



# NONPROFIT FUNDAMENTALS CERTIFICATE PROGRAM SPRING 2026

The Pathways' Nonprofit Fundamentals workshops help your organization thrive by improving your knowledge of how to run a successful nonprofit. These courses are for nonprofit organizations based in the 18 counties of Western North Carolina.

- Earn a Nonprofit Fundamentals Certificate by completing eight classes from the spring and fall sessions.
- A maximum of three people from each organization can register for each class
- Each class is held online over two days, with three hours of instruction each day, for a total of six hours per class. A limited amount of pre- or post-class work may be required.

## Cost

- Workshops are free for organizations in Western North Carolina with budgets under \$50,000
- For organizations with budgets over \$50,000, each online course costs \$50 per person
- If cost is a barrier, please contact us at [contact@nonprofitpathways.org](mailto:contact@nonprofitpathways.org)

## Follow-Up Coaching

- Nonprofits in the 18 Western North Carolina counties are eligible for three hours of free follow-up coaching after each course
- Coaching is available on a first-come, first-served basis and depends on instructor availability

## Accessibility

- If you require accommodations to participate fully, such as language interpretation, sign language interpretation, visual or auditory support, access to materials in advance, or other accessibility needs, please notify us at least seven days in advance. We will do our best to meet your request.

# Spring 2026 Class Information

## CLASS DETAIL

### Grant Writing 201: Strategies for Successful Grant Acquisition

**Instructor: Simone Adams**

**February 11 & 12, 2026; 9:30 am – 12:30 pm**

*\*Recommended prerequisite: Grant Writing 101 or intermediate-level experience.*

Building on the fundamentals covered in Grant Writing 101, Grant Writing 201 takes a deeper dive into grant strategy and demystifies what funders look for in strong proposals. Through interactive sessions and real-time writing exercises, this course gives participants clear insight into how to navigate diverse grant opportunities and communicate their work with clarity and purpose. By the end of the course, participants will feel more confident in how to frame their work in ways that pique funder interest and position their organizations for successful, impact-driven proposals.



**Simone Adams** is an expert grant writer and strategic fundraising coach with over 20 years of experience in the nonprofit sector. As the Executive Director of Color My Outdoors, she leads efforts to change the outdoor narrative and champion racial equity in outdoor spaces. Simone holds an MFA in Writing from Savannah College of Art & Design and a BS in Organizational Communication from Kennesaw State University. Simone's grant writing approach merges compelling storytelling with measurable impact, achieving an impressive 85% award rate across a variety of nonprofit organizations, from grassroots initiatives to multi-million-dollar

nonprofits. She specializes in finding mission-aligned funders and crafting tailored proposals that resonate with both the heart and mind of funders. Simone's broad experience includes leadership roles as an executive director, development director, and consultant. Now, she shares her expertise by coaching others to achieve their grant writing goals.

## Fundraising Essentials 201: Expanding Your Impact

Instructor: Angela Kemper, CFRE, MA

March 4 & 5, 2026; 9:30 am – 12:30 pm

**\* Recommended prerequisite: CFRE and/or 5+ years of professional fundraising or development experience.**

Do you find yourself pulled in multiple directions to raise funds to support your organization's work? In this 200-level workshop, you will learn how to create reliable systems that result in increased giving. The key to achieving your organization's next level of success is expanding your donor and prospect pipeline from acquisition to transformational giving. In this interactive workshop, you will cover the science and best practices for effective major donor fundraising, mid-level donors and upgrades, and strategic donor segmentation. We will also explore new messaging concepts that engage funders in need of, and impacted by, your organization's work. Get ready to develop practical strategies for implementation that strengthen your fundraising plan, share ideas with colleagues, and tailor several systems to apply in your own work.



**Angela Kemper, MA, CFRE**, is a successful fundraiser, trainer, and consultant with expertise that has generated results for hundreds of nonprofit organizations. 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 25 years, Angela has worked with nonprofits and funders in North Carolina, the Southeast, and nationally. Her expertise includes strategic fundraising, donor data analysis and portfolio development, development 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.

## Human Resources

**Instructor: Nicole Norian, SPHR**

**April 22 & 23, 2026; 9:30 am – 12:30 pm**

At the heart of any thriving organization are the incredible individuals who power its mission. Picture a workplace where every member of your team not only excels but finds genuine fulfillment in what they do. Imagine the impact when your employees feel valued, respected, and driven to succeed, directly benefiting the community you serve.

This course is designed to empower you in fostering an exceptional workforce. Whether you're a nonprofit leader overseeing HR or actively managing day-to-day HR operations, this class provides a foundational understanding of HR at nonprofits including essential HR insights, new ideas, and tangible take-aways.

- Envision and nurture a more impactful organizational culture
- Bring an equity lens to HR services & programs
- Balance and integrate HR's strategic and operational roles
- Provide an overview of employment laws & compliance thresholds
- Build and develop your team with intention
- Create engaging dialogues to provide ongoing performance feedback

All participants will receive a resource guide designed to supplement course content and support you in your HR responsibilities.



**Nicole Norian, SPHR, CEC**, combines more than three decades of transformative HR leadership in public and nonprofit organizations with curiosity and creativity. She understands the unique joys and challenges of working in mission-driven organizations: being strategic and hands-on, working with limited resources, and having a high sense of accountability to those you serve and represent. Nicole focuses on meeting each organization's HR needs in ways that make sense for them. She brings an equity lens to her HR consulting and executive coaching, supporting leaders as they build workplace cultures where differences are valued and employees feel that they belong and can make a difference. Her consulting practice, [Chrysalis HR Consulting](#), focuses on culture, policy, and people development. Nicole makes HR fun and easy to understand!

## Designing Programs with Outcomes in Mind

Instructor: Lauren Rayburn

May 6 & 7, 2026; 9:30 am – 12:30 pm

Using the principles of co-design, we'll learn how to partner with the individuals whom programs are designed to serve by mapping out the most important parts of their experiences and the desired results they hope to achieve. We'll cover how to use participatory techniques to serve as a pathway for involving and centering participant experiences, not only in the design of programs, but also when identifying the outcomes which matter most to program participants. In this course, we'll discuss how to:

- Map and design a program *with* rather than *for* the people whom the program is meant to serve
- Identify the ABCs of change that program participants may experience
- Frame meaningful and measurable outcomes
- Continuously gather actionable feedback for your organization, using standard and non-traditional methods

*Please note: This course is highly interactive and less lecture based. In addition to Zoom, we'll use breakout rooms and Google Slides for group activities and large group discussions.*



Lauren Rayburn is a design researcher, strategist, and facilitator who partners with small-staffed nonprofits, foundations and volunteer-led boards / collectives to develop programs and strategic plans so that everyday work aligns with and drives meaningful impact in the communities they serve. After more than a decade working as an environmental planner, she now uses her background in whole-systems thinking and public engagement to ground strategy. She specializes in using participatory techniques to center the voices and experiences of those whom programs and services are designed to serve. This ensures that program and strategic goals, priorities, and everyday actions align with what matters most to those who sit at the center of the work.