



# NONPROFIT MANAGEMENT PROGRAM

## PROGRAM SITES

### NORTH CAROLINA

- Duke University
- Charlotte
- Western NC

### VIRGINIA

- Danville
- Petersburg

### COLORADO

- The Vail Centre

[learnmore.duke.edu/nonprofit](http://learnmore.duke.edu/nonprofit)

919.668.6742—Staff

919.684.6259—Registration

**Mission: To strengthen the capacities of people, organizations, and networks within the nonprofit sector**



**Spring 2018**  
January–May

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## From Nonprofit Management Staff

Happy New Year and welcome to the Duke Nonprofit Management Program!

We connect rejuvenation, growth, and restoration to the New Year as we find ways to enhance nonprofit training. Classes are designed to help students meet challenges of increased accountability and improved performance. The Program offers training to individuals in and with the nonprofit sector—whether paid staff, board members, philanthropists, faith based communities, volunteers, or those transitioning from the private sector.

The Nonprofit Management Program awards the Duke Certificate in Nonprofit Management and the Executive Certificate in Nonprofit Leadership. Students not seeking a certificate may take individual courses on a non-certificate basis. Programs include: Individual nonprofit management courses, Nonprofit Management Intensive Track, Online courses, and the Executive Certificate in Nonprofit Leadership. Custom training is also available. Classes are offered at Duke University and in Charlotte; Western NC; Danville, VA; Petersburg, VA; Vail, CO; and other locations, when approved.

In 2017, we offered more than 120 individual classes at Duke, in Western NC, and in Danville and Petersburg, VA; and 6 Intensive Track Programs at Duke, in Charlotte, in Danville, VA, and in Vail, CO. The Executive Certificate was held at the JB Duke Hotel (Duke). Free information sessions to help prospective students get the most from the Program are offered at Duke and other locations (see page 3).

For more information, visit [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit) or contact staff below:

Mary Sherk, Program Coordinator  
mary.sherk@duke.edu; 919.681.1025

Ivy Burch, Program Assistant  
ivy.burch@duke.edu; 919.668.6742

Nancy Love, MPA, Director  
nancy.love@duke.edu; 919.668.6743

### Where We Are

#### Nonprofit Management Program

Duke Smith Warehouse, Bay 6, 1st Floor  
114 S. Buchanan Blvd.,  
Campus Box 90708  
Durham, NC 27708

[www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit)

## OUR PROGRAMS

### CERTIFICATE IN NONPROFIT MANAGEMENT—INDIVIDUAL CLASSES

The Certificate in Nonprofit Management requires 72 hours of coursework—includes:

- 5 Core courses (30 hours)
- 5 Key Elective courses (30 hours)
- General Electives, Special Topics in Nonprofit Management, or Online courses (12 hrs)

Individual courses may be taken on a non-Certificate basis.

**Requesting your Certificate in Nonprofit Management:** For instructions on how to apply for your Certificate, visit [www.learnmore.duke.edu/nonprofit/certificateprogram/faq.asp](http://www.learnmore.duke.edu/nonprofit/certificateprogram/faq.asp) or call 919.668.6742.

**Requesting a transcript:** Students may download an unofficial transcript from their online profile. At a fee of \$10, students may request an official transcript. Contact the Registration Office at 919.684.6259.

**ONLINE COURSES:** We offer 4 Online courses (page 9). Students may apply a maximum of 12 Online course hours toward the Duke Certificate in Nonprofit Management.

### NONPROFIT MANAGEMENT INTENSIVE TRACK PROGRAM SCHEDULE

**2018 Duke University: March 12–19; June 11–18; September 10–17**

**Charlotte (Gardner-Webb University): May 7–10 & 21–24**

**Danville Regional Foundation (custom training in VA):**

Contact Starling McKenzie, 434.483.4273

**Vail Centre (custom training in CO):** Contact Todd Wallis, 720.288.1206

Earn the Duke Certificate in Nonprofit Management in 8 days!

