



**JVA CONSULTING, LLC**  
*partners in community and social change*

# Executive Director Academy

## 2009 FALL COURSE OUTLINE

### Session 1—The Big Picture: An Overview of the Nonprofit Sector

**Date:** Tuesday, October 6, 3-6 p.m.

**Instructors:** Janine Vanderburg, J.D., and panel of community experts

**Description:** Why is the nonprofit sector valuable? What are the trends that currently affect nonprofits? How does a leader navigate through these challenging times? A panel of distinguished nonprofit sector leaders will explore the role of the executive director and facilitate discussion around topics facing the nonprofit arena. Panelists will include executive directors, board members, funders and other community leaders. You will meet your Executive Director Academy (EDA) trainers and get an overview of upcoming sessions. The session will close with a meet-and-greet reception.

### Session 2—The Board of Directors and the Executive Director: Shared Leadership in Operation

**Date:** Thursday, October 8, 3-6 p.m.

**Instructor:** Margaret Roberts, M.Ed., and Ashley Kasprzak, M.A.

**Description:** The relationship between the executive director and the board of directors is key to the success of your organization, and best practices call for shared leadership. How can you best leverage these complementary but very different roles? This session will cover not only the legal duties and best-practice functions of directors and boards, but it will also provide practical, from-the-field advice on how to develop and retain a strong motivated board that helps your organization succeed.

### Session 3—Your Organization's Compass: From Strategy through Execution

**Date:** Tuesday, October 13, 3-6 p.m.

**Instructor:** Janine Vanderburg, Ashley Kasprzak

**Description:** To have impact, you need a plan that translates a compelling mission and vision into daily action and that helps you align your resources to accomplish your organization's mission. But most plans end up in the "circular file" because the planning process was flawed and no one is accountable for implementation. Learn the principles of effective planning as well as how to increase the likelihood of successful implementation. Good plans, good

planning processes and good implementation can also make your job as a leader a whole lot easier, because expectations, goals and objectives are clearly stated and monitored. And when planning calls for the use of a consultant, you'll need to know how to select a consultant, how to work with a consultant and how to learn from a consultant.

#### **Session 4—Financial Matters 101: Best Practices of Financial Management in Nonprofit Organizations**

**Date:** Thursday, October 15, 3-6 p.m.

**Instructor:** Lydia Vanderburg, M.HR

**Description:** Proper financial management is a fundamental best practice for organizational success. In this session, you will understand how to use and read financial statements and learn how to create an organizational budget. You will also be able to identify types of financial report, learn key terms, review key accounting principals and lean how to interpret and analyze financial reports. Two kinds of budgets will be presented, a review of how to create and organizational budget will be conducted, and steps on how to allocate administrative costs will be learned. You will walk out of the door feeling confident and able to financially manage your organization.

#### **Session 5—Financial Matters 201: Best Practices of Financial Management in Nonprofit Organizations**

**Date:** Tuesday, October 20, 3-6 p.m.

**Instructor:** Lydia Vanderburg

**Description:** In the second session, you will learn how to implement and use the many best practices you learned about in the prior session. You will learn what activities to practice to be sure the organization is performing proper internal control and will be able to answer the question, "What is an internal control system?" You will also learn what activities to practice to be in tax compliance and accountable to others.

#### **Session 6—What Works: Developing and Implementing Successful Programs**

**Date:** Thursday, October 22, 3-6 p.m.

**Instructor:** Kerry Luper, M.S.W.

**Description:** Why do you do what you do? In this session, we'll move from strategic planning to program development and create a road map that describes how your organization intends to make a difference in the community. Participants will draft a logic model road map that begins with program goals and objectives and ends with defining the outcomes you hope will demonstrate the differences you've made.

