



Nonprofit Fundamentals Certificate Program

The Pathways' Nonprofit Fundamentals workshop series will help your organization build a sustainable future by increasing your knowledge of the fundamentals of running a successful nonprofit. Nonprofit Fundamentals Certificate Program courses are offered to nonprofit organizations based in the 18 counties of western North Carolina. Take eight of the 20 Nonprofit Fundamentals courses in the series to earn a Nonprofit Fundamentals Certificate!

Fundamentals workshops are free for participants from WNC-based organizations with budgets under \$50,000. For organizations with budgets over \$50,000, the cost of each online course is \$50 per person. *Pathways is committed to making these courses accessible to all nonprofit leaders in WNC. If you would like to attend, but the cost is a barrier, please don't hesitate to reach out to us at contact@nonprofitpathways.org.*

Upon completing each course, participants affiliated with nonprofits based in and serving one of the 18 western North Carolina counties will be eligible for **three hours of free follow-up coaching** to help you implement what you learned back at your organization. Coaching will be provided on a first-come, first-served basis and will be dependent on instructor availability.

Please let us know if you have any special accommodation needs to attend workshops. It is requested that individuals requiring language interpretation, auxiliary aids such as sign language interpreters, and alternative format materials notify us at least seven working days in advance. Every reasonable effort will be made to provide accommodations in an effective and timely manner.

FALL 2021 Class Information:

[*click the class title to register](#)

CLASS DETAILS:

[Financial Management](#)

Instructor: Wade Rogers

September 15 & 16; 9:30 am – 12:30 pm

This course provides an understanding of financial management for nonprofits and focuses on topics integral to nonprofit fiscal management. Learn finance terms as they relate to the effective operation of a nonprofit organization. Discuss how to track income and expenses to specific programs to fulfill funders, donors, and the IRS expectations. The role of the Board, staff, and committees are covered. Become familiar with the standards of excellence for nonprofit organizations and gain an understanding of basic internal safeguards, financial statements, budgeting, and surviving an audit. Participants will understand the broader financial realm of nonprofit organizations – where they work or volunteer.

[Grant Writing 101](#)

Instructor: Mark Goldstein

September 21 & 22; 9:30 am – 12:30 pm

The development of a successful grant proposal starts long before an application is submitted. Grant writing requires planning, research, relationship building, and a well-written application. This workshop offers a systematic, no-frills approach to the grant writing process any organization can follow. Beginning or developing proposal writers will receive a comprehensive overview on how to develop a winning project, identify funders, build relationships with foundations, and write applications that meet the high standards of grantmakers. Content is geared primarily toward nonprofit professionals who are relatively new to grant writing, though more experienced proposal writers may gain new insights and information from this workshop.

[Inclusive Planning and Responsive Strategy](#)

Instructor: Beth Trigg

September 29 & 30; 9:30 am – 12:30 pm

Change is constant, and our world is changing more rapidly than ever before. Responsive nonprofit organizations are agile enough to evolve and adapt strategically over time while staying true to shared vision and values. Planning and strategy can be ongoing, dynamic processes driven by evaluation and data and guided by community voices. Nonprofits can engage in inclusive and equitable planning to create strategy. In this interactive session, you will gain an understanding of participatory planning, learn how to gather and incorporate community data to inform planning, practice using key tools for inclusive planning and strategic decision-making, and build skills to create strategy to guide your organization toward your vision. We will also explore organizational culture as key to creating and implementing strategy, and discuss elements of inclusive, equitable, and positive organizational culture. This course is appropriate for representatives from organizations of any size or developmental stage, whether you are new or experienced in the nonprofit field.

[Volunteer Engagement](#)

Instructor: Kimerly Hinkelman

October 5 & 6; 9:30 am – 12:30 pm

Engagement - Sustainability - Cultivation - Virtual - High potential: What do these words have in common? Do they speak to a vibrant volunteer culture? Do they describe your organization? Discover how building a culture of volunteer engagement for your nonprofit increases organizational capacity. Explore best practices of skill-based volunteering and other trends. What could you do if you had all the resources your nonprofit needed? This seminar is designed to actively engage and involve the participants as learners and as contributors.

[Fundraising Essentials 101](#)

Instructor: Angela Kemper, CFRE

October 13 & 14; 9:30 am – 12:30 pm

Many nonprofit organizations face unprecedented demand for services, and most face organizational challenges and uncertainty related to funding. Because fundraising is not just about money, this context requires a deeper commitment to building meaningful relationships with donors and developing a sound, strategic approach. This session addresses effective methods of raising money and encouraging inclusive philanthropy. Discover new ideas and strategies that will strengthen your fundraising program today and into the future. Learn current trends in giving, annual giving programs, direct mail, prospecting new donors, and managing your donor base. You will be guided from "the ask" to "the acknowledgment" so you can create a donor journey that draws people closer to your mission and impact and expands your base of support. This interactive course is designed for staff, board members, and volunteers who want to strengthen the ways they engage donors and secure essential funding.