- Offers 8 key areas of nonprofit management.
- 24 hours of pre-work assignments required.  
Pre-work is sent to students within 30 days of the class start date.
- To receive Certificate in Nonprofit Management—must attend classes as scheduled.
- Up to 34 students accepted into classes held at Duke; other locations may vary.
- Register early! Registration dates are on page 12.
- Visit [www.learnmore.duke.edu/nonprofit/intensivetrack](http://www.learnmore.duke.edu/nonprofit/intensivetrack).

**CUSTOM TRAINING:** Duke NPM Program will design, develop, and deliver custom training to you. Partners determine training needs, location, eligibility, and goals. Call 919.668.6743 or e-mail [nl40@duke.edu](mailto:nl40@duke.edu).

### EXECUTIVE CERTIFICATE IN NONPROFIT LEADERSHIP PROGRAM\*

**October 8–12, 2018** Registration begins March 12, 2018, and ends September 7, 2018

The Executive Certificate in Nonprofit Leadership offers experienced nonprofit professionals the opportunity to increase their capacity for effective entrepreneurial leadership. For additional information, see page 13.

- Prospective students must apply and be accepted before registering.
- Applications accepted January 8 through September 4, 2018.
- See application at [www.learnmore.duke.edu/nonprofit/executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership).
- Students may also request an application by calling 919.668.6742.
- Program is open to applicants who have the Duke Certificate in Nonprofit Management and 3+ years of senior management experience.
- Program is also open to applicants not holding the Duke Certificate in Nonprofit Management but who have 5+ years of senior management experience.
- Being accepted does not guarantee a seat in the class. *Apply early—space is limited!*
- Up to 26 students are accepted into the program.
- A \$750 scholarship may be available to graduates of the Duke Certificate in Nonprofit Management—based on funds availability.

\* Application required: Students must apply and be accepted before registering for the Executive Certificate in Nonprofit Management. Applications for the 2018 class are accepted through September 4, 2018.

## INFORMATION SESSIONS & SITE COORDINATORS

**Free Information Sessions** are offered at sites listed below to help prospective students get the most from the Nonprofit Management Program. Learn about:

- Curriculum, Course selection, Earning the Certificate in Nonprofit Management, Individual courses
- Registration, Networking opportunities, Costs, and Class Locations
- Programs—including the Executive Certificate in Nonprofit Leadership, and the Nonprofit Management Intensive Track

Before enrolling in the Nonprofit Management Program, we recommend that you attend an Information Session; however, it's not a requirement.

**Site Coordinators** schedule classes to meet the needs of the communities they serve. They are also involved with:

- Planning nonprofit courses
- Recruiting instructors
- Conducting Information Sessions
- Answering questions about the Duke NPM Program

For additional information, contact the site coordinator or call 919.668.6742.

**To register for an Information Session, please go to [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram) and expand the section on Information Sessions.**

### TELECONFERENCE INFORMATION SESSION

Register to receive call-in information

**Friday, January 19, 12 to 1 pm • ID: 0199-125**

**Tuesday, March 6, 4 to 5 pm • ID: 0199-127**

### DUKE UNIVERSITY

**Thursday, February 15, 4 to 5 pm • ID: 0199-126**

**Monday, April 9, 12 to 1 pm • ID: 0199-128**

Duke University, Smith Warehouse, Bay 6, Room B173

*Coordinator:* Mary Sherk

[mary.sherk@duke.edu](mailto:mary.sherk@duke.edu), 919.681.1025

### WESTERN NC

**Thursday, January 11, 10 to 11 am • ID: 0199-124**

Arthur Edington Education & Career Center, Rm ML06, 133 Livingston St, Asheville

*Coordinator:* Debbie Haeger

[debbie@nonprofitpathways.org](mailto:debbie@nonprofitpathways.org), 828.242.9028

