

SAVE THE DATE: JUNE 17

LEADING EDGE:

Transitioning in Today's Challenging Environment

Join us to hear Keynote Speaker Dr. Bennett Neiman at the
4th Annual Non-Profit Summit



Bennett Neiman, PhD. is a specialist in the fields of human motivation and people development. He has traveled the globe, lecturing and working with major organizations--to help them motivate and inspire their people to move their organizations to higher levels of aspiration and performance excellence. His popular business book, Slay the Dragons--Free the Genie: Moving Past Negativity and Resistance to Get Great Results, is now in its second printing, and is still teaching and inspiring thousands of people to be the best they can be.

Thursday, June 17, 2010

8:00AM-12:30PM

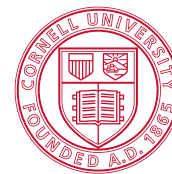
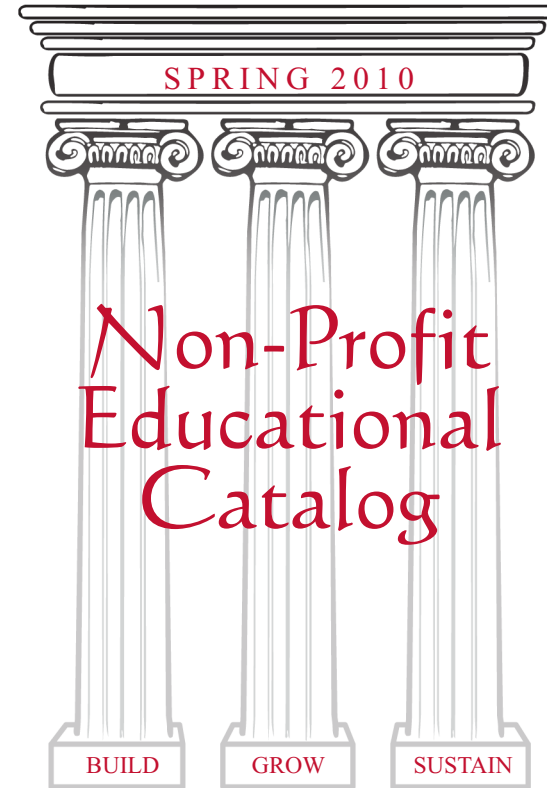
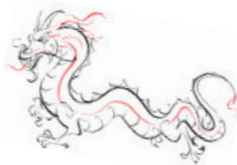
Rockland Community College
145 College Road, Suffern, NY 10901

****Free Registration****

Conference fees are covered by RCCBI.

**Call for more information about additional workshops.*

For more information call (845)429-7085, ext. 102 or ext. 111 or
email dct57@cornell.edu or jsp248@cornell.edu.



Cornell University
Cooperative Extension
Rockland County

10 Patriot Hills Drive
Stony Point, NY 10980
(845) 429-7085
www.rocklandcce.org

Building Strong & Vibrant New York Communities

Registration Form 2010 Seminars



The Institute for Non-Profits (INP) was founded in 1995 by a number of community organizations in Rockland County. The INP is an educational program of Cornell Cooperative Extension. It's mission is to enhance the growth, development and operation of non-profit businesses – or Community Benefit Organizations – by providing education, management training and opportunities for networking in order to maximize their impact and efficiency in the community.



In 2007, the County of Rockland received a three year federal grant from the United States Department of Health and Human Services Compassion Capital Fund, through the Administration for Children and Families, Office for Community Services. The County collaborated with Cornell Cooperative Extension and the Rockland Community Capacity Building Initiative (RCCBI) began. The RCCBI is a county-wide initiative to assist Rockland's faith-based and community-based organizations in building organizational strength, capacity and sustainability. The RCCBI offers three services: educational seminars, individual technical assistance and a sub-award program. The RCCBI has allowed Cornell Cooperative Extension to extend the services offered by the INP, specifically the educational seminars and the individual technical assistance for non-profit businesses.