### **Session 7—Showing Impact: Developing, Implementing and Maintaining Effective Evaluation**

**Date:** Tuesday, October 27, 3-6 p.m.

**Instructor:** Nancy Zuercher, M.A.

**Description:** Evaluation not only helps keep your funders happy, it helps you do what you do better. In this session, you will learn how to develop a realistic, manageable evaluation plan. You will gain insight into the different methods of evaluation and learn techniques of implementing your own evaluation as well as considerations for evaluation outsourcing.

### **Session 8—Grantwriting: Strategies for Successful Grants**

**Date:** Thursday, October 29, 3-6 p.m.

**Instructor:** Lisa Cirincione, J.D.

**Description:** Grants can play a valuable role in any nonprofit's revenue diversification. How robust is your organization's grant program? In this session, you will learn what you can do to facilitate strong grant proposals on your organization's behalf. The session will cover hiring excellent grantwriters; finding strong grant prospects; weighing the pros and cons of grant prospects; developing strong proposal outlines; reviewing proposals; getting proposals out the door; and managing the grants when the proposals get approved.

### **Session 9—Communications and Outreach: Get the Word Out!**

**Date:** Tuesday, November 3, 3-6 p.m.

**Instructors:** Kim Marker, Collin Lessing, M.B.A. and Ashley Kasprzak

**Description:** Your organization is only effective if people know you are out there. Through group exercises and discussion of key strategies, this session will cover the essential foundations of building and implementing an effective communications plan, including the use of new media and building a cadre of "evangelists" who share your story. Participants will learn to identify and promote their organization's unique qualities, identify their target audiences and select the strategies and tools to reach those targets.

### **Session 10—Fundraising 101: Demystifying and Simplifying Fundraising**

**Date:** Thursday, November 5, 3-6 p.m.

**Instructor:** Jennifer Johnson, M.S.W.

**Description:** This session will focus on the basics of fundraising: who gives, in what way and why. We'll look at statistics on giving, and myths and realities of fundraising. Development strategies will be examined in the context of acquiring, retaining and upgrading donors, along with assessing the return on investment of these strategies. Participants will develop

an understanding of what it means to have a diverse, sustainable fundraising program and how to connect mission with resource development.

### **Session 11—Fundraising 201: Fundraising Behind the Scenes**

**Date:** Tuesday, November 10, 3-6 p.m.

**Instructor:** Wendy Longwood

**Description:**

This session will focus on the nitty-gritty of fundraising: the systems, infrastructure and processes that support successful fundraising. We'll look at the donor information you need to track, how that information is used in fundraising, and the systems and policies every organization should have in place. Board and staff roles and responsibilities will be discussed, along with strategies for engaging key leaders in fundraising. Attendees will also explore how to identify potential donors and use the systems discussed to turn prospects into long-term donors.

### **Session 12—Fundraising 301: Translating Fundraising into Dollars**

**Date:** Thursday, November 12, 3–6 p.m.

**Instructor:** Jennifer Johnson and Wendy Longwood

**Description:** This session will focus on revenue generation: planning, budgeting and asking. We'll look at alignment of fundraising efforts with overall organizational budgeting, priorities and revenue needs. Attendees will examine their revenue streams and discuss how to establish reasonable and achievable targets in each category. And since gifts don't give themselves, this session will include practice in the art of making the ask.

### **Session 13—Beyond Management: Leading a Winning Team**

**Date:** Tuesday, November 17, 3-6 p.m.

**Instructors:** Wendy Longwood and Kerry Lupher

**Description:** Are you a manager or are you a leader? Through interactive exercises, learn how to discover your personal strengths and understand how you can best leverage those strengths to keep staff motivated, to serve your constituents and to achieve your mission. We will discuss the executive director balancing act and where and how to tap into resources that help you manage and lead your organization into the future.

### **Graduation Celebration**

**Date:** Thursday, November 19, 3–5 p.m.

A celebration will be held in honor of the EDA attendees. Bring family and friends to celebrate and meet those involved in EDA. A short ceremony will occur with refreshments following.