in the midst of budgets cuts? This discussion will look at how some organizations are using long-term investments

to drive short-term decisions and results. Proper application of management tools will enable leadership to make tough decisions that have broad support; form strategies that allow the organization to respond quickly and effectively to outside forces; and empower the organization to take courageous action and leave behind the status quo.

Who Should Participate: Upper level management staff and board members

Wednesday, October 28, 2015, 9 a.m. – Noon

Shake It Up: Responding Proactively to Environmental Changes



Maria Kim, MBA, President & CEO, The Cara Program

Change is inevitable, and successful nonprofits must have the foresight to anticipate external changes and respond swiftly with adjustments and internal changes that facilitate an effective position in the

new environment. This workshop offers a deeper dive into the topic offered at the Axelson Center's 2015 Symposium which addressed The Cara Program's assessment of anticipated environmental changes and the decision-making strategies used in the restructuring process. In this more in-depth analysis, we will discuss considerations when faced with the choice of crowdsourcing for a decision or moving ahead with execution; staff communication strategies when disseminating information about changes; rebuilding trust after a shock to your organization's system; and achieving the new normal and the new you. Participants are encouraged to come ready to analyze/dissect a challenge affecting their organization that may need a change management approach.

Who Should Participate: Executive directors and management staff

Wednesday, November 4, 2015, 9 a.m. – Noon Project Management 2.0



Gretchen Slusser, Executive Director, Cabrini Green Legal Aid

Building on a basic understanding of project management fundamentals, we will work through common nonprofit project challenges. You will begin using a free online

project management application, templates and other tools to strengthen your ability to deliver projects on time and on budget inside your own organizations. If you're looking for real life scenarios and practical application tips, you will find them at this workshop.

Who Should Participate: Anyone responsible for project management at their organization

Wednesday, November 11, 2015, 9 a.m. – Noon To Scale or Not to Scale: Determining the Logical Next Step at Your Organization



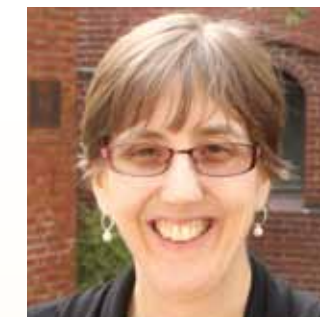
Dr. Roslind Blasingame-Buford, President & CEO, LINK Unlimited Scholars

Nonprofit organizations recognized for their quality services and high impact are often faced with determining their logical next step. Once a program is acknowledged for its success, should it be taken to scale to increase visibility, garner additional support and increase impact? What does it actually mean to "scale" a program or model? What makes a program scalable? This workshop will delineate if, why, when, and how programs should be taken to scale. Participants will engage in thoughtful discussions, participate in hands-on activities and depart with the knowledge and tools necessary to determine scalability based on program performance, organizational capacity, community need, and available resources (financial, personnel, partnerships, etc.).

Who Should Participate: Executive directors, board members, program and fundraising managers

Wednesday, November 18, 2015, 9 a.m. – Noon

Making the Connection: Strategy and Talent Retention



Heather Carpenter, PhD, Assistant Professor, School of Public, Nonprofit, and Health Administration, Grand Valley State University

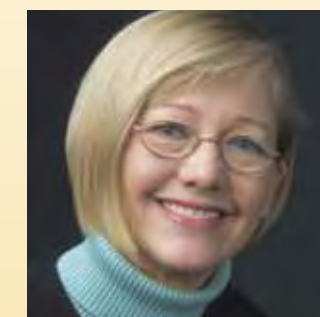
The capacity of your staff is one of your organization's most valuable intangible assets. In this workshop, we will walk

you through the new Jossey-Bass Nonprofit Guidebook, "The Talent Development Platform: Putting People First in Social Change Organizations" and show you how to tie your strategic goals to your talent strategy. We will also demonstrate how you can save money that is lost each year through staff turnover by investing in the people that keep your activities and operations running day in and day out. You will leave with an analysis of your strategic goals and the talent needed to meet those goals; an outline for effective job descriptions that match your needed talent; and a plan for performance assessment that improves retention.

Who Should Participate: Executive directors and managers

Free Workshop: RSVP Required

Wednesday, December 2, 2015, 9 a.m. – 11 a.m. Celebrating Your Milestone Anniversary: Inventive Ways to Increase Visibility and Impact



Elizabeth Dunlop Richter, President, The Richter Group

Whether you are celebrating your first year of operation or your 100th, milestone anniversaries offer an opportunity to promote your mission and your impact. This is a time to highlight a new

program, special accomplishment or unique partnership. This workshop will provide examples of successful anniversary strategies and give hands-on experience in crafting a plan for your next institutional birthday using a variety of media and activities.

Who Should Participate: Anyone seeking new ideas to leave a mark for your organization's next anniversary

Wednesday, December 9, 2015, 9 a.m. – Noon More Than a Grant: Cultivating Relationships with Foundations



Claudette G. Baker, President, Claudette G. Baker & Associates, Inc.

Building a relationship with a foundation begins with personal contact and can be cultivated in ways similar to developing individual donors. Consider looking beyond the

grant and what foundations can do for your organization, and begin to foster a meaningful relationship that will be rewarding for the long-term. Learn practical tips for starting, maintaining and, in some instances, letting go of relationships. Learn how to respond to foundations' request for innovation and how to get program officers to help you in opening doors. Be prepared to discuss engagement of board members in the grant seeking process. At the conclusion of the workshop, foundation program officers will share their experiences and expectations in creating a harmonious relationship.

Who Should Participate: Executive directors and fundraising staff

Register today at: www.northpark.edu/axelson/workshops