



## NONPROFIT MANAGEMENT PROGRAM

### PROGRAM SITES

#### NORTH CAROLINA

Duke University  
Greenville  
Western NC

#### VIRGINIA

Danville  
Petersburg

#### COLORADO

The Vail Centre

[learnmore.duke.edu/nonprofit](http://learnmore.duke.edu/nonprofit)

919.668.6742—Staff

919.684.6259—Registration

**Mission: To strengthen the capacities of people,  
organizations, and networks within the nonprofit sector**

**Fall  
2016**

**September–  
December**

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## From Duke Nonprofit Management Program Staff

Welcome to the Duke University Nonprofit Management Program! We invite you to take classes as needed, earn a Certificate in Nonprofit Management, and/or earn the Executive Certificate in Nonprofit Leadership. Online Courses, Specialty Certificates, and Custom Training are also available. Courses are designed for those working in or with the nonprofit sector—whether paid staff, volunteers, philanthropists, boards of directors, nonprofit leaders, faith-based communities, or those transitioning from the private sector.

Earn the Duke Certificate in Nonprofit Management by taking individual courses (see pages 6–9) or by attending a Nonprofit Management Intensive Track Program (see page 12). Full course descriptions are at [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram). Free Information Sessions (in person or via teleconference) are offered at Duke and at other Duke Nonprofit sites. To register for an Information Session, go to [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram) and expand the section on Information Sessions. If you are not seeking a Certificate, you may register for a Free Information Session and attend nonprofit classes at the standard course fees. Nonprofit classes are offered each term—Spring (January–May), Summer (June–August), and Fall (September–December).

The Nonprofit Management Program will offer an Executive Certificate in Nonprofit Leadership, October 10–14, 2016 (see page 13).

Director: Nancy Love, MPA  
nl40@duke.edu, 919.668.6743

Program Assistant: Ivy Burch  
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Program Coordinator:  
919.681.1025 (Vacant at time of printing)

## Where We Are

**Nonprofit Management Program**  
Duke University Smith Warehouse,  
Bay 6, 1st Floor  
114 S. Buchanan Boulevard  
Campus Box 90708, Durham, NC 27708  
[www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit)

## OUR PROGRAMS

### CERTIFICATE IN NONPROFIT MANAGEMENT

The Certificate in Nonprofit Management requires 72 hours of coursework—including:

- 5 Core courses (30 hours)
- 5 Key Elective courses (30 hours)
- General Electives, Special Topics in Nonprofit Management, or Online courses (12 hours)

Individual courses may be taken on a non-Certificate basis.

**Requesting your Certificate in Nonprofit Management:** For instructions on how to apply for your Certificate, visit [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram) or call 919.668.6742.

**Requesting a transcript:** Students may download an unofficial transcript from their online profile. At a fee of \$10, students may request an official transcript. Contact the Registration Office at 919.684.6259.

### Nonprofit Management Intensive Track Program Schedule

**2016—Duke University: September 12–19** (class closed)

**2017—Duke University: March 13–20; June 12–19; September 11–18**

**Charlotte (Garner-Webb University): May 1–4 & 15–18**

**Danville Regional Foundation (custom training in VA):** Contact DRF

**Vail Centre (custom training in CO):** Contact Todd Wallace, 720.288.1206

Earn the Duke Certificate in Nonprofit Management in 8 days!

- Offers 8 key areas of nonprofit management.
- 24 hours of pre-work assignments required.  
Pre-work is sent to students within 30 days of the class start date.
- To receive Certificate in Nonprofit Management—must attend classes as scheduled.
- Up to 34 students accepted into classes held at Duke; other locations may vary.
- Register early! Registration dates are on page 12.
- Visit [www.learnmore.duke.edu/nonprofit/intensivetrack](http://www.learnmore.duke.edu/nonprofit/intensivetrack).

**Online Courses:** Nonprofit offers 4 Online courses (page 9). Students may apply a maximum of 12 Online course hours toward the Duke Certificate in Nonprofit Management.

### EXECUTIVE CERTIFICATE IN NONPROFIT LEADERSHIP PROGRAM\*

**October 10–14, 2016** Registration ends September 9, 2016

**October 9–13, 2017** Registration begins March 13 and ends September 8, 2017

The Executive Certificate in Nonprofit Leadership offers experienced nonprofit professionals the opportunity to increase their capacity for effective entrepreneurial leadership. For additional information, see page 13.

- Prospective students must apply and be accepted before registering.
- See application at [www.learnmore.duke.edu/nonprofit/executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership).
- Students may also request an application by calling 919.668.6742.
- Program is open to applicants who have the Duke Certificate in Nonprofit Management and 3+ years of senior management experience.
- Program is also open to applicants not holding the Duke Certificate in Nonprofit Management but who have 5+ years of senior management experience.
- Being accepted does not guarantee a seat in the class. *Apply early—space is limited!*
- Up to 26 students are accepted into the program.
- A \$750 scholarship may be available to graduates of the Duke Certificate in Nonprofit Management—based on funds availability.

\* Application required: Students must apply and be accepted before registering for the Executive Certificate in Nonprofit Management. Applications for the 2017 class are accepted January 9 through September 7, 2017.

## INFORMATION SESSIONS & SITE COORDINATORS

**Free Information Sessions** are offered at sites listed below to help prospective students get the most from the Nonprofit Management Program. Learn about:

- Curriculum, Course selection, Earning the Certificate in Nonprofit Management, Individual courses
- Registration, Networking opportunities, Costs and Class locations
- Programs—including the Executive Certificate in Nonprofit Leadership, and the Nonprofit Management Intensive Track

Before enrolling in the Nonprofit Management Program, we recommend that you attend one of the Information Sessions below. It is not a requirement to attend an Information Session before registering for a course.

**Site Coordinators** schedule classes to meet the needs of the communities they serve. They are also involved with

- Planning nonprofit courses
- Recruiting instructors
- Conducting Information Sessions
- Answering questions about the Duke NPM Program

For additional information, contact the site coordinator or call 919.668.6742.

**To register for an Information Session, please go to [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram) and expand the section on Information Sessions.**

### TELECONFERENCE INFORMATION SESSION

Register to receive call-in information

**Thursday, September 8, 12 to 1 pm • ID: 0199-106**

**Tuesday, October 25, 4 to 5 pm • ID: 0199-108**

### DUKE UNIVERSITY

**Thursday, September 22, 4 to 5 pm • ID: 0199-107**

**Monday, November 28, 12 to 1 pm • ID: 0199-109**

Duke University, Smith Warehouse, Bay 6, Rm B173

Contact: Registration at 919.684.6259

Coordinator: TBD

### GREENVILLE

**Call Site Coordinator for information**

Edwin W. Monroe AHEC Conference Center,

2000 Venture Tower Drive, Main Dining Room

Coordinator: Daniel Mallison, [mallison@usa.net](mailto:mallison@usa.net),

252.402.6169

### WESTERN NC

**Tuesday, August 16, 10 to 11 am • ID: 0199-110**

United Way Building, 50 South French Broad Avenue,  
Room 1, Asheville

Coordinator: Debbie Haeger,

[debbie@nonprofitpathways.org](mailto:debbie@nonprofitpathways.org), 828.242.9028

## Nonprofit Management Program partners with . . .

**The Cameron Foundation** (Virginia)—Sponsors “Nonprofit Capacity Building Redesign—Connecting Capacity to Impact” custom training to nonprofits. Participants are recruited and selected by the Foundation. Classes are offered at 228 S. Sycamore St, Petersburg, VA. The board and staff of the Foundation identified several goals to be accomplished in the redesigned approach to capacity building. Capacity building goals are (1) To provide the appropriate level and intensity of resources to meet each nonprofit organization’s need and current capacity; (2) To achieve measurable improvement in leadership, management, governance, sustainability, and overall ability to deliver impactful services; and (3) To strengthen the sector systemically by creating stronger networks of service providers, within and across categories of service delivery. For information, call or e-mail Jill Coleman, Vice President for Programs, 804.732.8900, [jillc@camfound.org](mailto:jillc@camfound.org).