## Nonprofit Management Program partners with . . .

**The Cameron Foundation** (Virginia)—Sponsors “Nonprofit Capacity Building Redesign—Connecting Capacity to Impact” for nonprofits (custom training). Participants enroll online via the foundation’s website on a first come, first serve basis, until the classes are full. Classes are offered at 228 S. Sycamore St, Petersburg, VA. The board and staff of the Foundation identified several goals to be accomplished in the redesigned approach to capacity building. Capacity building goals are (1) to provide the appropriate level and intensity of resources to meet each nonprofit organization’s need and current capacity; (2) to achieve measurable improvement in leadership, management, governance, sustainability, and overall ability to deliver impactful services; and (3) to strengthen the sector systemically by creating stronger networks of service providers, within and across categories of service delivery. For information, call or e-mail Jill Coleman, Vice-president for Programs, 804.732.8900, [jillc@camfound.org](mailto:jillc@camfound.org).

**Community Foundation of NC East**—Wells Fargo recently presented \$100,000 to The Community Foundation of NC East to announce a new partnership among Wells Fargo, Duke Nonprofit Management Program, and the Community Foundation of NC East. The partnership creates an opportunity for nonprofit executive leaders in the eastern region of NC to be selected by the Community Foundation of NC East to attend the Duke Executive Certificate in Nonprofit Leadership. The next Executive Certificate is scheduled for October 8–12, 2018 (see page 13). For information about the scholarship, contact Melissa Spain, CEO/Executive Director, The Community Foundation of NC East, [MelissaSpain@gmail.com](mailto:MelissaSpain@gmail.com), 252.756.8549.

**Danville Regional Foundation** (Virginia)—Sponsors the Duke Nonprofit Management Intensive Track Program and the Nonprofit Capacity Building Training Series. Training is available to nonprofits in Danville, also including Pittsylvania County (VA) and Caswell County (NC). For information, or to register, contact Starling McKenzie, Senior Program Officer, Danville Regional Foundation, [smckenzie@drfonline.org](mailto:smckenzie@drfonline.org), 434.483.4273.

**Guilford Nonprofit Consortium (Nonprofit Management Institute)**—Sponsors the Nonprofit Management Institute at High Point University. Participants may apply up to 30 hours of credit toward the Duke Certificate in Nonprofit Management. A fee of \$25 per course hour applies. The Institute is an educational and training program designed to meet the professional development needs of local nonprofit professionals. The Guilford Nonprofit Consortium’s director must approve/sign course attendance and indicate the course and hours attended. For information about the Institute, contact Bill Hayes, Director, [bhayes@guilfordnonprofits.org](mailto:bhayes@guilfordnonprofits.org), 336.851.2746 or 336.202.4309.

**North Carolina Center for Nonprofits**—The NC Center for Nonprofits’ Statewide Conference is the premier annual event for North Carolina’s nonprofit sector. Participants receive exposure to national, cutting edge speakers, access to high-quality information, and networking opportunities. Participants who attend the conference may apply 12 hours (6 hours each day) toward the Duke Certificate. A fee of \$25 per course hour applies. For questions, call the Duke Nonprofit Management Program at 919.668.6742.

**Vail Centre** (Colorado)—Provides learning experiences to those responsible for inspiring the communities of the future. It partners with universities and renowned experts to present certificate courses and academic forums that address real world challenges, all at a beautiful campus in the Rocky Mountains. For more information, visit [www.vailcentre.org](http://www.vailcentre.org) or contact Todd Wallis to apply for a scholarship: [todd@vailcentre.org](mailto:todd@vailcentre.org), 720.288.1206.

**Western North Carolina Nonprofit Pathways**—A collaboration of regional and state funders seeking to invest in the organizations that help the mountain communities succeed. Targeting the 18 western counties, Pathways offers a range of services from workshops around the region to onsite trainings with experienced professional consultants. Their mission is to help strengthen nonprofits that are vital to the future of Western North Carolina. For more information, visit [www.nonprofitpathways.org](http://www.nonprofitpathways.org) or e-mail [contact@nonprofitpathways.org](mailto:contact@nonprofitpathways.org).

