



202 East Grandview Pkwy
Suite 203
Traverse City, MI 49684

Connecting Northern Michigan nonprofits
with new ideas, resources and each other.



FALL 2011

PROFESSIONAL DEVELOPMENT SERIES

phone 231.929.3934 • fax 231.941.4066 • info@northskynonprofitnetwork.org • www.northskynonprofitnetwork.org

SEPTEMBER 2011

TECHNOLOGY WEBINAR

Cloud Computing Essentials

September 8

10 am to noon

Andy Wolber, Technology Consultant

Fee: \$12

May be accessed from your own computer or from
our classroom at Northwestern Michigan College
University Center

Update your technology plans for the age of cloud computing. We'll cover how to choose "cloud-ready" equipment: laptops with long battery life, mobile hotspots, and Internet-enabled printers. You'll learn how to manage a "BYOD" ("bring your own device") environment, and how cloud computing changes existing policies and practices.

Designed for decision makers and IT staff at nonprofits with 50 or fewer staff.

Michigan Cultural Data Project— New User Orientation

September 13

10 to 11:30 am

Traverse City Chamber of Commerce,
202 East Grandview Parkway, Traverse City

Fee: Free; registration required at
<http://www.miculturaldata.org/news.aspx>

This free, 90 minute training session, led by an associate from the Cultural Data Project at the Pew Charitable Trusts and ArtServe Michigan staff, is recommended if you or your organization is new to the CDP or if you need a refresher on data entry. This session provides an overview of the history and goals of the Michigan CDP, as well as an introduction to the types of data collected. New User Orientation will walk participants through the process of entering data, applying to participating funders, and generating reports. The session provides all the necessary information for arts and cultural organizations to participate in the program. Time will be available following the training to enter data into your own laptops. MCACA mini-grant application assistance will be available immediately following the CDP training.

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP) WEBINAR

Face to Face Basics: Integrating Individuals into Your Development Plan

September 15

1 to 2:30 pm

Amy M. Eisenstein, MPA, CFRE,
Principal and Owner of Tri Point Resources

Fee: \$12

Can only be accessed at one of two locations:
Northwestern Michigan College University Center
or the Manistee ISD

Co-sponsored by the
Manistee County Community Collaborative Body

If your small development shop only solicits individuals by bulk mail (or not at all,) this session is for you! Did you know that individuals give 80% of the philanthropic dollars in this country each year? If you focus the bulk of your time and attention soliciting corporations and foundations, your efforts are in the wrong place. Come learn how to identify, cultivate, solicit and steward individuals for the first time, and integrate face to face solicitations into your annual development plan. We will discuss how to identify prospects, how to get a first meeting, and how to cultivate and solicit gifts for your organization.

Designed for entry to mid-level practitioners, volunteers and board members.

Nonprofit Executive Coaching Pilot Program Information Session

September 20

Noon to 1 pm

Lucille Chrisman, Certified Professional Co-Active Coach,
Coaches Training Institute

Northwestern Michigan College University Center

Fee: Free; feel free to bring your lunch

Registration required.

Executive coaching is defined as a one-on-one confidential relationship that supports, encourages and challenges leaders to move forward and take action. For-profit leaders have been utilizing coaching as an effective method of growing their top performers and now the nonprofit sector is beginning to do the same. Starting in January, 2012, NorthSky Nonprofit Network is offering leaders the opportunity to be part of a pilot program to determine the impact of coaching on nonprofit leaders and their organizations. This is a chance to work with an executive coach in reaching your personal and professional goals. If you are interested in learning more about the program and how you might benefit from coaching, join us for this session.

Fall Workshops

NorthSky Professional Development Series

Check out NorthSky's professional development schedule with a diverse lineup of offerings by nonprofit experts. Don't miss this opportunity to build your professional skills while networking with your colleagues.

t: 231.929.3934

e: info@northskynonprofitnetwork.org

Visit our website at:

www.northskynonprofitnetwork.org

NorthSky Nonprofit Network is a nonprofit management support program of Rotary Charities of Traverse City that assists northern Michigan nonprofit organizations in strengthening their capabilities through capacity building and sustainability support.

NorthSky provides a wide range of services and resources to help nonprofit organizations deliver programs effectively and efficiently. Services include the professional development series, fee-based consulting, free business development counseling, an extensive online resource center and support to consortium groups. NorthSky also serves as an advocate, securing state and national support and technical and financial resources, bringing them home to the nonprofits in the region.