Through the RCCBI we are pleased to offer the
Spring 2010 Non-Profit Educational Catalog
and a Certificate in Non-Profit Sustainability.

*If you are enrolling in the full certificate program,
complete both sides of this application.*

*If you are NOT enrolling for the full certificate program but would like
to sign up for individual courses, complete ONLY this side of the form.*

*The deadline for registration is one week before the seminar.
Please register early as seats are limited.*

Name: _____
Organization: _____
Address: _____
Telephone: _____
E-mail: _____

COURSE #	COURSE TITLE	DATE(S)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
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_____	_____	_____

Mail/fax to: Caryn Singer, Cornell Cooperative Extension, 10 Patriot Hills Drive, Stony Point, NY 10980 FAX (845) 429-8667; PHONE (845) 429-7085

Cornell Cooperative Extension of Rockland County provides equal program and employment opportunities. Please contact the Cornell Cooperative Extension of Rockland County office if you have any special needs.

Certificate in Non-Profit Sustainability 2010 Application

To enroll in the full certificate program, please complete both sides of this form and mail/fax to the address below.

Name: _____ Date: _____

Address: _____

Home Telephone: _____ Cell Phone: _____

Non-Profit Organization Affiliation: _____

Address of Organization: _____

Organization Telephone: _____ Fax: _____

E-mail Address: _____

Title: _____ Years in Position: _____

I. Briefly describe your responsibilities at the organization.

II. Please tell us why you are interested in participating in the Certificate Program:

Signature implies commitment to completion of Certificate in Non-Profit Sustainability.

SIGNATURE

Mail/fax to: Caryn Singer, Cornell Cooperative Extension, 10 Patriot Hills Drive, Stony Point, NY 10980 FAX (845) 429-8667 PHONE (845) 429-7085

*** Please note that you still need to register separately for each seminar. ***

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2010 SPRING SEMINARS

ENDOWMENT PLANNING FOR YOUR ORGANIZATION.....	1/28
DEVELOPING A BUSINESS PLAN FOR YOUR ORGANIZATION.....	2/18
INTRODUCTION TO FINDING FUNDERS.....	2/24
EFFECTIVELY AND EFFICIENTLY MANAGING YOUR VOLUNTEERS.....	3/11
CAN WE TALK? COMMUNICATION IN YOUR ORGANIZATION.....	3/23
WRITING EFFECTIVE GRANTS.....	4/9
NON-PROFIT FUNDAMENTALS (TWO SESSIONS).....	4/14, 4/21
ROLES AND RESPONSIBILITIES OF BOARD MEMBERS IN CHALLENGING ECONOMIC TIMES.....	4/29
SOCIAL MEDIA.....	5/3
FINANCIAL MANAGEMENT IN A NON-PROFIT BUSINESS (TWO SESSIONS).....	4/28, 5/5
HUMAN RESOURCES IN A NON-PROFIT BUSINESS (TWO SESSIONS).....	5/12, 5/19
STRATEGIC PLANNING (TWO SESSIONS).....	5/20, 5/27
STRATEGIES OF FUNDRAISING.....	5/26
WHY A LOGIC MODEL?.....	6/1
FACE TO FACE FUNDRAISING.....	6/3
CREATING INTERACTIVE FORMS ON YOUR WEBSITE.....	6/10

The **Certificate in Non-Profit Sustainability** is a proven effective approach to building, growing and sustaining a healthy non-profit organization. The Certificate Program will:

- provide a blueprint for non-profit best practices;
- increase your organization's credibility with potential funders;
- provide the skills to be competitive in a time of shrinking resources.