# NONPROFIT MANAGEMENT PROGRAM CURRICULUM

## CERTIFICATE IN NONPROFIT MANAGEMENT

### Core Areas

Nonprofit—Board Development/Governance	12 hours*
Nonprofit—Financial Management	12 hours*
Nonprofit—Fundraising	12 hours*
Nonprofit—Human Resource Development	12 hours*
Nonprofit—Planning & Evaluation	12 hours*

### General Electives/Special Topics/ Additional Key Electives/Online Courses

12 hours

### TOTAL HOURS REQUIRED

72 hours

\*Includes the 6-hour Core Course and one 6-hour Key Elective

Duke Nonprofit Management Program offers a structured and rigorous grounding in the establishment, operation, and development of a successful nonprofit. The curriculum reflects a comprehensive evaluation of the needs of the changing nonprofit sector. Managing a nonprofit has developed in new and exciting ways—the Certificate in Nonprofit Management provides the skills to navigate successfully.

Nonprofit courses are designed for those working in and with the nonprofit sector:

- Paid Staff
- Volunteers
- Philanthropists
- Boards of Directors
- Nonprofit Leaders
- Faith-based Communities
- Those Transitioning from the Private Sector

Earning the Duke Certificate in Nonprofit Management requires completing 72 hours of instruction:

30 hours	5 Core Courses (each course is 6 hours long)
+ 30 hours	5 Key Electives (each course is 6 hours long)
+ 12 hours	any combination of General electives, additional Key Electives, Special Topics, Online Courses
<hr/> 72 hours	

**The Program is designed to take 2 years to complete. Students progress at an individual rate based on number of classes taken.**

**NOTE:** Individual courses may be taken by prospective students not interested in earning a Certificate.

### Core Course Nonprofit—Board Development/Governance (6 hours)

#### Key Electives (NEW) (6 hours each)

- **Developing an Engaged Board of Directors**
- **Fundamentals: Advocacy**
- **Fundraising: Coaching the Nonprofit Board to Make the Ask**
- **Running Effective Meetings**

Participant must complete 12 course hours in this category (including the core course). Courses address the board's roles and responsibilities, nonprofit system of governance, board structure, recruiting board members, board operations, insight into how boards evolve, and trends in nonprofit governance.

### Core Course Nonprofit—Financial Management (6 hours)

#### Key Electives (NEW) (6 hours each)

- **Basic Accounting for Nonprofits**
- **Cost Allocation for Nonprofits**
- **Financial Reporting for Nonprofits**
- **Fresh Approaches to Securing Business Support**

Participant must complete 12 course hours in this category (including the core course). Courses cover financial management and topics integral to nonprofit fiscal management. Gain an understanding of the broader finance realm of nonprofit organizations.

### Core Course Nonprofit—Fundraising (6 hours)

#### Key Electives (NEW) (6 hours each)

- **Grant Writing**
- **Fundamentals: Communications**
- **Marketing for Nonprofits**
- **Telling Great Stories to Advance Your Cause**

Participant must complete 12 course hours in this category (including the core course). Courses provide those involved in fundraising an array of skills taught by instructors who coordinate special events, write grants, make personal asks, manage campaigns, and work in developing planned giving initiatives.

### Core Course Nonprofit—Human Resource Development (6 hours)

#### Key Electives (NEW) (6 hours each)

- **Employment Law for Nonprofits**
- **Volunteer Engagement**
- **Creating High Performance Teams**
- **Coaching for Top Performance**

Participant must complete 12 course hours in this category (including the core course). Courses address ways to better lead nonprofit staff, how to deal with issues of attracting, recruiting, retaining, motivating, supervising employees, and project planning designed to ensure your nonprofit is compliant with state and federal law.