The Board Primer

September 20
4 to 7 pm
Pam Evans, NorthSky Governance Consultant
Northwestern Michigan College University Center
Fee: \$35

If you currently serve on a nonprofit board or are interested in joining one, this workshop is for you. We will discuss the requirements for serving on a board, how to be an effective board member, and what it means to be a “best practicing” board. This workshop will review the fiduciary duties and responsibilities to successfully guide a nonprofit organization. We’ll review the board “role description” in detail and how to identify the right fit of your skills and interests with the nonprofit board assignment for you.

Designed for entry to mid-level practitioners; new and current board members; individuals considering board service.

BREAK FOR LUNCH

Top of the Pyramid: Implementing a Planned Giving Program

September 22
Noon to 1:30 pm
Phillip Ellis, PhD, Executive Director,
Grand Traverse Regional Community Foundation
Dave Eitland, Director of Development and Marketing,
Grand Traverse Bay YMCA
Northwestern Michigan College University Center
Fee: \$12; feel free to bring your lunch

Is your organization ready to receive six figure estate gifts? What are the structures and policies to have in place for such a gift? How do endowments play into this kind of giving? As a charity how can you promote and marketing planned giving? What do you need to start a planned giving program? Join us for an informative session providing an overview and some specifics on developing a charitable planned giving program for your organization. We’ll review structures and policies, endowments, targeting and marketing to potential planned giving prospects.

Designed for executive directors, development officers, board member, or financial planning professionals.



Join us on Facebook

Don't miss *Breaking News or Updates* to our Professional Development Series by registering to receive NorthSky email updates at:

www.northskynonprofitnetwork.org

Navigating Your Nonprofit through Today's Legislative Environment

September 29
9 am to noon
Marc A. Bouman, Exempt Organization Specialist,
Internal Revenue Service
Gabe Schneider, Regional Representative,
Senator Carl Levin's Office
David Dennison, Community Affairs Specialist,
Senator Carl Levin's office
Northwestern Michigan College University Center
Fee: \$12

Co-sponsored by Senator Carl Levin's office.

Navigating today's legislative environment can be tricky for nonprofit leaders given the legal constraints placed on our role in advocacy and the importance of maintaining a balanced position with a diverse range of constituents. Yet it is critical that we reach out and communicate a strong case to legislators about the essential community needs we meet, our intensifying challenges and our ongoing sustainability needs. Learn the dos and don'ts of communicating with legislators from experts from the IRS and Senator Levin's office. We will also specifically discuss fundraising as it pertains to legislators.

Designed for nonprofit managers, board members, volunteers and staff.

OCTOBER 2011

BREAK FOR LUNCH

Online Marketing Using Google Grants for Nonprofits

October 6
Noon to 1:30 pm
Rachel Fournier, Lawton Gallagher Group
Northwestern Michigan College University Center
Fee: \$12; feel free to bring your lunch

An introductory workshop explaining the Google Grants Program that awards non-profits an in-kind online advertising account that can be used in a variety of ways. From general outreach to fundraising or recruitment of volunteers, Google Grants participants can promote their cause via advertising on Google through Google Adwords. Participants will learn the requirements for applying, program details and what to expect once accepted into the program.

Designed for nonprofits with a website and some experience dabbling with social media.

TECHNOLOGY WEBINAR

Security Essentials

October 13
10 am to noon
Andy Wolber, Technology Consultant
Fee: \$12

May be accessed from your own computer or from our classroom at Northwestern Michigan College University Center

Not sure if you're secure? Learn ways to improve security at your small organization, including how to configure your systems, block malware, improve your passwords, and enable two-factor authentication. You'll also learn how to secure your browsing experience, and your Facebook and Twitter accounts.

Designed for staff and volunteers at nonprofits with 10 or fewer employees; beginner to intermediate level.

Executive Director Financial Management

October 20
8:30 am to noon
Detroit Executive Service Corps
Northwestern Michigan College University Center
Fee: \$50, includes manual

This half day workshop is designed to provide Executive Directors with a comprehensive level of knowledge on how to provide financial management as well as the preparation and use of financial reports to the board and funders. The contents of the workshop will focus on functional accounting, cash management functions, and the understanding of the six core competencies of financial management.

Designed for executive directors and other key management staff.