**Danville Regional Foundation** (Virginia)—Sponsors the Duke Nonprofit Management Intensive Track Program and the Nonprofit Capacity Building Training Series. Training is available to nonprofits in Danville, also including Henry and Pittsylvania Counties (VA) and Caswell County (NC). For information, or to register, contact Starling McKenzie, Senior Program Officer, Danville Regional Foundation, [smckenzie@drfornline.org](mailto:smckenzie@drfornline.org), 434.483.4273.

**Greater Greenville Community Foundation**—Wells Fargo recently presented \$100,000 to The Greater Greenville Community Foundation to announce a new partnership among Wells Fargo, Duke NPM Program, and The Greater Greenville Community Foundation. The partnership creates an opportunity for nonprofit executive leaders in the eastern region of NC to be selected by The Greater Greenville Community Foundation to attend the Duke Executive Certificate in Nonprofit Leadership. The next Executive Certificate is scheduled for October 10–14, 2016 (page 13). For information about the scholarship, contact Melissa Spain, CEO/Executive Director, The Greater Greenville Community Foundation, [MelissaSpain@gmail.com](mailto:MelissaSpain@gmail.com), 252.756.8549.

**North Carolina Center for Nonprofits**—The N.C. Center for Nonprofits’ Statewide Conference is the premier annual event for North Carolina’s nonprofit sector. Participants receive exposure to national, cutting-edge speakers, access to high-quality information, and networking opportunities. Participants who attend the conference may apply 12 hours (6 hours each day) toward the Duke Certificate. A fee of \$20 per course hour applies. For questions, call the Duke Nonprofit Management Program at 919.668.6742.

**Vail Centre** (Colorado)—Provides learning experiences to those responsible for inspiring the communities of the future. It partners with universities and renowned experts to present certificate courses and academic forums that address real world challenges, all at a beautiful campus in the Rocky Mountains. The Vail Centre is sponsoring the Duke Nonprofit Management Intensive Track Program in June 2017. For more information, visit [www.vailcentre.org](http://www.vailcentre.org) or contact Todd Watts to apply for a scholarship: [todd@vailcentre.org](mailto:todd@vailcentre.org), 720.288.1206.

**Western North Carolina Nonprofit Pathways**—A collaboration of regional and state funders seeking to invest in the organizations that help the mountain communities succeed. Targeting the 18 western counties, Pathways offers a range of services from workshops around the region to onsite trainings with experienced professional consultants. Their mission is to help strengthen nonprofits that are vital to the future of western North Carolina. For more information, visit [www.nonprofitpathways.org](http://www.nonprofitpathways.org) or e-mail [contact@nonprofitpathways.org](mailto:contact@nonprofitpathways.org).

# NONPROFIT MANAGEMENT PROGRAM CURRICULUM

## CERTIFICATE IN NONPROFIT MANAGEMENT

### Core Areas

Nonprofit—Board Development/Governance	12 hours*
Nonprofit—Financial Management	12 hours*
Nonprofit—Fundraising	12 hours*
Nonprofit—Human Resource Development	12 hours*
Nonprofit—Planning & Evaluation	12 hours*

**General Electives/Special Topics/  
Additional Key Electives/Online Courses** 12 hours

**TOTAL HOURS REQUIRED** 72 hours

\*Includes the 6-hour Core Course and one 6-hour Key Elective

Duke Nonprofit Management Program offers a structured and rigorous grounding in the establishment, operation, and development of a successful nonprofit. The curriculum reflects a comprehensive evaluation of the needs of the changing nonprofit sector. Managing a nonprofit has developed in new and exciting ways—the Certificate in Nonprofit Management provides the skills to navigate successfully.

Nonprofit courses are designed for those working in and with the nonprofit sector:

- Paid Staff
- Volunteers
- Philanthropists
- Boards of Directors
- Nonprofit Leaders
- Faith-based Communities
- Those Transitioning from the Private Sector

Earning the Duke Certificate in Nonprofit Management requires completing 72 hours of instruction:

30 hours	5 Core Courses (each course is 6 hours long)
+ 30 hours	5 Key Electives (each course is 6 hours long)
+ 12 hours	any combination of General electives, additional Key Electives, Special Topics, Online Courses
72 hours	

**The Program is designed to take 2 years to complete. Students progress at an individual rate based on number of classes taken.**

**NOTE:** Individual courses may be taken by prospective students not interested in earning a Certificate.

**Core Course Nonprofit—Board Development/Governance** (6 hours)

**Key Electives** (6 hours each)

- **Board Governance: Linking Performance & Prestige**
- **Fundamentals—Advocacy**
- **Fundraising: Coaching the Nonprofit Board to Make the Ask**
- **Learning Rules of the Meeting Game: Roberts Points of Order**
- **Nonprofit Organizations: Concepts, Components & Background**

Participant must complete 12 course hours in this category (including the core course). Courses address the board's roles and responsibilities, nonprofit system of governance, board structure, recruiting board members, board operations, insight into how boards evolve, and trends in nonprofit governance.

**Core Course Nonprofit—Financial Management** (6 hours)

**Key Electives** (6 hours each)

- **Basic Accounting for Nonprofit Managers**
- **Cost Allocation for Nonprofits**
- **Financial Reporting for Nonprofits**
- **Financial Reporting Analysis: Understanding the Essentials**
- **Fresh Approaches to Securing Business Support**

Participant must complete 12 course hours in this category (including the core course). Courses cover financial management and topics integral to nonprofit fiscal management. Gain an understanding of the broader finance realm of nonprofit organizations.

**Core Course Nonprofit—Fundraising** (6 hours)

**Key Electives** (6 hours each)

- **Advanced Grant Writing**
- **Fundamentals—Communications**
- **Grant Writing 101**
- **How To Get Grants to Fund Great Programs**
- **Telling Great Stories to Advance Your Cause**

Participant must complete 12 course hours in this category (including the core course). Courses provide those involved in fundraising an array of skills taught by instructors who coordinate special events, write grants, make personal asks, manage campaigns, and work in developing planned giving initiatives.

**Core Course Nonprofit—Human Resource Development** (6 hours)

**Key Electives** (6 hours each)

- **Basic Employment Law**
- **Earning the Public Trust:  
Guidelines in Standards & Accountability**
- **Ethical Issues in Nonprofit Management**
- **Leadership Through Influence: How To Get Commitment**
- **Turning People into Volunteers & Volunteers into Supporters**

Participant must complete 12 course hours in this category (including the core course). Courses address ways to better lead nonprofit staff, how to deal with issues of attracting, recruiting, retaining, motivating, supervising employees, and project planning designed to ensure your nonprofit is compliant with state and federal law.

[www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit)

**Core Course Nonprofit—Planning & Evaluation** (6 hours)**Key Electives** (6 hours each)

- **Designing Quantitative & Qualitative Data Collection Instruments for Nonprofit Organizations**
- **How to Start a Nonprofit**
- **Performance Measurement for Nonprofit Organizations**
- **Fundamentals—Evaluation**
- **Sustainable Strategic Planning for Nonprofits**

Participant must complete 12 course hours in this category (including the core course). Courses address several aspects of planning and delivery in nonprofit organizations. The changing internal and external landscape requires ongoing re-evaluation of the organization's structure, its scale, its personnel, its programs, and so on.