All non-profit businesses strive to sustain their organizations so they can meet the needs of the community today, as well as tomorrow. Five interconnected areas provide the basis for non-profit sustainability:

1. **Leadership Development** focuses on building the skills of board members and management staff so they can effectively and efficiently run the non-profit. Areas include: board roles and responsibilities, board development, team building, succession planning, board/management training, etc.
2. **Organizational Development** focuses on building solid internal systems for the non-profit. Areas include: incorporation/501(c), financial management, human resources, technology, organizational structure, policies and procedures, etc.
3. **Program Development** focuses on creating and enhancing non-profit services. Areas include: planning, assessment, development, implementation, management, and evaluation, etc.
4. **Revenue Development** focuses on ensuring that the non-profit has a continuous, diversified stream of revenue. Areas include: fundraising, grant writing, capital campaigns, planned/annual giving, etc.
5. **Community Engagement** focuses on building partnerships with all sectors of the community. Areas include: marketing, collaboration, mergers, advocacy, etc.

If all five areas are operating effectively and efficiently then the non-profit business will be sustainable.



INSTITUTE FOR
NON-PROFITS
EXECUTIVE FORUM

The Executive Forum is a group of 20 to 30 new and experienced executive directors who meet on a monthly basis to share ideas, discuss similar organizational problems and explore issues of common interest in order to improve their own skills in managing non-profit businesses. All **executive directors** are welcome to attend. The Executive Forum is free and meets the third Friday of the month.

TIME:

8:45 - 10:00 AM

DATES & LOCATIONS:

April 16 – TBA

May 21 – TBA

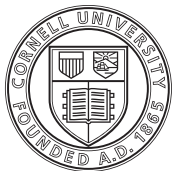
June 18 – TBA

CONTACT INFORMATION

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Cornell University
Cooperative Extension
Rockland County

Cooperative Extension was created in 1914 by the U.S. Department of Agriculture to “extend” the research from the landgrant university in each state to the people of that state. Today we are one of 57 county Extension Education Centers in New York State – all linked to Cornell University. Our mission is to help people improve their lives and communities through educational partnerships that put research, knowledge and practical experience to work. We address current issues facing Rockland residents, focusing on the environment and community, youth and family development. Our information and advice is factual and unbiased.

Building Strong & Vibrant New York Communities

Cornell Cooperative Extension of Rockland County provides equal program and employment opportunities. Please contact the Cornell Cooperative Extension of Rockland County office if you have any special needs.

REQUIREMENTS

The **Certificate in Non-Profit Sustainability** requires completion of **nine seminars: four core seminars** and **five elective seminars**. Certificate program **must** be completed within 18 months from registration date.

The **four core seminars** are:

- Non-Profit Fundamentals
- Human Resources
- Financial Management
- Strategies of Fundraising

The **five elective seminars** include three hours of education in each of the five areas of non-profit sustainability:

- Leadership Development (LD)
- Program Development (PD)
- Community Engagement (CE)
- Organizational Development (OD)
- Revenue Development (RD)

Application **and** registration forms must be completed for enrollment in the Certificate in Non-Profit Sustainability. Mail or fax forms to:

Caryn Singer
Cornell Cooperative Extension
10 Patriot Hills Drive
Stony Point, NY 10980
FAX: (845) 429-8667

IMPORTANT INFORMATION

Seminars are free.

All fees (\$25 per person per seminar) are covered by RCCBI.

Any course with two dates requires attendance at both sessions.

Please register early. Seating is limited. If you are unable to attend, inform us immediately to make this opportunity available to others.

All seminars will be held at Cornell Cooperative Extension unless otherwise noted.

Directions to Cornell Cooperative Extension from Palisades Interstate Parkway:

Take the Palisades Interstate Parkway north to Exit 14 (Willow Grove Road). At the end of the exit ramp, turn right onto Willow Grove Road and drive about ¼ mile to the first traffic light; turn left at the light onto Patriot Hills Drive. The Extension Education Center is the fourth building on the right side.

SPRING 2010
CORE SEMINAR DESCRIPTIONS

You may enroll in individual seminar or take the full certificate program.

