

Certificate in Nonprofit Career Readiness and Advancement
TRACK 3: Strategic Financing for Nonprofits

Required / Mandatory Core Courses

Strategic Financing for Nonprofits (3 units / 30 hours)

This course provides a comprehensive understanding of the nonprofit sector from a financial perspective prioritizing the development of practical skills applicable in everyday situations. The course provides the necessary tools to analyze and assess the financial health of an organizations. It covers basic nonprofit financial aspects (basic accounting, financial statements, budgeting, cash management, cash flow etc.), procedures and best practices (financial policies, issues related to compliance and regulatory affairs). It provides the “big picture” perspective on the role of developing relations with donors, funders and financial institutions as well as on funding strategies. This course is essential for entry and mid-level professionals working in the mission-driven sector and aiming to improve their skills. It is designed as a very interactive seminar and iterative process with regular discussions and reviews during which each student will work on real life case studies. This mandatory course is part of the *Strategic Financing Track*.

Elective Courses

Elective 1: Effective Nonprofit Fundraising Strategies (1 Unit/10 hours)

This course is a thorough examination of today’s most successful fundraising methods and theories. Students will gain an introduction to the basic terminology and concepts in the field, along with an overview of the development cycle from identification and cultivation through stewardship and recognition. They will learn how to develop a case for support, identify and assess prospective grants, donors, match a donor’s/funder’s interests and needs with organization’s mission and goals, structure a successful solicitation, and respond to ethical dilemmas. Most importantly, students will enhance their ability to raise and manage funds that fuel transformative social programs.

Elective 2: Nonprofit Entrepreneurship and Organizational Survival and Sustainability (1 Unit/10 hours)

This course will provide the required tools to develop and apply entrepreneurial capabilities to drive change and innovation and increase impact within an existing organization. More than ever, creating an environment within nonprofits that stimulates and support intrapreneurship is highly beneficial to the internal organizational culture but also to the survival and long-term sustainability and relevance of the venture itself. As any entrepreneurial activity, intrapreneurship requires specific skills that this class addresses: from spotting opportunities within the organization, managing resources, understanding product development, competition to identifying and conveying added value proposition and developing a sustainable business model and strategic planning.

Elective 3: Donor Relations and Fundraising (1 Unit/10 hours)

This class will explore key strategies, practical steps to take and tools used to build and maintain relationships with donors and funders. Donors, whether an individual or an institution are making an investment in the organization and what it is doing, but ultimately it is about relationships and trust between people. Maintaining and continually building the relationships is

key to keeping long term donors, increasing funding over time and sustainability. The coursework will include specific techniques to address building trust, facing donors with authenticity while centered and committed to the vision and mission of the organization, the impact of early gifts and how to develop them over time, the importance of knowing your donors, how to research and build a dossier and use customer relationship management (CRM) software. It will present ideas for ongoing and appropriate communication with specific communication tools, techniques and the stories/narratives. This combination of soft and hard skills and approach will be presented through lectures, case stories, expert/experienced speakers and group learning with members of the class.