[www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit)

**Core Course Nonprofit—Planning & Evaluation** (6 hours)**Key Electives** (6 hours each)

- **How to Start a Nonprofit**
- **Performance Measurement for Nonprofit Organizations**
- **Fundamentals: Evaluation**
- **Sustainable Strategic Planning for Nonprofits**

Participant must complete 12 course hours in this category (including the core course). Courses address several aspects of planning and delivery in nonprofit organizations. The changing internal and external landscape requires ongoing re-evaluation of the organization's structure, its scale, its personnel, its programs, and so on.

**In addition to successfully completing the core requirements, students will need to complete an additional 12 hours, in any combination of the following:**

- General Electives
- Special Topics
- Key Electives (additional)
- Online Courses

**General Electives** (6 hours each)

General elective courses may be offered at nonprofit sites based on training needs in the area and requests from participants. A course description and course objectives are available for each course. Two to eight general elective courses may be offered each term.

- Advanced Grant Writing
- Board Governance: Linking Performance & Prestige
- Community Engagement & Collaboration
- Constructive Conflict Resolution
- Designing Quantitative & Qualitative Data Collection Instruments for Nonprofit Organizations
- Ethical Issues in Nonprofit Management
- Event Planning for Nonprofit Organizations
- Fundraising for Spiritual Communities
- How to Get Grants to Fund Programs
- How To Lead Group Meetings: Tools for Guiding Discussion & Decision Making
- How to Manage Your Time & Reduce Your Stress
- Individual Donor Development
- Leading and Cultivating New Leaders
- Leading Others through Performance Management
- Managing Multiple Priorities & Your Time
- Motivating Nonprofit Employees
- Nonprofit Professional's Role as Change Agent
- Public Speaking: Speak Up for Your Nonprofit
- Risk Management
- Social Media
- Strong Boards for the Long Haul
- Writing a Nonprofit Business Plan

**Special Topics in Nonprofit Management** (3 hours each)

Special Topics in Nonprofit Management courses may be offered at nonprofit sites based on training needs in the area and by request of participants. A course description and course objectives are available for each course. Other courses may be added based on training needs.

**Online Courses (General Electives)**

- Principles of Marketing for Nonprofit Organizations (4 hours)
- How to Read a Nonprofit Financial Statement (4 hours)
- Budgeting for Nonprofit Organizations (4 hours)
- Introduction to Nonprofit Management (5 hours)

**All courses are appropriate for individuals or representatives from organizations of any size or developmental stage, whether you are new or experienced in the nonprofit field. For greatest impact, we encourage multiple representatives from an organization to attend together, if possible.**

**Nonprofit Fundamentals** These courses in Western NC focus on the individual core competencies every nonprofit leader needs to know. Each course will conclude with the development of an “action plan,” in which you identify issues and next steps for your organization on the topic being taught. Once the course has ended, attendees will have access to follow-up coaching from the instructor who will help answer questions and address real life issues within your organization. (Follow-up coaching for Western NC nonprofits only.) The Fundamentals program is sponsored by WNC Nonprofit Pathways, a collaboration of the Community Foundation of Western North Carolina, Cherokee Preservation Foundation, Mission Hospital, and United Way of Asheville and Buncombe County. **The following Fundamentals courses taught in Western NC count as Core Courses:**

- Fundamentals: Board Basics
- Fundamentals: Financial Management
- Fundamentals: Fund Development
- Fundamentals: Human Resources
- Fundamentals: Planning for Change

**Custom Training Opportunities Available** Need special training for your organization? Custom training could include Financial Management, Strategic Planning, Employment Law for Nonprofits, Board Development/Governance, Grant Writing and Compliance, Planning & Evaluation, and more. Call or e-mail NPM Director Nancy Love, MPA, about your training needs, and we will design, develop, and deliver custom training specifically for your organization (919.668.6743; nl40@duke.edu).