COURSE #101: Non-Profit Fundamentals

– April 14 & 21, 5:45 - 9:00PM – (MUST ATTEND BOTH SESSIONS)

Presenter: Patricia Latona, RN, MS – Program Director, Masters in Public Administration in Health Administration; and Masters in Public Administration, Rockland Graduate Campus of Long Island University, Orangeburg, NY

Learn about the essential elements at the core of all successful non-profits:

- Mission, vision, value statements
- Incorporation/501(c)
- Organizational structure
- Best practices
- Strategic planning
- Board / staff / volunteers
- Program development, management and evaluation
- Strategic alliances

COURSE #102: Financial Management in a Non-Profit Business – April 28 & May 5, 5:45 - 9:00PM (MUST ATTEND BOTH SESSIONS)

Presenter: Donalee Berard, CPA – Partner at Berard and Donahue, Certified Public Accountants, PC, Established in 1984, Suffern, NY

Everything you need to know to make your non-profit business financially sound:

- Non-profit accounting principles; financial statements, balance sheets, income statements
- Tax return requirements: state, federal, recent changes
- IRS and NY State Regulations: donations, raffles, fundraising, thank you letters
- Audit and Audit Committees
- Bookkeeping and accounting procedures: investments, internal procedures, cash, payroll, in-kind donations
- Fraud concepts

COURSE #108OD: Creating Interactive Forms on Your Website – June 10, 5:45 - 8:00PM

Presenter: Hank Feinberg, Director of PC Renew, New City, NY

Learn how to optimize the use of your website with the public through designing and creating interactive forms on your website. Drive your clients, donors and event participants to your website and have them fill in your custom designed forms. Internet accessible and usable forms can allow for interaction between your organization and site visitors. They conserve staff time in automatically acknowledging receipt of information by e-mail to you and your registrant. Interactive forms include: surveys, questionnaires, event registration, contact information, data collection, etc. The information on these forms is easily downloadable into Excel spread sheets and Access Databases.

COURSE #112CE: Social Media

– May 3, 2:00 - 5:00PM

Presenter: Dr. David Sachs, Professor & Associate Dean of the School of Computer Science and Information Systems, Pace University.

Learn different ways that social media can be used to develop strategies, tools and other venues for your agency to improve fundraising, marketing and blogging.

COURSE #115LD: Strategic Planning

– May 20 & 27, 5:45 - 9:00PM (MUST ATTEND BOTH SESSIONS)

Presenter: Jane Daniels, MBA, Consultant.

Clarifying direction, focusing resources, and aligning personnel to work towards a common purpose are parts of a strategic planning process. It asks, “Where is this organization going and how will it get there?” It involves the careful consideration of both internal and external factors that will affect an organization’s success and definition of success. In the two 4-hour sessions, participants will be introduced to concepts and have the opportunity in large and small groups to demonstrate their use through activities and discussion. These workshops will prepare not for profits to embark on a strategic planning process.

COURSE #119PD: Why a Logic Model ?

– June 1, 8:45 - 12:00PM

Presenter: Anna Tilley, Community Mobilization and Training Consultant.

A logic model is a valuable tool for planning, monitoring and evaluating your organizations programs. This seminar will include: types of logic models, components of a logic model, steps in developing a logic model, evaluation of a logic model.

COURSE #117RD: Face to Face Fundraising

– June 3, 6:00 - 9:00PM

Presenter: Barry Judelman

Learn different techniques in this interactive seminar that will help your organizations staff and board “Ask the Ask” of prospective donors.