Board Basics

Instructor: Leslie Anderson

October 27 & 28; 9:30 am – 12:30 pm

To be successful, nonprofit organizations require strong leadership from their Board of Directors. The Board's responsibility is to govern well in crucial arenas, create an effective and equitable organizational culture, achieve relevant strategic priorities, and sustain the mission over time. Participants will learn about the key roles of the Board and best practices in board governance. The course will provide ideas for increasing the Board's success in generating mission impact and emphasize the importance of the Board working well together, such as the current status of your board regarding diversity, equity, and inclusion and how you can improve your culture and impact. The course will also include time for questions, class discussion, new ways to think about pertinent governance topics, and relevant reference materials.

Extending the Table: Facilitating Community Engagement and Collaboration

Instructor: Aisha Shepherd & Allison Sturtevant-Gilliam

November 10 & 11; 9:30 am – 12:30 pm

Centering the voices of those most impacted is crucial for all organizations to create sustainable, equitable, and meaningful work. Engaging the community requires extending the table and ensuring seats to those whose perspective and wisdom will provide an understanding of community priorities and aspirations. This workshop will provide the space to explore community engagement beyond the checkbox by offering a real, practical framework and tools to partner effectively with the community.

- Define "community engagement"
- Name different methods for engaging the community
- Discuss the barriers that are often present engaging the community
- Outline actionable steps specific to engaging your community

Exploring Equity 101

Instructor: Danae Aicher

November 16 & 17; 10:00 am – 1:00 pm

During this six-hour introductory course, participants will gain an understanding of unconscious and implicit bias, develop shared language for basic equity and inclusion concepts, explore personal identity, and uncover the history of systemic racism. The goal is to support participants in developing tools and practices that advance diversity, equity, and inclusion in- and through the work of- nonprofits.

Nonprofit Social Media: Pivoting Your Digital Strategy for Maximum Impact

Instructor: Bruce Waller

December 1 & 2; 9:30 am – 12:30 pm

How does a nonprofit move beyond social media as a communication tool to a way of advancing its mission? In this course we will review management perspectives on social media platforms, three key social media changemaking strategies, and using social media to attract volunteers and stakeholders. The class will explore trending best practices for networked nonprofits and actions needed to build a social culture.

INSTRUCTOR BIOS (in alphabetical order by first name):



Aisha Shepherd is an advocate who believes in the power of community. She is a facilitator of change, guiding systems, organizations, and community partners in centering equity. Aisha believes that community is an integral part of the work and that the voices of the community should offer a guide, particularly those with lived experience of poverty, marginalization, and injustice. Aisha has over 17 years of experience in county government, including social work, community engagement, and justice services, and is now the Vice President of Community Engagement at United Way.



Allison Sturtevant-Gilliam worked with individuals, families, professionals, and organizations within messy social systems for over 17 years. Allison developed an ability to compassionately name dynamics and truths that are often at play in complex situations. With a goal of promoting alignment and shared vision, Allison weaves information and perspective into contemplative spaces that give context for conflict and chaos and offers a path forward. Allison has proven skills in crafting opportunities to learn, grow, and shift, balancing content informed by science, the voice of lived experience, and best practice with the wisdom of those present and engaged. Allison understands the essential component of discomfort in the process of change and growth and compassionately holds space to allow learning to settle.



Angela Kemper, MA, CFRE, is a successful fundraiser, trainer, and consultant with expertise in strategic communication that has generated results in nonprofit and corporate organizations for more than 30 years. She has held executive positions for fundraising and membership programs, leading to successful multimillion-dollar capital campaigns, double-digit increases in annual campaigns, special events and membership growth, and expanded staff and board capacity. As a consultant for more than 22 years, Angela has worked with nonprofits and funders in North Carolina, the Southeast, and nationally. Her expertise includes annual and campaign fundraising, donor base analysis and portfolio development, membership program growth, nonprofit capacity building, strategic planning, and board development. She is an Association of Fundraising Professionals Certified Master Trainer and has completed BoardSource's Certificate of Nonprofit Board Consulting. She is a speaker and workshop facilitator on fundraising, boards, and nonprofit capacity.