**In addition to successfully completing the core requirements, students will need to complete an additional 12 hours, in any combination of the following:**

- General Electives
- Special Topics
- Key Electives (additional)
- Online Courses

**General Electives** (6 hours each)

General elective courses may be offered at nonprofit sites based on training needs in the area and requests from participants. A course description and course objectives are available for each course. Two to eight general elective courses may be offered each term.

- Advancing Foundation Relationships
- Coaching for Top Performance
- Conducting Successful Board Orientations
- Constructive Conflict Resolution
- Creating High Performance Teams:
  - Multi-Cultural & Multi-Generational Workshop
- Developing an Active & Engaged Board of Directors
- Diversifying Your Organization's Funding Base
- Empowering Delegation
- Event Planning for Nonprofit Organizations
- Fundraising for Spiritual Communities
- Grant Proposals: Planning for Positive Results
- How To Lead Group Meetings: Tools for Guiding Discussion & Decision Making
- How to Manage Your Time & Reduce Your Stress
- Individual Donor Development
- Interim Executive Director: Steward & Change Agent
- Leading and Cultivating New Leaders
- Leading Others through Performance Management
- Logic Models for Planning, Implementation, Evaluation & Communication
- Making Meetings Work

- Managing Multiple Priorities & Your Time
- Motivating Nonprofit Employees
- Nonprofit Organizations 101
- Nonprofit Professional's Role as Change Agent
- Public Speaking: Speak Up For Your Nonprofit
- Risk Management for Nonprofits
- Social Media
- Volunteer Management Basics: Program Design
- Writing a Nonprofit Business Plan

**Special Topics in Nonprofit Management** (3 hours each)

Special Topics in Nonprofit Management courses may be offered at nonprofit sites based on training needs in the area and by request of participants. A course description and course objectives are available for each course. Other courses may be added based on training needs.

- Advocacy & Lobbying
- Fundraising: Law, Ethics & Practice
- Legal Considerations for Board Governance
- S.O.A.R. to Develop a Strong Board
- Social Enterprise 101
- Social Enterprise 201
- Transparency in Governance & Management: The New IRS 990

**Online Courses (General Electives)**

- Principles of Marketing for Nonprofit Organizations (4 hours)
- How to Read a Nonprofit Financial Statement (4 hours)
- Budgeting for Nonprofit Organizations (4 hours)
- Introduction to Nonprofit Management (5 hours)

**Nonprofit Fundamentals** These courses in Western NC focus on the individual core competencies every nonprofit leader needs to know. Each course will conclude with the development of an "action plan," in which you identify issues and next steps for your organization on the topic being taught. Once the course has ended, attendees will have access to follow-up coaching from the instructor who will help answer questions and address real life issues within your organization. (Follow-up coaching for Western NC nonprofits only.) The Fundamentals program is sponsored by WNC Nonprofit Pathways, a collaboration of the Community Foundation of Western North Carolina, Cherokee Preservation Foundation, Mission Hospital, and United Way of Asheville and Buncombe County. **The following Fundamentals courses taught in Western NC count as Core Courses:**

- Fundamentals—Planning for Change
- Fundamentals—Fund Development
- Fundamentals—Human Resource Development
- Fundamentals—Board Basics
- Fundamentals—Financial Management

## COURSES BY REGION

## DUKE UNIVERSITY

**Nonprofit—Human Resource Development**

Core Course

*Robert Kenney***Duke University • ID: 0813-040****Monday, September 26, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Nonprofit—Fundraising**

Core Course

*Ruth Peebles***Duke University • ID: 0812-046****Tuesday, September 27, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Basic Accounting for Nonprofit Managers**

Key Elective: Financial Management

*Jenna Meints***Duke University • ID: 0080-012****Wednesday, October 5, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Fundraising: Coaching the Nonprofit to Make the Ask**

Key Elective: Board Development/Governance

*Floyd Laisure***Duke University • ID: 0588-024****Tuesday, October 18, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Nonprofit—Board Development/Governance**

Core Course

*Marty Martin***Duke University • ID: 0818-044****Thursday, October 20, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Parking at Smith Warehouse:** Fees include a \$5 one-day parking pass for each class held at Smith. Questions? Call 919.668.6742 or visit [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit).

**Individual Donor Development**

General Elective

*Janet Doolin***Duke University • ID: 0820-015****Wednesday, October 26, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Grant Writing 101**

Key Elective: Fundraising

*Ruth Peebles***Duke University • ID: 0056-038****Tuesday, November 1, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Turning People into Volunteers & Volunteers into Supporters**

Key Elective: Human Resources

*Jeanne Allen***Duke University • ID: 0130-034****Thursday, November 3, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Cost Allocation for Your Nonprofit**

Key Elective: Financial Management

*Melissa LeRoy***Duke University • ID: 0315-016****Friday, November 4, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Sustainable Strategic Planning**

Key Elective: Planning &amp; Evaluation

*Jeanne Allen***Duke University • ID: 0370-014****Monday, November 7, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Fresh Approaches to Securing Business Support**

Key Elective: Financial Management

*Raushan Gross***Duke University • ID: 0301-018****Thursday, November 10, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Courses are listed by location in chronological order;  
some courses appear multiple times.**

**Need to search by date? See the calendar on page 10.**

**The Duke Certificate in Nonprofit Management**

Earning the Duke Certificate in Nonprofit Management requires completing 72 hours of course work. See pages 4 and 5 for the curriculum.

The Program is designed to take 2 years to complete.

Students progress at an individual rate based on number of courses taken.

**Want to earn the Certificate faster?**

Consider our Intensive Track Program. Participants can earn the Duke Certificate in Nonprofit Management in just 8 days. We hold several Intensive Track sessions each year. See page 12 for the 2017 dates and locations.

**Already have your Certificate?**

Consider an Executive Certificate. Our Duke Executive Certificate in Nonprofit Leadership Program is open to graduates of the Duke Certificate in Nonprofit Management who have at least 3 years of senior management experience (a \$750 scholarship may be available). This Executive Certificate is also open to participants without the Duke Certificate in Nonprofit Management but who have at least 5 years of senior management experience. See page 13.

**Don't want to earn a Certificate at all?**

Participants are welcome to take our Nonprofit Management courses on a non-Certificate basis. All classes are open to the public at the stated course fees.



### Advanced Grant Writing

Key Elective: Fundraising

*Ruth Peebles*

**Duke University • ID: 0061-022**

**Tuesday, November 15, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

### How to Start a Nonprofit

Key Elective: Planning & Evaluation

*Melissa LeRoy*

**Duke University • ID: 0098-013**

**Friday, November 18, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

### Social Media

Key Elective: Planning & Evaluation

*Jeanne Allen*

**Duke University • ID: 0817-020**

**Wednesday, November 30, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

### Board Governance: Linking Performance & Prestige

Key Elective: Board Development/Governance

*Marty Martin*

**Duke University • ID: 0123-017**

**Thursday, December 1, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

### Managing Multiple Priorities & Your Time

General Elective

*Robert Kenney*

**Duke University • ID: 0094-008**

**Monday, December 5, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Networking is a major part of your course experience. We suggest that you bring business cards and brochures to share with other class participants.**

### Leadership through Influence: How to Get Commitment

Key Elective: Human Resources

*Robert Kenney*

**Duke University • ID: 0090-024**

**Monday, December 12, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

### Nonprofit—Planning & Evaluation

Core Course

*Matt Nash*

**Duke University • ID: 0574-034**

**Tuesday, December 13, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

### Nonprofit—Financial Management

Core Course

*Melissa LeRoy*

**Duke University • ID: 0816-040**

**Friday, December 16, 9 am to 4 pm**

Smith Warehouse, Bay 6, Rm B173

\$125 (6 hours); Materials fee: \$10

**Materials Fees** are due at the start of class. Please bring exact amount. Receipt given by instructor upon request. Personal checks are not accepted.

