


www.northpark.edu/axelson/workshops

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

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Connect With Us

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

Contact Us

- Visit the Axelson Center's website for more information on: Workshop and webinar registration
- Directions to campus
- Cancellation and refund policy
- Other educational programs like our BootCamp for New Nonprofit CEOs and the Axelson Center's Annual Symposium for Nonprofit Professionals and Volunteers, plus graduate programs in nonprofit management

Registration

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

Registration Rates

Special registration rates available for professionals new to the sector. Details available online at www.northpark.edu/axelson/workshops.

Half-Day Workshops: \$90
Full-Day Workshops: \$170, includes lunch
Webinars: \$20 each, or 3 attendees from the same organization for \$50

Registration

Register for workshops and webinars 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.

Event Information and Registration

The Axelson Center Advantage

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

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; resource generation and 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.

Upcoming Events and Opportunities

16th Annual Symposium for Nonprofit Professionals and Volunteers

June 22, 2015
Hyatt Regency Chicago
Registration opens February 2015
August 2015

BootCamp for New Nonprofit CEOs

January-April 2015
Registration opens January 2015

Spring Professional Development Series

Application period open September 2014 through January 2015
Registration opens January 2015

Excellent Emerging Organization Award

Application period open September 2014 through December 2014

Managerial Excellence Award for Nonprofit

Application period open September 2014 through December 2014

Alford-Axelson Award for Nonprofit

Application period open September 2014 through December 2014

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 offering 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 ExcellenceSM:

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

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

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.

Lives of Significance and Service

NORTH PARK UNIVERSITY CHICAGO

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Workshops for Nonprofit Professionals

THE AXELSON CENTER FOR NONPROFIT MANAGEMENT

Fall 2014 www.northpark.edu/axelson/workshops

Printed on recycled paper using vegetable based inks.

You have challenges.

What's the best way to connect with donors?
How does policy impact funding?
We're too busy to manage our website.
Our board needs to connect its activities directly with mission achievement.
Which CRM software is best?
How do we retain donors once we have them?
I'd like to hire the right person the first time.
What are the best strategies for effective volunteer engagement?
How can our church improve financial reporting for the IRS?
What can we include in a grant proposal that will knock their socks off?

We have solutions.

Workshops and webinars from the Axelson Center for Nonprofit Management

Wednesday, September 10, 2014, 9 a.m. – Noon
Well-Planned Appeals: Making Connections to Annual Fund Donors

Wednesday, September 17, 2014, 9 a.m. – Noon
Federal Funding 101: Demystifying Your Search in a Changing Landscape

Wednesday, September 24, 2014, 9 – 11 a.m.
What's the best CRM software for my organization?

Wednesday, October 1, 2014, 9 a.m. – Noon
Essential Volunteer Engagement Strategies

Wednesday, October 8, 2014, 9 a.m. – Noon
More Than Gala Tickets: Cultivating Relationships with Corporate Sponsors

Wednesday, October 22, 2014, 9 a.m. – 4 p.m.
Homerun Proposal Writing

Wednesday, October 29, 2014, 9 a.m. – Noon
Mission Accomplishment and Your Governing Board

Wednesday, November 5, 2014, 9 a.m. – Noon
True Stories: Using Narratives to Market Your Organization and its Programs

Wednesday, November 19, 2014, 9 a.m. – Noon
Stewardship Strategies for Donor Retention

Wednesday, December 3, 2014, 9 a.m. – Noon
Online Crowdfunding: Essential or Experimental?

Wednesday, December 10, 2014, 9 – 11 a.m.
Making the Right Hire the First Time

Webinars

Wednesday, October 15, 2014, 12–1 p.m. CST
Keeping Your Church on the Right Side of the IRS

Wednesday, November 12, 2014, 12 – 1 p.m. CST
Nonprofit Website Management for Busy People

September 2014							October 2014							November 2014							December 2014																		
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Workshops for Nonprofit Professionals

THE AXELSON CENTER
FOR NONPROFIT MANAGEMENT

Fall 2014

www.northpark.edu/axelson/workshops

Wednesday, September 10, 2014, 9 a.m. – Noon

Well-Planned Appeals: Making Connections to Annual Fund Donors



Sidney Freitag-Fey, M.A.,
Associate Director of
Development, Heartland Alliance

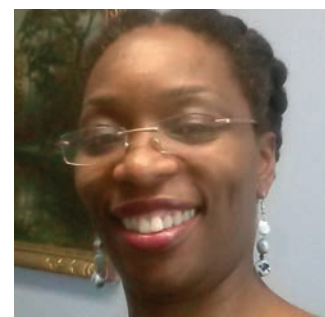
Individual giving is a fundamental component of virtually all nonprofit fundraising plans, with an emphasis on Annual Fund-level donors. This workshop will equip attendees with the skills and knowledge necessary to plan and create appeals targeting

renewal and new individual donors at the low- to mid-level gift range. Specifically, we will explore planning your annual solicitation calendar, developing solicitation mechanisms and completing donor stewardship.