COURSE #103: Human Resources in a Non-Profit Business

– May 12 & 19, 5:45 - 9:00PM (MUST ATTEND BOTH SESSIONS)

Presenter: Devora Lindeman, Esq. – Senior Counsel at Greenwald Doherty LLP, Orangeburg, NY

A detailed look at personnel management, including:

- Mandates/laws that cover employees, independent contractors, consultants, interns, and volunteers
- Laws that govern the hiring process, termination, discipline and performance
- Discrimination/harassment laws
- Personnel files: records retention
- Employee benefits: wages, overtime, meals, breaks, travel
- Employee handbooks/Personnel policies: dress code, electronic and telephonic equipment, drug free workplace, sick days, vacation, personnel days, health insurance, jury duty, bereavement leave, military leave
- Disability, workers compensation, family/medical leave act
- OSHA obligations

COURSE #104: Strategies of Fundraising

– May 26, 5:45 - 9:00PM – (ONE SESSION REQUIRED)

Presenter: Rockland Development Council (RDC)

Learn the pros and cons of a variety of different fundraising methods:

- Direct mail
- Annual appeals/membership campaigns
- Special events: dinners, golf outings, dances
- Planned giving and bequests
- Capital campaigns
- Major gifts and endowments
- Grant writing
- Public relations marketing: newsletters, donor recognition, relationships.

SPRING 2010
ELECTIVE SEMINAR DESCRIPTIONS

You may enroll in individual classes or take the full certificate program.

COURSE #120RD: Endowment Planning for your Organization – January 28, 8:45 - 10:30AM

Presenter: John Eccleston, Executive Director of the Rockland Community Foundation.

Explore the essentials of endowment planning for nonprofit organizations. Learn the importance of endowments, the various options available and the necessary criteria to be successful.

COURSE #121OD: Developing a Business Plan for your Organization – February 18, 5:45 - 9:00PM

Presenter: Mark Rothenberg, Chair Rockland SCORE.

Learn how a business plan can assist your organization in acquiring the resources that it needs to fulfill more of its mission and the steps involved with developing a plan.

COURSE #106RD: Introduction to Finding Funders – February 24, 6:45 - 9:00PM, Location: Suffern Free Library, 210 Lafayette Avenue, Suffern, NY 10901

Presenter: Dianne Takeuchi, RCCBI Trainer.

This hands-on program provides an introduction to the Foundation Centers Directory Online, one of the key online tools for finding funders. Learn how to create customized searches to develop lists of prospective foundation and corporate donors that will match your non-profit's funding needs.

COURSE #122PD: Effectively and Efficiently Managing Your Volunteers – March 11, 8:45 - 12:00PM

Presenter: Donna Cooke, CCE Educator.

According to the Council for Certification in Volunteer Administration (CVAA), the ability to apply skills required for competent volunteer management is based on five core competencies, regardless of the setting or type of organization where volunteers are at work. This course will present an overview of the five core competencies: Ethics, Organizational Management, Human Resources Management, Accountability and Leadership and Advocacy.

COURSE #118LD: Can We Talk? Communication in your Organization – March 23, 8:45 - 12:00PM

Presenter: Anne Tilley, Consultant.

Effective communication skills are more important than ever. This interactive workshop introduces the principles of effective communication, focusing on techniques to foster better communication inside and outside your organization.

COURSE #123RD: Writing Effective Grants – April 9, 9:15 - 12:00PM

Presenter: Maddy Schiering, MBA, MPA, Grant Writer for Meals on Wheels Programs & Services of Rockland, Inc.

This course will offer an introduction to grant writing, with a focus on developing program or project type proposals for private foundations. Participants will learn some basic resources for foundation research, how to address the key sections of proposals, suggestions for cultivating relationships with foundations, and general tips for writing grant proposals.

COURSE #124LD: Roles and Responsibilities of Board Members in Challenging Economic Times – April 29, 5:45 - 9:00PM

Presenter: Probono Partnership.

In this turbulent economic time, nonprofits must examine the legal roles, responsibilities, and proper activities of their Board of Directors, and determine if these roles and responsibilities have changed as a result of the challenging economy. What role should the Board play in the day-to-day operation of the organization? What are the potential liabilities of Board Members? Are Board Members liable for the organization's debts? What legal protections exist for Board Members? This important workshop will discuss the legal and fiduciary obligations of Board Members of a nonprofit organization and how Boards can effectively deal with the challenges they face.