### Working lunch

Courses marked with an asterisk have a working lunch.

Instructors will continue to teach during the lunch hour.

Please bring a bag lunch.

### Networking lunch

Courses without an asterisk have a 1-hour lunch break.

You may bring a bag lunch if you wish or visit a nearby restaurant.

Full course descriptions at  
[www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram)

**GREENVILLE****Nonprofit—Human Resources**

Core Course

*Bob Kenny***Greenville • ID: 0813-041****Saturday, September 24, 10 am to 4 pm \***Edwin W. Monroe AHEC Conference Center,  
Teleconference Auditorium  
\$120 (6 hours); Materials fee: \$10**Sustainable Strategic Planning  
for Nonprofits**

Key Elective: Planning &amp; Evaluation

*Miranda Dalton***Greenville • ID: 0370-015****Saturday, October 29, 10 am to 4 pm \***Edwin W. Monroe AHEC Conference Center,  
Teleconference Auditorium  
\$120 (6 hours); Materials fee: \$10**Nonprofit—Financial Management**

Core Course

*Melissa LeRoy***Greenville • ID: 0816-042****Saturday, November 19, 10 am to 4 pm \***Edwin W. Monroe AHEC Conference Center,  
Teleconference Auditorium  
\$120 (6 hours); Materials fee: \$10**Telling Great Stories  
to Advance Your Cause**

Key Elective: Fundraising

*Renee Blount***Greenville • ID: 0805-017****Saturday, December 10, 10 am to 4 pm \***Edwin W. Monroe AHEC Conference Center,  
Teleconference Auditorium  
\$120 (6 hours); Materials fee: \$10**Working lunch**

Courses marked with an asterisk have  
a working lunch. Instructors will  
continue to teach during the lunch hour.  
Please bring a bag lunch.

**Networking lunch**

Courses without an asterisk  
have a 1-hour lunch break.  
You may bring a bag lunch if you wish  
or visit a nearby restaurant.

**WESTERN NC****Creating High Performance Teams**

General Elective

*Althea Gonzalez***Western NC • ID: 0584-005****Thursday, September 8, 10 am to 4 pm \***Fairfield Inn & Suites, Saunooke Room,  
Cherokee  
\$120 (6 hours); Materials fee: \$8**Social Media 101**

General Elective

*Jodi Rhoden***Western NC • ID: 0817-021****Wednesday, September 14, 10 am to 4 pm \***Polk Center Campus, Isothermal Community  
College, Rm 112, Columbus  
\$120 (6 hours); Materials fee: \$8**Nonprofit Fundamentals—Advocacy**

Key Elective: Board Development/Governance

*Greg Borom***Western NC • ID: 0811-006****Thursday, September 22, 10 am to 4 pm \***Goodwill Career Center, Rm 207, Asheville  
\$120 (6 hours); Materials fee: \$8**Nonprofit Fundamentals—  
Board Basics**

Core Course

*Leslie Anderson***Western NC • ID: 0818-045****Tuesday, October 4, 10 am to 4 pm \***Goodwill Career Center, Rm 207, Asheville  
\$120 (6 hours); Materials fee: \$8**Telling Great Stories  
to Advance Your Cause**

Key Elective: Fundraising

*Marilyn Ball***Western NC • ID: 0805-016****Tuesday, October 18, 10 am to 4 pm \***Mayland Community College, Samuel  
L. Phillips Center, P-205, Spruce Pine  
\$120 (6 hours); Materials fee: \$8**Basic Employment Law  
for the Nonprofit Manager**

Key Elective: Human Resources

*Carolyn Coward***Western NC • ID: 0111-010****Thursday, October 27, 10 am to 4 pm \***Goodwill Career Center, Rm 207, Asheville  
\$120 (6 hours); Materials fee: \$8**Nonprofit Fundamentals—  
Financial Management**

Core Course

*Kathi Ballard***Western NC • ID: 0816-041****Thursday, November 3, 10 am to 4 pm \***Goodwill Career Center, Rm 207, Asheville  
\$120 (6 hours); Materials fee: \$8**How to Get Grants to Fund Programs**

Key Elective: Fundraising

*Mark Goldstein***Western NC • ID: 0810-006****Wednesday, November 16, 10 am to 4 pm \***Blue Ridge Community College, Continuing  
Education Building, CONE-122, Flat Rock  
\$120 (6 hours); Materials fee: \$8**Nonprofit Fundamentals—  
Planning for Change**

Core Course

*Beth Trigg***Western NC • ID: 0574-035****Thursday, December 1, 10 am to 4 pm \***Goodwill Career Center, Rm 207, Asheville  
\$120 (6 hours); Materials fee: \$8**Performance Measures  
for Nonprofits**

Key Elective: Planning &amp; Evaluation

*Ann Von Brock***Western NC • ID: 0597-014****Thursday, December 8, 10 am to 4 pm \***Haywood Community College, Rm 1509,  
Clyde  
\$120 (6 hours); Materials fee: \$8

**Nonprofit Fundamentals**, taught  
in Western NC, are sponsored by  
WNC Nonprofit Pathways,  
a collaboration of the Community  
Foundation of Western NC,  
Cherokee Preservation Foundation,  
Mission Hospital, and the United Way  
of Asheville and Buncombe County.  
Some Fundamentals courses  
count as Core Courses. See page 5.

**Courses are listed by location  
in chronological order;  
some courses appear multiple times.**

**Need to search by date?**

**See the calendar on page 10.**

# Online Courses

## Principles of Marketing for Nonprofit Organizations

Online Course • ID: 0190-022

\$95 (4 hours); General Elective

## How to Read a Nonprofit Financial Statement

Online Course • ID: 0191-022

\$95 (4 hours); General Elective

## Budgeting for Nonprofit Organizations

Online Course • ID: 0192-022

\$95 (4 hours); General Elective

## Introduction to Nonprofit Management

Online Course • ID: 1660-006

\$110 (5 hours); General Elective

### Online courses can be started at any time during the term.

A maximum of 12 hours of Online Courses may be applied toward the Certificate in Nonprofit Management.

To demo online classes, visit [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit). See how self-paced Online Courses can enrich your Certificate training!

Course descriptions at [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram)

**Materials Fees** are due at the start of class. Please bring exact amount. Receipt given by instructor upon request. Personal checks are not accepted.

**Networking is a major part of your course experience. We suggest that you bring business cards and brochures to share with other class participants.**

### Please note:

Animals, with the exception of service animals, are not permitted in classrooms.

NC Center for Nonprofits presents

## “Nonprofits at a Crossroads” Statewide Conference for North Carolina’s Nonprofits September 21–23, 2016

Sheraton Imperial Hotel, Research Triangle Park

[www.ncnonprofits.org/products/2016/conference-full](http://www.ncnonprofits.org/products/2016/conference-full)

Participants who attend the conference may apply 12 hours of credit (6 hours each day) toward the Duke Certificate. A fee of \$20 per course credit hour applies. For questions about the credit, call the Duke Nonprofit Management Program at 919.668.6742.

## How to check your Certificate Status online in the Duke Continuing Studies Student Portal

- Go to [learnmore.duke.edu](http://learnmore.duke.edu).
- Click on the link for **Student Login**.
- Log in under **I already have an account**.
- If you do not know your **User Name** and your **Password**, first click on **Forgot User Name** and enter the e-mail address associated with your account so that the system will send you the information. After you have retrieved your user name, then retrieve your password using **Forgot Password**.
- Enter them both. Then click on **Continue**.
- After you have logged in, click on the link for **My Certificates** on the left.
- You should see in your profile which certificates apply to you: the 72-hour **Certificate in Nonprofit Management** or the **Certificate in Nonprofit Management (custom program)**.
- The **Certificate Status** at the top will show your overall progress toward meeting the hours of the certificate. Scroll down to see the distribution of courses and which ones have been completed.
- Log out using the link in the upper right corner.