Establishing Financial Controls, Policies and Procedures for Nonprofit Organizations

October 20
1 pm to 3 pm
Detroit Executive Service Corps
Northwestern Michigan College University Center
Fee: \$50, includes manual

This two hour workshop will assist in creating and implementing the agency's own financial policies and procedures. The attendees will learn basic financial terminology, the need for policies and procedures, and how to apply policies and procedures to your current operations. A manual including a library of policies and procedures is available for purchase.

Designed for executive directors, board chairs, treasurers, and other board and staff members.

BREAK FOR LUNCH

Preparing Your 990 Form

October 27
Noon to 1:30 pm
Trina B. Edwards, CPA, Dennis, Gartland & Niergarth
Northwestern Michigan College University Center
Fee: \$12; feel free to bring your lunch

During this session, we will review the 990 form and submission process, discuss related IRS updates, and address the process for nonprofits that did not file previously or missed deadlines.

Designed for nonprofit managers, volunteers, and board members.

NOVEMBER 2011

BREAK FOR LUNCH

Forming Successful Partnerships and Alliances: Working Together to Serve the Community

November 3
Noon to 1:30 pm
Debbie McKeon, facilitator
Northwestern Michigan College University Center
Fee: \$12; feel free to bring your lunch

Panel:

Martie Mantie, Executive Director, Father Fred Foundation

Cecil McNally, Executive Director, Goodwill Industries of Northern Michigan

John Noonan, Executive Director, Great Lakes Children's Museum

Sarna Salzman, Executive Director, SEEDS

Nonprofit organizations are increasingly challenged to meet the growing needs of their constituents with diminishing resources. By forming the right partnerships, nonprofits can leverage their financial resources, skills, and capacities to ensure their missions are secured. Even more importantly, successful partnerships bring together a talent pool of leaders who can more creatively address complex issues and needs. Join Debbie McKeon and the leadership of several northern Michigan nonprofits for a panel discussion focused on the details of some partnerships that have formed in our region and that have other regions looking to us as leaders in this emerging field. Specific models and examples will be discussed and shared as well as practical tips for developing and maintaining the relationships.

Designed for entry to advanced-level practitioners, volunteers, and board members.

Interpersonal Communication for Fundraising

The Fundraising School through Indiana University's Center on Philanthropy

November 8 and 9
9 am to 4 pm
Carole J. Pence, MA, Pence Consulting
Fee: \$375

Great fundraising is based on great relationships. Do you know how to build them? This course focuses on the dynamics of interpersonal relationships- how different behavioral types perceive the world, and how you can use this understanding to be more skillful in building relationships for fundraising. You'll learn practical skills such as using the right questions to reveal donor motivations, how to communicate with and influence different behavioral types, and how to manage differences in communication styles.

Designed for beginning to advanced practitioners.



Follow us on Twitter

TECHNOLOGY WEBINAR

Social Media Basics

November 10
10 am to noon
Andy Wolber, Technology Consultant
Fee: \$12

May be accessed from your own computer or in our classroom at Northwestern Michigan College University Center

Just getting started with social media? Learn why social media is an essential tool your organization should use. You'll learn the basic elements of all social media tools, as well as how to decide which tools make the most sense for your nonprofit.

Designed for nonprofit managers, staff and volunteers considering but not yet using social media.

TECHNOLOGY WEBINAR

Introduction to Twitter & HootSuite

November 10
1:30 pm to 3:30 pm
Andy Wolber, Technology Consultant
Fee: \$12

May be accessed from your own computer or from our classroom at Northwestern Michigan College University Center

Learn how to use setup and use Twitter & HootSuite. Twitter lets you share information in 140-character chunks, and provides a good introduction to the basic elements of social media. HootSuite lets you schedule Tweets and Facebook updates, and manage multiple social media accounts.

Designed for nonprofit managers, staff and volunteers becoming familiar with social media.

BREAK FOR LUNCH

Preventing and Managing Fraud

November 17
Noon to 1:30 pm
Stephen M. Peacock, CPA, Rehmann Group
Gregg Smith, Lawton Gallagher Group
Northwestern Michigan College University Center

Fee: \$12; feel free to bring your lunch

Fraud is increasingly becoming a problem for nonprofit organizations. Learn the most common types of fraud, why it occurs, how to detect it, and how to prevent it. We'll also discuss managing fraud when it occurs and how to develop a crisis communication strategy to help preserve your organization's reputation as you manage a fraud event.

Designed for nonprofit managers, board officers, and board members.