Who Should Participate: Fundraising professionals who have between 6 months to 3 years of individual giving experience

Wednesday, September 17, 2014, 9 a.m. – Noon

Federal Funding 101: Demystifying Your Search in a Changing Landscape



Deidra Somerville, M.S.W., CFRE,
Director of Research and Sponsored
Programs, Roosevelt University

This introductory session will provide an overview of the ways that the local, state and federal contexts inform grant funding processes. We will address: 1) What is the current policy landscape in Chicago and how does it affect funding initiatives? 2)

What are the priorities and approaches to planning and community development in Chicago and how will they impact an organization and its plans to pursue a federal grant? 3) What are federal funding agencies looking for when reviewing grant applications from local organizations and why?

Who Should Participate: Anyone seeking to learn more about researching federal funding opportunities

Free Workshop: RSVP Required

Wednesday, September 24, 2014, 9 – 11 a.m.

What's the best CRM software for my organization?



John Suffern, Vice President,
Non-Profit Services and Solutions,
Lumity

With so many options in the marketplace, how does an organization determine which CRM (Customer Relationship Management) software will serve them most effectively and efficiently? Should the number of constituent

records, annual fundraising events and reporting features be a consideration? Should donor and client data be managed using the same software? How can we anticipate our organization's software needs for the future? This workshop will address these and other questions and provide tools for evaluating CRM software choices.

Who Should Participate: Anyone who is considering purchasing or changing their CRM software

Wednesday, October 1, 2014, 9 a.m. – Noon

Essential Volunteer Engagement Strategies



**Wendy Neuert, Director, Ongoing
Programs, Chicago Cares**

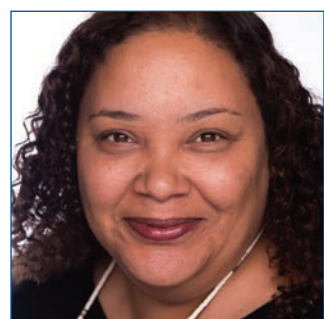
Volunteers come from all walks of life and bring a host of strengths. Learn how to promote your organization to a variety of volunteer groups while ensuring that you keep them engaged once you get them in the door. This workshop will discuss how to prepare for and effectively

utilize individuals, youth, seniors, families, corporate groups and more. The concept of "Social Enterprise" will also be explored leaving you with actionable items that will impact how you work with volunteers in the future—ensuring every volunteer has a consistently positive experience while also serving your needs.

Who Should Participate: Volunteer managers, fundraising and program staff

Wednesday, October 8, 2014, 9 a.m. – Noon

More Than Gala Tickets: Cultivating Relationships with Corporate Sponsors



**Sandee Kastrul, President and
Co-Founder, i.c. stars**

Have you ever wondered what else you can offer to entice a corporate sponsor to align with your organization that is meaningful and tangible for them? This session will detail the i.c.stars co-founder's journey in creating a nonprofit technology and leadership organization with 75% of

its funding coming from the corporate sector (and not necessarily from corporate foundations). Questions we will cover include: What is ROI and how can an organization translate ROI in the corporate sector? How do you position your organization and core program activities as good for a corporate partner's business? What is the difference between charity and opportunity? We will brainstorm ways for organizations to engage with the corporate sector and learn how to capitalize on the business value and opportunities in the marketplace to grow our impact and services.

Who Should Participate: Anyone desiring to cultivate or reimagine their relationships with corporate partners

Full Day Workshop

Wednesday, October 22, 2014, 9 a.m. – 4 p.m.

Homerun Proposal Writing



**Dhyia Thompson, M.Ed.,
Principal, Virgo Project Consulting**

This interactive workshop will cover the basics of developing a winning grant proposal and meaningful program goals and objectives. Participants will learn the standard components of a grant proposal and discover common pitfalls in proposal writing and how to avoid them. We

will explore the different types of grant opportunities and you will walk away with resources that will help in asking for and securing foundation grants.

Who Should Participate: Anyone responsible for writing grant proposals, including fundraising and program staff, executive directors and volunteers

Wednesday, October 29, 2014, 9 a.m. – Noon

Mission Accomplishment and Your Governing Board



**Kelly Kleiman, J.D., Principal,
NFP Consulting**

Do you ever wonder what your board is contributing to the accomplishment of your organization's mission? Do members of your board ever ask? A top-notch board of directors does more than simply provide resources in the form of time, talent and treasure; they

ensure that your organization stays in alignment with its mission. This workshop will reveal how to turn your board's energies into a lean, mean community-engaging machine. Equally important, it will help you identify the ways your board might accidentally be interfering with mission accomplishment, and help you determine safeguards to put in place so everyone stays on the same page.

Who Should Participate: Executive directors and fundraising staff

What Participants Tell Us About Our Workshops:

"Very usable information. Amazing networking. Knowledgeable speakers."