## Links

**Curriculum:** [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram)  
(Expand Curriculum and Course sections)

**Registration:** [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram)  
(Expand Schedule and Registration sections)

**Intensive Track:** [www.learnmore.duke.edu/nonprofit/intensivetrack](http://www.learnmore.duke.edu/nonprofit/intensivetrack)

**Executive Certificate in Nonprofit Leadership:**  
[www.learnmore.duke.edu/nonprofit/executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership)

## SEVERE WEATHER POLICY

In case of severe weather, the local Site Coordinator will make decisions concerning cancellation of any course. This decision will be recorded on the coordinator's voicemail number. Duke tries to make the decision 12 hours in advance of the scheduled course. Call the number of the site in the region where the course is scheduled. When possible, cancelled courses will be rescheduled. Participants may either attend the rescheduled courses or receive a full refund. We will inform you by phone about these options when the weather clears.

## DUKE UNIVERSITY ADA POLICY

Duke University welcomes individuals with disabilities to its programs, services, and activities. If you anticipate needing reasonable accommodations or have questions about physical access to any of the courses or Information Sessions listed within this Nonprofit Management Program brochure, please send an e-mail to [nonprofit@duke.edu](mailto:nonprofit@duke.edu) at least 30 days in advance of the indicated date (indicate “ADA Policy” in the title).

## September

### Creating High Performance Teams • General Elective

- ID: 0584-005  
Thursday, September 8, 10 am to 4 pm, Cherokee ..... 8

### Social Media 101 • General Elective • ID: 0817-021

- Wednesday, September 14, 10 am to 4 pm, Columbus ..... 8

### Nonprofit Fundamentals—Advocacy • Key Elective • ID: 0811-006

- Thursday, September 22, 10 am to 4 pm, Asheville ..... 8

### Nonprofit—Human Resources • Core • ID: 0813-041

- Saturday, September 24, 10 am to 4 pm, Greenville ..... 8

### Nonprofit—Human Resource Development • Core • ID: 0813-040

- Monday, September 26, 9 am to 4 pm, Duke University ..... 6

### Nonprofit—Fundraising • Core • ID: 0812-046

- Tuesday, September 27, 9 am to 4 pm, Duke University ..... 6

## October

### Nonprofit Fundamentals—Board Basics • Core • ID: 0818-045

- Tuesday, October 4, 10 am to 4 pm, Asheville ..... 8

### Basic Accounting for Nonprofit Managers

- Key Elective • ID: 0080-012  
Wednesday, October 5, 9 am to 4 pm, Duke University ..... 6

### Fundraising: Coaching the Nonprofit to Make the Ask

- Key Elective • ID: 0588-024  
Tuesday, October 18, 9 am to 4 pm, Duke University ..... 6

### Telling Great Stories to Advance Your Cause

- Key Elective • ID: 0805-016  
Tuesday, October 18, 10 am to 4 pm, Spruce Pine ..... 8

### Nonprofit—Board Development/Governance

- Core • ID: 0818-044  
Thursday, October 20, 9 am to 4 pm, Duke University ..... 6

### Individual Donor Development • General Elective • ID: 0820-015

- Wednesday, October 26, 9 am to 4 pm, Duke University ..... 6

### Basic Employment Law for the Nonprofit Manager

- Key Elective • ID: 0111-010  
Thursday, October 27, 10 am to 4 pm, Asheville ..... 8

### Sustainable Strategic Planning for Nonprofits

- Key Elective • ID: 0370-015  
Saturday, October 29, 10 am to 4 pm, Greenville ..... 8

## November

### Grant Writing 101 • Key Elective • ID: 0056-038

- Tuesday, November 1, 9 am to 4 pm, Duke University ..... 6

### Turning People into Volunteers & Volunteers into Supporters

- Key Elective • ID: 0130-034  
Thursday, November 3, 9 am to 4 pm, Duke University ..... 6

### Nonprofit Fundamentals—Financial Management

- Core • ID: 0816-041  
Thursday, November 3, 10 am to 4 pm, Asheville ..... 8

### Cost Allocation for Your Nonprofit • Key Elective • ID: 0315-016

- Friday, November 4, 9 am to 4 pm, Duke University ..... 6

### Sustainable Strategic Planning

- Key Elective • ID: 0370-014  
Monday, November 7, 9 am to 4 pm, Duke University ..... 6

### Fresh Approaches to Securing Business Support

- Key Elective • ID: 0301-018  
Thursday, November 10, 9 am to 4 pm, Duke University ..... 6

### Advanced Grant Writing • Key Elective • ID: 0061-022

- Tuesday, November 15, 9 am to 4 pm, Duke University ..... 7

### How to Get Grants to Fund Programs

- Key Elective • ID: 0810-006  
Wednesday, November 16, 10 am to 4 pm, Flat Rock ..... 8

### How to Start a Nonprofit • Key Elective • ID: 0098-013

- Friday, November 18, 9 am to 4 pm, Duke University ..... 7

### Nonprofit—Financial Management • Core • ID: 0816-042

- Saturday, November 19, 10 am to 4 pm, Greenville ..... 8

### Social Media • Key Elective • ID: 0817-020

- Wednesday, November 30, 9 am to 4 pm, Duke University ..... 7

## December

### Board Governance: Linking Performance & Prestige

- Key Elective • ID: 0123-017  
Thursday, December 1, 9 am to 4 pm, Duke University ..... 7

### Nonprofit Fundamentals—Planning for Change

- Core • ID: 0574-035  
Thursday, December 1, 10 am to 4 pm, Asheville ..... 8

### Managing Multiple Priorities & Your Time

- General Elective • ID: 0094-008  
Monday, December 5, 9 am to 4 pm, Duke University ..... 7

### Performance Measures for Nonprofits

- Key Elective • ID: 0597-014  
Thursday, December 8, 10 am to 4 pm, Clyde ..... 8

### Telling Great Stories to Advance Your Cause

- Key Elective • ID: 0805-017  
Saturday, December 10, 10 am to 4 pm, Greenville ..... 8

### Leadership through Influence: How to Get Commitment

- Key Elective • ID: 0090-024  
Monday, December 12, 9 am to 4 pm, Duke University ..... 7

### Nonprofit—Planning & Evaluation • Core • ID: 0574-034

- Tuesday, December 13, 9 am to 4 pm, Duke University ..... 7

### Nonprofit—Financial Management • Core • ID: 0816-040

- Friday, December 16, 9 am to 4 pm, Duke University ..... 7

# FREQUENTLY ASKED QUESTIONS

11

Frequently Asked Questions

## What is the Duke Nonprofit Management Program?

The Program, a unit of the Duke Office of Continuing Studies, addresses the sustainability and impact of nonprofit organization employees and volunteers. It provides affordable, practical, and accessible training to those working in the nonprofit sector.

## Where is the Program located?

We are at the Duke Smith Warehouse, 114 S. Buchanan Blvd., Bay 6, 1st Floor, Durham NC 27708. Our mailing address is Nonprofit Management Program, Campus Box 90708, Durham, NC 27708 (Phone: 919.668.6742; Fax 919.668.6747). Satellite sites listed on page 3.

## How do I get started in the Program?

Visit our website at [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit) or call Nonprofit staff at 919.668.6742. You may also register online or call Registration at 919.684.6259 for credit card users only. Free information sessions are available (page 3).