Nonprofit Executive Coaching Pilot Program Information Session

November 22
Noon to 1 pm
Lucille Chrisman, Certified Professional Co-Active Coach, Coaches Training Institute
Northwestern Michigan College University Center
Fee: Free; feel free to bring your lunch
Registration is required

Executive coaching is defined as a one-on-one confidential relationship that supports, encourages and challenges leaders to move forward and take action. For-profit leaders have been utilizing coaching as an effective method of growing their top performers and now the nonprofit sector is beginning to do the same. Starting in January, 2012, NorthSky Nonprofit Network is offering leaders the opportunity to be part of a pilot program to determine the impact of coaching on nonprofit leaders and their organizations. This is a chance to work with an executive coach in reaching your personal and professional goals. If you are interested in learning more about the program and how you might benefit from coaching, join us for this session.

Inspired Governance

November 23
9 am to noon
Pam Evans, NorthSky Governance Consultant
Northwestern Michigan College University Center
Fee: \$35; feel free to bring your lunch

This session will examine how nonprofit governance is changing in order to address intensifying and complex social, legislative and economic demands. We will discuss how best practicing nonprofit boards are responding to and positioning for a changing environment. We will discuss organizational lifecycle stages and implications for the Board and management team's roles and responsibilities. Learn how exceptional boards transform their governance and advance their leadership practices.

Designed for nonprofit managers, board officers and board members.

Visit NorthSky's
Online Resource Center
for free nonprofit management
tools, templates, and ideas at
www.northskynonprofitnetwork.org

DECEMBER

BREAK FOR LUNCH

Telling Your Nonprofit's Story

December 1
Noon to 1:30 pm
Ian Foster, People Assured Group, Inc, Cherry Capital Toastmasters
Northwestern Michigan College University Center
Fee: \$12; feel free to bring your lunch

Nonprofit leaders often struggle to articulate a clear and compelling message about their organization and its work; getting hung up in lingo and long explanations that are confusing to the general public. Plus, many nonprofit leaders are uncomfortable with public speaking. Join us for a session on how to introduce your organization and the importance of your work verbally to others in a convincing, clear and concise manner. You'll have the opportunity to practice.

Designed for nonprofit managers, volunteers and board members.

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP) WEBINAR

Secrets of Success in the Small Shop

December 6
1 to 2:30 pm
Sandy Rees, CFRE, author, nonprofit coach and consultant
Fee: \$12

Can only be accessed at one of two locations:
Northwestern Michigan College University Center,
Traverse City or in Manistee at the Manistee ISD building

Co-sponsored by the
Manistee County Community Collaborative Body

If you're the one person in your organization focused on fundraising, you know how difficult it can be to juggle all the demands. This session will help you get clear about what you need to be doing with your limited time and resources to be successful in fundraising. Learn the secrets of planning and using systems that will make your life easier. Learn how to best use your time to get the most done during the day, and which fundraising tasks you should focus on to bring in the most money.

Designed for entry to mid-level practitioners, volunteers and board members.

TECHNOLOGY WEBINAR

Preparing for the Cloud: Are Google Apps & Salesforce a Fit for Your Organization?

December 8
10 am to noon
Andy Wolber, Technology Consultant
Fee: \$12
May be accessed from your own computer or from our classroom at Northwestern Michigan College University Center

Thinking about moving your email, calendars, documents and data to the cloud? Wondering if cloud apps are truly secure, reliable or useful? Learn how other organizations have improved collaboration and simplified their systems with Google Apps and Salesforce, and how cloud tools differ from Microsoft Office and on-site storage.

Designed for decision makers and IT staff at nonprofits with 50 or fewer staff, considering Google Apps or Sales Force for their organization.

BREAK FOR LUNCH

Evaluating & Improving Your Board's Performance

December 15
Noon to 1:30 pm
Pamela Evans, NorthSky Governance Consultant
Northwestern Michigan College University Center
Fee: \$12; feel free to bring your lunch

Great nonprofit boards evolve over time to meet the changing needs of the organizations they lead and to continuously improve their board practices. A common mistake is to ignore the need for change and remain rooted in the past. Learn how to evaluate your board, set performance goals, introduce change, and track your progress. We'll share examples from best practicing boards, some change management principles, and provide a template for conducting a board self assessment.

Designed for nonprofit managers, board officers and board members.



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Post your nonprofit's employment opportunities on the NorthSky website. Contact: pevans@northskynonprofitnetwork.org.