"I learned things I can apply right away."

"Engaging and energizing."

"Learned a lot, including what I didn't know I needed to know!"

"All useful tools that I can use immediately—not things I have to hire someone to do, but things I can get started on now."

"The presenter was able to make complex issues very simple."

Wednesday, November 5, 2014, 9 a.m. – Noon

True Stories: Using Narratives to Market Your Organization and its Programs



**Tom Bracy, M.B.A., Executive
Director, Merit School of Music
and Libby Duncan, Marketing
Communications Manager,
Merit School of Music**

Do you ever feel like your organization is one of the best kept secrets in your community? Do you need to increase the awareness of your program so that you can raise more money or increase program enrollment? Discover how you can transform community awareness of your program and attract new audiences through the lens of marketing and public relations. This workshop will focus on developing a robust strategy through the use of social media, events, strategic partnerships and multi-media. You will discover tools for implementing

a results-focused plan to get the word out about your organization.

Who Should Participate: Marketing, communications and fundraising staff

Wednesday, November 19, 2014, 9 a.m. – Noon

Stewardship Strategies for Donor Retention



**Paul Amundsen, M.N.A., CFRE,
Senior Director of Development
and Charitable Programs,
Healthy Smiles, Healthy Children:
The Foundation of the American
Academy of Pediatric Dentistry**

If anything "good" came from the economic downturn, it was a heightened appreciation for the role relationships play in donor retention and stewardship. Donors who feel like a name on a list will not stay with you for long. This workshop will provide strategies and approaches for improving donor retention by applying stewardship principles from acquisition (annual fund) through major and planned gifts. You will learn tips and tactics for building the bottom line through improved stewardship efforts.

Who Should Participate: Development staff with at least two years of experience; fundraising volunteers at all experience levels

Wednesday, December 3, 2014, 9 a.m. – Noon

Online Crowdfunding: Essential or Experimental?



**Regin Igloria, M.F.A.,
Artist and Educator**

Nonprofits, entrepreneurs, artists and communities are embracing crowdfunding platforms with varied results. Some projects may not occur without this fluid funding tool. Some organizations receive unexpected media attention with their crowdfunding campaign. But

what happens after the project is funded? Or what happens if the funding goal isn't met? You will take away practical information about various methods to help determine if crowdfunding is the best strategy for organizational initiatives or individual projects. Group exercises and demonstrations will enable participants to utilize these tactics in their work.

Who Should Participate: Fundraising or program staff who are considering online crowdfunding campaigns

Free Workshop: RSVP Required

Wednesday, December 10, 2014, 9 – 11 a.m.

Making the Right Hire the First Time



**Shannon Deamer, M.A., Senior
Manager, Careers In Nonprofits
(CNP), Chicago branch**

A recent study of employee benefit trends found that one out of three employees hopes to be working elsewhere in the next 12 months. Employee turnover is expensive; and this mass exodus is a critical issue for nonprofit organizations with

stretched budgets and limited resources. After examining trends in the field and the costs associated with poor retention and mis-hires, we will take a deeper look at each step of the search process. Packed full of examples and employee search best practices, this session will help you determine which processes and procedures you can put into place to ensure you hire the best candidate every time.

Who Should Participate: Anyone involved in the hiring process

Webinars

Wednesday, October 15, 2014, 12 – 1 p.m. CST

Keeping Your Church on the Right Side of the IRS



**Richard Hammar, J.D.,
C.P.A., Senior Editor of
Christianity Today's Church
Law & Tax Report and
Church Finance Today
newsletters, and author of
the annual Church & Clergy
Tax Guide**

U.S. tax law is difficult enough for the general public to understand, but when one reviews the Internal Revenue Code's unique rules for churches and clergy, the task becomes monumental. Numerous issues trip up ministers and churches nationwide each year, many of them avoidable. This webinar will cover five key areas of tax law that churches must handle well in order to avoid problems with the IRS: 1) the dual tax status of ministers and the proper handling of federal income taxes and Social Security taxes; 2) ministerial pay and benefits packages, reimbursements and love gifts; 3) housing allowances – maximizing the top tax benefit that ministers receive; 4) substantiation rules for charitable contributions; and 5) monthly, quarterly and annual federal tax reporting requirements.

Who Should Participate: Church staff and lay leaders directly involved in the management of financial resources

Wednesday, November 12, 2014, 12 – 1 p.m. CST

Nonprofit Website Management for Busy People



**Yesenia Sotelo, Founder,
SmartCause Digital**

For many people, their first experience with your organization is through your website. Do you know what information and features your website should have to support your organization's overall mission and goals? Managing

your website doesn't have to be a time intensive project, but the content must be relevant. This training will help you learn how to structure your website content, target your audiences and focus your website for maximum effectiveness.

Who Should Participate: Anyone responsible for managing their organization's website

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