## What is the recommended order for taking classes to earn the Duke Certificate in Nonprofit Management?

Students may take courses in any order. All students need the 5 Core courses and the 5 Key Elective courses, plus 2 courses (or 12 more hours). Often students find it useful to take 1 or more of the Core courses first, in order to establish a framework, and then select their Key Electives.

## How do I earn the Duke Certificate in NPM?

You must complete 72 hours of coursework, divided among Core courses, Key Electives, General Electives, Special Topics in Nonprofit Management, and Online courses. A maximum of 12 hours may be applied from Online courses.

## What if I don't intend to earn a Certificate?

Individual courses may be taken on a non-Certificate basis. All classes are open to the public at the stated course fee.

## How can I find my course history and dates for completed Nonprofit classes?

Students registered since 2009 have an online profile in the Duke Nonprofit program database. Students who register online and have a password can access their course completion records via their personal profile.

## How can I check my Certificate status?

You can find your Certificate status via the Duke Continuing Studies Student Portal at [learnmore.duke.edu](http://learnmore.duke.edu). See step-by-step instructions on page 9.

## Where are courses offered?

See pages 6–10 for list of courses offered this term. Classes are held at Duke Smith Warehouse, Bay 6, 1st Floor and at other NPM sites. Customized training is also available upon request.

## Is there a fee for parking at class locations?

Classes held at the Duke Smith Warehouse include a \$5 one-day parking fee. Other sites may include parking fees; contact the site coordinator (page 3).

## Who are the instructors?

Instructors are established practitioners and scholars from a variety of disciplines within the nonprofit sector.

## Is there a charge for course materials?

Yes. The cost is listed under each class. The materials fee is due at the start of class. Please bring exact change. Receipts are given by the instructor upon request. Personal checks are not accepted.

## What about lunch?

Most courses will have a one-hour “networking” lunch break. Courses marked with a large grey asterisk will have a “working” lunch. See page 7.

## When I register for an Online course, what's next?

Within five business days of receipt of your registration request, you will receive an e-mail with details, including your username and password. To demo online classes, visit [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram).

## How do I obtain my Certificate when I complete the curriculum requirement?

For instructions on how to apply for your Certificate, visit [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram).

**Requesting a transcript:** Students may download an unofficial transcript from their online profile. At a fee of \$10, students may request an official transcript. Contact the Registration Office at 919.684.6259.

## How do I enroll in the Executive Certificate Program?

Prospective students must apply and be accepted. The Executive Certificate is open to those who hold the Duke Certificate in Nonprofit Management and have at least 3 years of senior management experience. It is also open to those not holding the Certificate but who have at least 5 years of senior management experience. See application at [www.learnmore.duke.edu/nonprofit/executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership) or call 919.668.6742 to request that an application be mailed. See page 13.

## Duke Nonprofit Management Program

Strengthening the capacities of people, organizations, and networks within the nonprofit sector

# NONPROFIT MANAGEMENT INTENSIVE TRACK PROGRAM

**Earn the  
Certificate  
in 8 days**

Participants from across the world enroll in the Duke Nonprofit Management Intensive Track Program. Classes are designed to give nonprofit professionals the skills and expertise needed to succeed in the sector.

## Key Facts

- 34 participants are accepted into each class held at Duke.
- The Intensive Track explores 8 key areas of nonprofit management.
- Instructors are established practitioners and scholars from a variety of disciplines.
- Participants complete the requirement for the Certificate in Nonprofit Management in 8 days.
- Classes are held from 9 am to 4 pm each day.
- Pre-reading assignments are sent to registered students within 1 month of the class start date.

## Locations

**Duke:** The Hilton Durham near Duke University, 3800 Hillsborough Road, Durham, NC 27705; 919.383.8033

**Charlotte:** Garner-Webb University, 8030 Arrowridge Boulevard, Charlotte, NC 28273

**Colorado:** Vail Centre

**Virginia:** Danville Regional Foundation

## Registration

- Note registration start dates and ID# for each session
- Online: [www.learnmore.duke.edu/nonprofit/intensivetrack](http://www.learnmore.duke.edu/nonprofit/intensivetrack)
- Phone: 919.684.6259 (M–F, 8 am to 5 pm ET)

## Fee \$1850

Includes tuition, class materials, drinks, and lunch on 3 of the 8 days. Students are responsible for lodging and other expenses and for making reservations.

## Cancellation Policy

\$200 of your tuition in the Intensive Track Program is nonrefundable. Refunds allowed, minus a \$200 administrative charge, if request is received in writing by end of day on the date listed below for each session. To submit a cancellation or transfer request, address an e-mail to [learnmore@duke.edu](mailto:learnmore@duke.edu). No refunds and no transfers after the dates stated below.

**March 2017 Class:** Friday, February 10

**May 2017 Class:** Friday, March 31

**June 2017 Class:** Friday, May 12

**September 2017 Class:** Friday, August 11

## March 13–20, 2017, at Duke

**Monday through Monday • ID: 0194-035**

*Registration begins January 4; Refund deadline February 10*

## Tentative Schedule (Curriculum is similar for all Intensive Track classes)

**Monday, March 13**

### Nonprofit—Board Development/Governance

*Marty Martin, [marty\\_martin@martinlegalhelp.com](mailto:marty_martin@martinlegalhelp.com)*

**Tuesday, March 14**

### Nonprofit—Planning & Evaluation

*(Performance Measurement for Nonprofit Organizations)*

*Teresa Thompson-Pinckney, [contact@tpinckneyassociates.com](mailto:contact@tpinckneyassociates.com)*

**Wednesday, March 15**

### Grantwriting & Compliance

*Ruth Peebles, [rpeebles@theinsgroup.com](mailto:rpeebles@theinsgroup.com)*

**Thursday, March 16**

### Integrating Social Enterprise into Your Nonprofit Strategy

*Naomi Takeuchi, [Naomi@1000cranes.com](mailto:Naomi@1000cranes.com)*

**Friday, March 17**

### Sustainable Strategic Planning for Nonprofits

*Naomi Takeuchi, [Naomi@1000cranes.com](mailto:Naomi@1000cranes.com)*

**Saturday, March 18**

### Nonprofit—Financial Management

*Melissa LeRoy, [melissaleroy@gmail.com](mailto:melissaleroy@gmail.com)*

**Sunday, March 19**

### Employment Law

*Hudson Fuller, [HUDSONFULLER@yahoo.com](mailto:HUDSONFULLER@yahoo.com)*

**Monday, March 20**

### Nonprofit—Human Resource Development

*Robert Kenney, [ptt@lynchburg.net](mailto:ptt@lynchburg.net)*

**Classes start promptly at 9 am each day and end at 4 pm. To receive the Duke Certificate in Nonprofit Management, students must attend each class as scheduled.**  
For updates, please check [learnmore.duke.edu/nonprofit/intensivetrack](http://learnmore.duke.edu/nonprofit/intensivetrack).

## Upcoming Intensive Track Classes

### May 1–4 & 15–18, 2017, in Charlotte

**Monday through Thursday over two weeks • ID: 0194-037**

*Registration begins February 1; Refund deadline March 31*

### June 12–19, 2017, at Duke

**Monday through Monday • ID: 0194-038**

*Registration begins March 21; Refund deadline May 12*

### September 11–18, 2017, at Duke

**Monday through Monday • ID: 0194-039**

*Registration begins July 10; Refund deadline August 11*

See program schedules, course descriptions, learning objectives, and instructor bios at [www.learnmore.duke.edu/nonprofit/intensivetrack](http://www.learnmore.duke.edu/nonprofit/intensivetrack)

# EXECUTIVE CERTIFICATE IN NONPROFIT LEADERSHIP

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2016 & 2017 Executive Certificate in Nonprofit Leadership

The **Executive Certificate in Nonprofit Leadership** offers high-impact training for seasoned nonprofit professionals whose leadership transforms organizations, communities, and lives.

