



San Francisco State University
Department of Public Administration &
College of Extended Learning

Basic Certificate in Nonprofit Management
Fall 2009

Course Schedule & Descriptions

Introduction to the Nonprofit Sector

Dates: September 11 & 12, 2009

Instructor: Jennifer Shea, Ph.D.

Assistant Professor, SF State Dept. of Public Administration

This course begins with an overview of the nonprofit sector and a segment highlighting the diversity of the nonprofit sector in the 21st Century. From there, it examines the historical roles and purposes of the nonprofit sector in democratic society and traces the evolution of the sector and its changing roles and purposes to current times. Explicit attention will be paid to the degree to which the roles that nonprofit organizations match expectations proffered by theories about what the sector's role ought to be. Students will spend time evaluating the interrelationship between the nonprofit sector and the government and business sector, including the impacts of those relationships on the sector's roles in democratic society. The course will also highlight key management issues of concern to nonprofit organizations.

Marketing and Communication for Nonprofits

Dates: September 25 & 26, 2009

Instructor: Maureen Futtner, M.A.

Principal, Maureen Futtner & Associates

This course will provide you with solid foundational knowledge of marketing principles for nonprofits, with a special emphasis on developing effective communications to advance your organization and its mission. Students will explore approaches to achieving greater marketing impact, even with limited marketing resources. Topics include constituency identification and analysis, strategy, brand development, communications, and benchmarking. You will also examine the necessary integration of marketing and public relations strategies with fundraising and overall organizational planning. The concepts presented and discussed are designed for practical implementation, culminating in the development of a marketing plan.

Special Events Planning

Dates: October 9 & 10, 2009

Instructor: Melinda Capiraso, M.P.A.

Principal, CapirasoBing Consulting, Inc.

Special events can be effective fundraising, public relations, and educational tools. This course is designed to assist event planners — professionals or volunteers — in the A to Z of event planning. After providing an overview of the potentials, limits and pitfalls (best practices and lessons learned), the course provides a basic guide for planners to use in assessing whether or not using special events would be a good resource development strategy for their organization and what types of events and at what scale would benefit nonprofit organizations with different characteristics. It includes a component on how to develop, organize, promote and implement a cost-effective event. This program provides a step-by-step procedure for planning and executing successful special events including the identification of organizational goals and alignment of those goals with available resources.

Volunteer Management: from Boards to Bag Stuffers

Dates: October 23 & 24, 2009

Instructor: Jennifer Shea, Ph.D.

Assistant Professor, SF State Dept. of Public Administration

Volunteers, whether at the level of board chairperson or stuffing bags and envelopes, are critical resources for a wide range of nonprofit organizations. This course looks at the range of volunteer opportunities available in the sector and provides strategies for identifying a range of potential volunteer positions in your organization. Oftentimes, nonprofit managers face challenges in recruiting suitable volunteers for the roles they need fulfilled and in managing those volunteers once on board. After identifying the potentials and limits of volunteer labor, this course addresses a range of volunteer management techniques, from coordinating volunteers for one-time events, to keeping long-term volunteers engaged, to the delicate management issues related to working with difficult volunteers.

Planning and Developing a Budget

Dates: November 6 & 7, 2009

Instructor: Genie Stowers, Ph.D.

Professor & Chair, SF State Dept. of Public Administration

The course covers the practical applications planning organizational and project budgets. Students are exposed to how budgets are prepared, developed and implemented through political processes, boards of directors, agencies, etc. Topics include: overview of the budgetary process, federal awards, preparing budgets, and understanding the role of stakeholders in the budgetary process.

Financial Management in Nonprofits

Dates: November 20 & 21, 2009

Instructor: GERALYNE MAHONEY

Partner, Assurance Services Practice & Leader, Nonprofit Services
Group, Burr, Pilger and Mayer, LLP

This course emphasizes a thorough understanding of the language and key concepts of nonprofit financial management. The course covers applications of financial and managerial accounting principles and procedures to nonprofit organizations. The emphasis throughout the course is on the practical application of the fundamental requirements of accounting and financial decision-making in nonprofit organizations. Financial management and techniques are explored to illustrate the principles of fiscal responsibility for nonprofits. Financial areas covered include a management perspective on working with financial statements, budgeting, and surviving an audit. It will also include a component on the new IRS 990 forms and associated regulations.

Grant Writing

Dates: December 4 & 5, 2009

Instructor: KATE WHITE, M.P.A.

Executive Director, Urban Land Institute, San Francisco Chapter

This course allows beginning proposal writers to learn a step-by-step approach to preparing successful proposals, researching funders and developing a good approach strategy to obtain a grant. Students will have the opportunity to develop a complete proposal through participation in the entire grant application process. The integration of case studies, visual media, printed materials, and class discussions provides students with practical knowledge for writing successful proposals. This course targets the skills and tools that facilitate effective grant writing as participants work through the process of proposal composition--organizing research findings, composing letters of inquiry, and drafting final submissions. This composition process will be considered within the larger context of planning and research in relation to various funding sectors including federal, private, foundation, and corporate grantmakers. Participants will review examples of successful proposals, and have opportunities to present work in progress for critique.

All courses are held Friday 6:00- 9:00 p.m. and Saturday 9:00 a.m. – 5:00 p.m., with an hour for lunch.

Registration will open the last week of July. Each course is \$275.

For more information about the courses, including information on registering, visit <http://www.cel.sfsu.edu/nonprofit/> or call 415/405-7700