



Nonprofit Fundamentals Certificate Program

The Pathways' Nonprofit Fundamentals workshop series will help nonprofit organizations based in the **18 counties of western North Carolina** build a sustainable future by increasing your knowledge of the fundamentals of running a successful nonprofit. Take 8 of the 20 Nonprofit Fundamentals courses in the series to earn a Nonprofit Fundamentals Certificate. To receive credit towards the certificate, you must attend **BOTH** classes and be present for the full 6 hours.

Fundamentals workshops are free for participants from organizations with budgets under \$50,000. For organizations with budgets over \$50,000, each online course costs \$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 will be eligible for **three hours of free follow-up coaching** to help you implement what you learned in your organization. Coaching will be provided on a first-come, first-served basis by submitting a request, depending on instructor availability. A maximum of 3 registrants per organization for each class and 3 follow-up coaching hours per organization are available.

Please let us know if you require language interpretation, auxiliary aids such as sign language interpreters, alternative format materials, or other accommodations to attend workshops. We ask for 7 days' notice. Every reasonable effort will be made to provide accommodations in an effective and timely manner.

FALL 2022 Class Information:

***click the class title to register**

CLASS DETAILS:

[Exploring Equity 101](#)

Instructor: Danae Aicher

September 8 & 9; 10:00 am – 1:00 pm ***note different start/end time**

During this six-hour introductory course, participants will gain an understanding of unconscious and implicit bias, develop a 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 recognizing how dominant culture practices take hold in our society and begin developing tools and practices that advance diversity, equity, and inclusion in and through the work of nonprofits.

[Inclusive Planning and Responsive Strategy](#)

Instructor: Beth Trigg

September 21 & 22; 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.

[Nonprofit Social Media: Pivoting Your Digital Strategy for Maximum Impact](#)

Instructor: Bruce Waller

September 28 & 29; 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 change making 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.

[Board Basics](#)

Instructor: Leslie Anderson

October 6 & 7; 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 the key roles of the Board and best practices in board governance. The course will provide tools to increase the Board's success in generating mission impact and emphasize the importance of the Board working well together, including diversity, equity, inclusion, and belonging, and how to improve your culture and organizational impact. The course will provide time for questions, relevant reference materials, class discussion, and new ways to think about pertinent governance topics.

[Facilitating Community Engagement and Collaboration](#)

Instructor: Aisha Shepherd & Allison Sturtevant-Gilliam

October 19 & 20; 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

[Grant Writing 101](#)

Instructor: Mark Goldstein, CFRE

October 26 & 27; 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 of 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 relatively new to grant writing, though more experienced proposal writers may gain new insights and information from this workshop.

[Fundraising Essentials 101](#)

Instructor: Angela Kemper, MA, CFRE

November 2 & 3; 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 how they engage donors and secure essential funding.

[Volunteer Engagement](#)

Instructor: Hannah Randall

Date: November 9 & 10

Attracting, engaging, and retaining volunteers are essential to fulfilling the mission of a nonprofit. In this interactive workshop, you will learn how to connect with your community to find volunteers who align with your needs and explore effective ways to steward their time and talents. We will also explore organizational culture's effect on creating and nurturing vital relationships and discuss elements of an inclusive volunteer program. This course is appropriate for representatives from organizations of any size or developmental stage, whether you are new or experienced in the volunteer management and nonprofit field.

[Financial Management](#)

Instructor: Wade Rogers, CPA

November 16 & 17; 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.

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 the Founder and Principal at CultureValue, LLC, an Equity, Inclusion and Belonging consulting and training firm birthed here in the mountains of western North Carolina. Danae 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.



Hannah Randall brings 20 years of leadership experience in both the private and nonprofit sectors, with a record of impact and resilience in the face of uncertainty. Hannah is known for her down-to-earth, adaptive leadership style to build and guide inclusive teams with exceptional results. Hannah served as the CEO for MANNA FoodBank, a nonprofit based in Asheville, North Carolina, with over 5,000 unique volunteers annually. During that time, she also served on the Leadership Asheville Advisory Board, as the Board Chair for Feeding the Carolinas, and as the Chair of the Eastern Region for the Feeding America national network of food banks. Before MANNA, Hannah spent her career in technical and leadership positions focusing on operations, regulatory compliance, training, and business process improvement in the electric utility sector.



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, teacher, volunteer, and founder of several nonprofits. Prior to starting her consulting firm, Leslie worked for the City of Asheville – 12 years in the Parks & Recreation Department leading youth development, neighborhood-based recreation, and cultural services and programs, plus 10 years as the first Director of Downtown Development, piloting a public/private partnership for revitalization.



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 2023

Check our website calendar later in 2022 for a complete list of classes we'll offer in spring 2023.