## October 10–14, 2016

**Monday through Friday • ID: 0461-008**

Registration ends September 9, 2016

Location: Washington Duke Inn & Golf Club,  
3001 Cameron Boulevard, Durham, NC 27705

## October 9–13, 2017

**Monday through Friday • ID: 0461-009**

**Registration begins March 13, 2017**

Registration ends September 8, 2017

Location and lodging information for 2017  
will be posted at [www.learnmore.duke.edu/nonprofit/executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership).

### Eligibility—Who Should Apply

- Students with a Duke Certificate in NP Management + 3 years of senior management experience
- Students without Duke Certificate in NP Management + 5 years of senior management experience

### Application Process

- **Application required:** Students must apply and be accepted before registering
- **Upon acceptance, student must register and pay in order to confirm a seat in the class**
- Applications (online and downloadable) are at [www.learnmore.duke.edu/nonprofit/executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership) or call 919.668.6743 to request an application.
- Applications are accepted January 9 through September 7, 2017
- 26 students are accepted into the program
- September 7, 2017—Deadline for applications
- September 8, 2017—Registration closes

### Fee \$3,750

- Includes tuition, course materials, snacks, beverages, and meals
- Duke Certificate in Nonprofit Management graduates may qualify to receive \$750 scholarship (based on funds availability); apply and register early
- Students are responsible for lodging expenses
- **Refunds:** Refunds, minus a \$200 administrative fee, allowed if a written request is received by midnight ET of the deadline date. Send e-mail to [learnmore@duke.edu](mailto:learnmore@duke.edu). No refunds after deadline date.

## Transformational learning for experienced nonprofit leaders seeking to accelerate their impact in organizations and communities

[www.learnmore.duke.edu/nonprofit/executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership)

The **Executive Certificate in Nonprofit Leadership** is a comprehensive program that offers experienced nonprofit professionals the opportunity to increase their capacity for effective entrepreneurial leadership through applied theoretical studies, executive skills training, and reflective practices in an interactive learning environment. Through this innovative curriculum, participants will:

- Develop a greater mastery of leadership skills and increase their confidence in applying these effectively in the nonprofit workplace
- Gain an awareness of emerging trends in the nonprofit sector, including social entrepreneurship, earned income ventures, public-private partnerships, and the evolving legal landscape
- Master reflective practices that enhance communications, foster understanding, and lead to results
- Develop skills to regain balance and remain centered in the face of complexity and chaos
- Enhance their network through an expanded leadership cohort of peers drawn from across the country
- Create a personal leadership plan to use their refined skills to take action on changes they wish to make in their organizations and communities

As a result of their participation, graduates will be better able to:

- Forge high-performing teams driven to achieve the mission of the organization
- Foster within their organizations the proven practices of high-impact nonprofits
- Adopt entrepreneurial competencies of opportunity orientation, innovation, resourcefulness, and adaptive persistence
- Lead strategic change within their organizations
- Work with other leaders across organizations, sectors, and stakeholder groups to capitalize on opportunities for synergy in addressing critical social issues

Graduates of the Executive Certificate Program will return home equipped with the knowledge and skills to manage in the fast-paced, resource-constrained, mission-driven environments that characterize today's nonprofit sector.

### Supporter—Blue Cross Blue and Shield of North Carolina Foundation

Supported in part by the Blue Cross and Blue Shield of North Carolina Foundation, the program was created in direct response to senior nonprofit managers, board members, and many of the more than 2,000 graduates of Duke University's nationally acclaimed, renowned Certificate in Nonprofit Management Program. Composed of nationally known experts from Duke University and leading practitioners, our faculty provides interactive instruction, practical resources, and targeted feedback to enhance and expand participants' skills in entrepreneurial nonprofit leadership.

**\$750 SCHOLARSHIP** for Duke Certificate in Nonprofit Management graduates!

Based on scholarship funds availability

Duke Nonprofit Management • [learnmore.duke.edu/nonprofit](http://learnmore.duke.edu/nonprofit)

## FINANCIAL ASSISTANCE

For residents of **Western North Carolina**: WNC Nonprofit Pathways offers fee assistance (half the course fee will be covered) for courses offered in the western North Carolina region. You must be staff, board, or volunteer with a nonprofit organization located in and serving at least one of the 18 western NC counties to qualify. Limit one scholarship per person each term. Each class offered has a limit of 5 scholarships available. To access the scholarship, complete and submit a Scholarship Request form at [www.nonprofitpathways.org/scholarship](http://www.nonprofitpathways.org/scholarship).

For nonprofit organizations in **Polk County, NC & Landrum, SC**: Please contact the Polk County Community Foundation at 828.859.5314 for information about our Capacity Building Grants, including a streamlined process for receiving tuition assistance grants for Duke Nonprofit Management courses.

### Nonprofit Management Program Core Courses:

- Nonprofit—Board Development/ Governance
- Nonprofit—Financial Management
- Nonprofit—Fundraising
- Nonprofit—Human Resource Development
- Nonprofit—Planning & Evaluation

### Core Courses, Electives, and Special Topics cover the following:

- Board Relationships
- Evaluation
- Finance
- Human Resources
- Information Technology
- Leadership & Management
- Legal Issues
- Marketing & Public Relations
- Organization Development
- Raising Funds
- Volunteer Management

[www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit)

**The Nonprofit Management Program, a unit of the Duke Office of Continuing Studies, integrates the university's commitment to academic excellence through combining practical wisdom of nonprofit instructors and the real work experience of the participants.**

## PARTNERS/SUPPORTERS

The Duke Nonprofit Management Program thanks the following agencies for their generosity. Their support makes it possible for the Program to offer courses throughout North Carolina and at locations in Virginia.

### North Carolina:

AB-Tech Community College  
Blue Cross Blue Shield of  
North Carolina Foundation  
Blue Ridge Community College  
Community Action Opportunities  
Community Foundation of Western NC  
Edwin W. Monroe AHEC Conference Center  
Exceptional Children's Assistance Center (ECAC)  
Gardner-Webb University (Charlotte Campus)  
The Greater Greenville Community Foundation  
Greensboro Public Libraries  
Guilford Nonprofit Consortium  
Haywood Community College  
Isothermal Community College  
NC Center for Nonprofits  
NC Department of Commerce—  
Workforce Investment Act  
NC Helping Hands Initiative  
Polk County Community Foundation  
TROSA  
United Way of Asheville/Buncombe County  
Vidant Health  
Wells Fargo  
Western Carolina Community Action  
Western Carolina University  
Western NC Communities  
WNC Nonprofit Pathways

### Virginia:

Danville Regional Foundation  
Institute for Advanced Learning & Research  
The Cameron Foundation, Petersburg

### Colorado:

The Vail Centre

## Are Your Costs Tax Deductible?

Many participants who take courses in the Duke Nonprofit Management Program pay their own expenses, including course fees, mileage, and often lodging. These costs may be tax deductible. Check with your accountant concerning this matter.

### Join us for a FREE Information Session

We will discuss registration, earning a Certificate, course schedules, class locations, networking in courses, and more. We have teleconference and walk-in information sessions.

To register for an Information Session, contact the Site Coordinator in your local area (see page 3). Also visit our website, [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit).

## Regional Networking Listservs

We have a listserv for use by participants in each region across North Carolina, plus one listserv each in South Carolina and Virginia. To join a listserv, visit [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit).