Beth Trigg is a consultant with over 20 years of experience in nonprofit strategy, facilitation, and capacity building. Beth has worked as a staff member, board member, volunteer, and consultant in nonprofits from the grassroots level to statewide, national, and international organizations. Her consulting practice, Taproot Consulting, provides counsel, support, training, planning, and facilitation to help community-based organizations build skills and capacity. Beth has participated in and facilitated collective work for two decades within nonprofit organizations and community groups. As a consultant, she supports groups in building strategy, culture, and structure to sustain and expand their work. She is committed to equity and inclusion and brings those values to all of her work. Beth is intimately familiar with the challenges and rewards of working in the nonprofit environment -- too often feeling under-resourced, under-staffed, and over-worked, yet full of passionate and committed people capable of amazing things.



Bruce Waller, a Nationally Recognized Community Strategist, dedicated and energetic leader, highly motivated communicator with 16 years of progressive experience engaging the public towards a shared goal. Specialist in digital marketing that connects generations to create cross-functional relationships and shift narratives. Strategic, Authentic, Reliable, Bold group member focused on clarity and outcomes for the benefit of the whole. Proven track record of organizing and mobilizing youth, families, entrepreneurs, and stakeholders. Passionately engaged in recruiting, maintaining, and coordinating volunteers. Effectively translates information to marginalized groups decoding complex data and concepts. A compassionate leader that builds high-performance teams and efficient structures. Award-winning marketer with cross-sector experience. Systems thinker trained to motivate teams to be the driving force in successful initiatives. Military Veteran commissioned to protect citizens.



Danae Jones Aicher is an experienced Equity and Inclusion facilitator with a gift for creating brave spaces for people to address difficult topics around race within their organizations. Danae is a former mass communications professional with a degree in history and more than 20 years of experience in news, politics, and public relations. She utilizes her experience to help teams understand how racist systems and policies replicate and perpetuate themselves in an ongoing cycle unless they are intentionally interrupted.



Kimerly Hinkelman has been a trusted leader, resource, and advocate for nonprofit organizations for over 35 years and applies her diverse leadership experiences to assist health & human service organizations across the country to advance their missions. As the principal with Hinkelman and Associates, Kim is known as someone who takes the panic out of projects for her clients because she always brings a sensible, level-headed approach. Her professional experience includes serving at executive-level leadership positions for health systems, hospital foundations, and nonprofit agencies. A frequently sought-after facilitator and teacher, Kim's specialty areas include fund development and fundraising, external relations and partnerships, strategic planning, volunteer programs, and board development.



Leslie Anderson, President of Leslie Anderson Consulting, Inc., assists all types of organizations in their efforts to thrive, transform, and achieve their missions. Much of her practice is focused on governance and leadership, strategic direction and planning, organizational culture, systems change, research, and crisis management. She is an experienced community and state-level leader and served in numerous roles, including Board Chair, Executive Director, fundraiser, staff member, volunteer, and founder of several nonprofit organizations.



Mark Goldstein, CFRE, is most sought after as an expert proposal writer and project strategist. He is the President/CEO of Communication Mark, a grant writing firm founded in 2000. Mark originated the Open Communication Fundraising Model, a system that enables organizations to work cooperatively toward community and fundraising goals. Mark has consistently served nonprofits as a staff member, board member, or consultant since 1991. He has raised more than \$60 million for his clients and employers by obtaining grants for organizations of all types, sizes, and locales, particularly for health, human services, community development, and technology needs. Mark is an active member of the Association of Fundraising Professionals (AFP) of Western NC and the Grant Professionals Association. In 2019, he was selected by his peers at AFP as the region's Outstanding Fundraising Executive. Mark has served as a founding board member for a public access television station and Carolina Public Press, an online media outlet providing investigative and in-depth reporting throughout North Carolina. Mark regularly provides training sessions throughout WNC.



Wade Rogers, CPA, has over 30 years of experience in accounting and finance, including 20 years in the nonprofit sector. A Certified Public Accountant, he is a graduate of Florida State University (BA Accounting) and the University of Illinois (MS Accounting). Wade started his career with an international public accounting firm, followed by positions with a multinational manufacturing company in the US and France. Transitioning to the nonprofit sector, Wade has worked as the controller of a private foundation and finance director of several nonprofit public charities. In addition to his work with WNC Nonprofit Pathways, he now works as an independent consultant assisting nonprofit organizations in implementing and maintaining effective financial reporting and control environments.

NONPROFIT FUNDAMENTALS CERTIFICATE PROGRAM SPRING 2022

Check our website calendar later in 2021 for a complete list of classes we'll offer in Spring 2022.