Nonprofit Management Program..... [dukenpm](mailto:dukenpm@duke.edu)  
NPM Certificate Holders ..... [nonprofitfellows](mailto:nonprofitfellows@duke.edu)

### NC Area Listservs

Western NC ..... [wnclist](mailto:wnclist@duke.edu)  
Hickory ..... [hickorylist](mailto:hickorylist@duke.edu)  
Charlotte area..... [charlist](mailto:charlist@duke.edu)  
Triad area..... [triadlist](mailto:triadlist@duke.edu)  
Durham/Triangle area ..... [trilist](mailto:trilist@duke.edu)  
Fayetteville area ..... [faylist](mailto:faylist@duke.edu)  
Greenville/Rocky Mount/Wilson ..... [rmwglis](mailto:rmwglis@duke.edu)  
Southeastern NC area ..... [senclis](mailto:senclis@duke.edu)  
Wilmington area..... [wilmis](mailto:wilmis@duke.edu)  
Outer Banks (Kill Devil Hill) area..... [obxlist](mailto:obxlist@duke.edu)

### SC Area Listserv

South Carolina..... [scislist](mailto:scislist@duke.edu)

### VA Area Listserv

Virginia..... [valislist](mailto:valislist@duke.edu)

### Practical. Affordable. Accessible.

- Improve job performance and satisfaction
  - Enhance organizational effectiveness and recognition
  - Connect with other nonprofit professionals
  - Advance your career with a widely respected credential

## How to Register

**Online** (for credit card only): Payment is processed as a secure encrypted transaction. [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram).

**By Mail:** Fill out the registration form at right. Include check payable to "Duke University." Send to: Registration—Nonprofit Management, Duke Continuing Studies, Box 90700, Durham, NC 27708-0700.

**By Fax:** Fill out the registration form at right. Include enrollment, loan, and scholarship information. Fax to: **919.681.8235**.

**By Phone** (for credit card users only): Have your completed registration form ready to refer to, including course ID numbers, and your credit card number with expiration date. Call: **919.684.6259**.

**It's best to register more than two weeks before class. Many classes fill quickly! Registration is first-come, first-served.**

**Mark Your Calendar.** Confirmation will be sent only by e-mail.

## Refund and Transfer Requests

**Refund and Transfer Requests must be in writing.** To receive a refund minus a processing fee for each course dropped, or to transfer to a different course, we must receive your written cancellation request at least 2 weeks before the class begins for daily classes, or by the date listed for the Intensive Track (page 12) and Executive Leadership (page 13). Processing/Transfer fees are \$20 for course fees under \$1000 and \$200 for course fees \$1000 and over. **There are no refunds for Online Courses.**

To submit a cancellation request

- E-mail: [learnmore@duke.edu](mailto:learnmore@duke.edu)
- Fax: 919.681.8235
- Mail: Duke Continuing Studies, Registration—Nonprofit Management, Box 90700, Durham, NC 27708-0700
- Include your name, address, phone number, course title, and date
- Refunds given in the manner in which you paid
- *Failure to attend a class does not entitle you to a refund or replacement class.*

## Special Circumstances

**Class is Filled/Waiting List:** If you register for a class that is already full, you may choose to add your name to a waiting list. No payment is required at that time. If a space becomes available, you will be notified of the opening. If you decide to register, payment is due at that time. Persons who register by mail will have their payment refunded.

**If We Cancel a Class:** On occasion we have to cancel a course. If that happens, you will receive a full refund.

**Bad Checks:** If a check is returned for insufficient funds, we will charge a returned check fee of \$35. Checks will not be resubmitted. The replacement payment must include the additional \$35 and be in the form of cash, money order, or credit card.

## Attendance Policy

For class hours to count toward the Duke Certificate in Nonprofit Management, you must attend 100% of the course enrolled in and be present when the instructor takes the attendance. There is no limit on the hours you may take in any term.

## After You Attend a Class

See page 11 for information on tracking your course history. To request your Certificate when coursework is completed, see page 2.

# REGISTRATION

### FALL 2016

Number above your name on the mailing label (if any).....  
First Name .....  
Last Name .....  
Address .....  
City/State/Zip .....  
Daytime Phone ( ..... ).....  
Evening Phone ( ..... ).....  
Fax ( ..... ).....  
E-mail .....  
Company .....  
Job Title.....

### COURSES

Title .....  
.....  
ID#     -     Fee \$ .....  
Title .....  
.....  
ID#     -     Fee \$ .....  
Title .....  
.....  
ID#     -     Fee \$ .....  
Title .....  
.....  
ID#     -     Fee \$ .....  
**TOTAL AMOUNT \$.....**

**Mark Your Calendar! If a course is full, we will contact you.**  
**Confirmations are sent only by e-mail.**  
**Please note Refund and Change Requests at left.**

**Include registration fees only.** If the course description lists a materials fee "due at first class," do not include it here; give it to your instructor.

### Payment by Check

Check Number ..... Please enclose a check payable to Duke University, and mail to: Registration—Nonprofit Management, Duke Continuing Studies, Box 90700, Durham, NC 27708-0700

### Payment by Credit Card

Please register online with our secure, real-time registration system, by visiting our website at [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram).

If you need assistance, please call our registration team at 919.684.6259 during normal business hours.

**After registering, please save this brochure. It contains important information about your course dates, times, and locations.**

It is crucial that we have your current phone numbers in case a course is full or there is a change in our course schedule

Confirmation will be sent to the e-mail address provided here.

1520420 693600



Continuing Studies  
Nonprofit Management Program

Duke University Smith Warehouse  
Box 90708  
Durham NC 27708-0708  
[www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit)  
919.668.6742—Staff  
919.684.6259—Registration

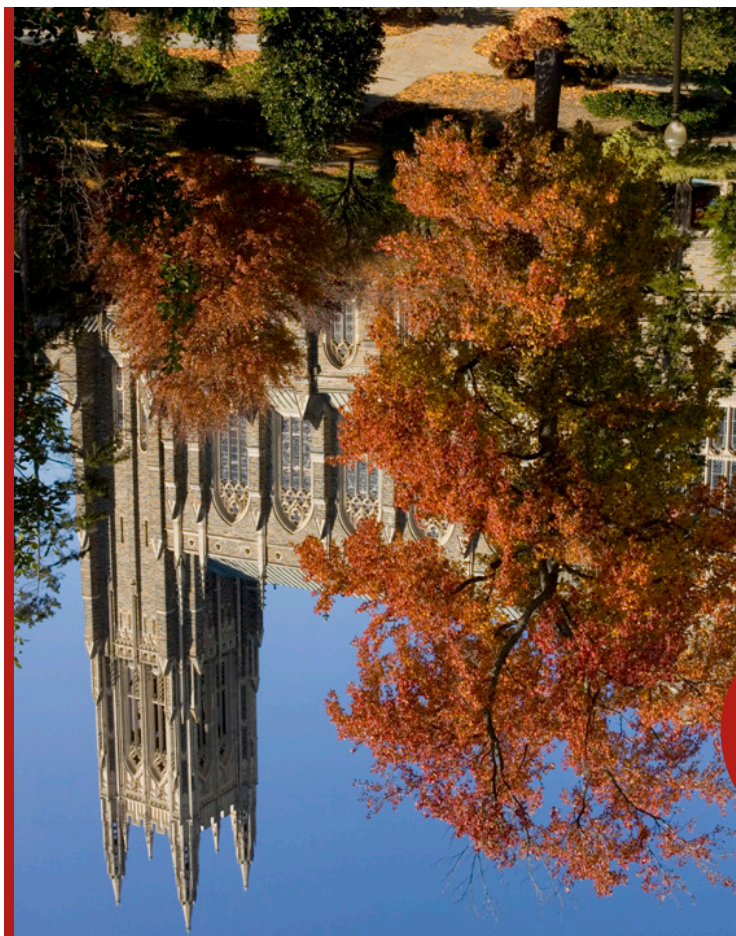
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