**Duke Nonprofit Management Program** currently provides custom training to several partners in NC and VA and in Vail, CO.

# COURSES BY REGION

## DUKE UNIVERSITY

### Nonprofit—Fundraising

Core Course

*Ruth Peebles*

**Duke University • ID: 0812-052**

**Tuesday, February 13, 9 am to 4 pm**

Smith Warehouse, Bay 6, B173

\$150 (6 hours); Materials fee: \$10

### Performance Measurement for Nonprofit Organizations

Key Elective: Planning & Evaluation

*Sarah Heinemeier*

**Duke University • ID: 0597-016**

**Wednesday, February 21, 9 am to 4 pm**

Smith Warehouse, Bay 6, B173

\$150 (6 hours); Materials fee: \$10

### Nonprofit—Human Resource Development

Core Course

*Jamonica Hill*

**Duke University • ID: 0813-047**

**Saturday, February 24, 9 am to 4 pm**

Smith Warehouse, Bay 6, B173

\$150 (6 hours); Materials fee: \$10

### Nonprofit—Planning & Evaluation

Core Course

*Jessica Sperling Smokoski*

**Duke University • ID: 0574-040**

**Friday, March 2, 9 am to 4 pm**

Smith Warehouse, Bay 6, B173

\$150 (6 hours); Materials fee: \$10

### Grant Writing

Key Elective: Fundraising

*Ruth Peebles*

**Duke University • ID: 0056-044**

**Monday, March 12, 9 am to 4 pm**

Smith Warehouse, Bay 6, B173

\$150 (6 hours); Materials fee: \$10

### Fundraising: Coaching the Nonprofit Board to Make the Ask

Key Elective: Board Development/Governance

*Floyd Laisure*

**Duke University • ID: 0588-027**

**Tuesday, March 13, 9 am to 4 pm**

Smith Warehouse, Bay 6, B173

\$150 (6 hours); Materials fee: \$10

### Fresh Approaches to Securing Business Support

Key Elective: Financial Management

*Melissa LeRoy*

**Duke University • ID: 0301-020**

**Saturday, March 17, 9 am to 4 pm**

Smith Warehouse, Bay 6, B177

\$150 (6 hours); Materials fee: \$10

### Employment Law for Nonprofits

Key Elective: Human Resource Development

*Larry Warner*

**Duke University • ID: 2274-004**

**Tuesday, March 20, 9 am to 4 pm**

Smith Warehouse, Bay 6, B173

\$150 (6 hours); Materials fee: \$10

### Running Effective Meetings

Key Elective: Board Development/Governance

*John McCann*

**Duke University • ID: 2539-001**

**Thursday, March 22, 9 am to 4 pm**

Smith Warehouse, Bay 6, B173

\$150 (6 hours); Materials fee: \$10

### Sustainable Strategic Planning for Nonprofits

Key Elective: Planning & Evaluation

*Anne Willson*

**Duke University • ID: 0370-020**

**Wednesday, March 28, 9 am to 4 pm**

Smith Warehouse, Bay 6, B177

\$150 (6 hours); Materials fee: \$10

### Advanced Grant Writing

General Elective

*Ruth Peebles*

**Duke University • ID: 0061-025**

**Wednesday, April 11, 9 am to 4 pm**

Smith Warehouse, Bay 6, B173

\$150 (6 hours); Materials fee: \$10

### Nonprofit—Financial Management

Core Course

*Melissa LeRoy*

**Duke University • ID: 0816-047**

**Friday, April 13, 9 am to 4 pm**

Smith Warehouse, Bay 6, B173

\$150 (6 hours); Materials fee: \$10

**Parking at Smith Warehouse:** Fees include a \$10 one-day parking pass for each class held at Smith. Questions? Call 919.668.6742 or visit [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit).

**Materials Fees** are due at the start of class. Please bring exact amount. Receipt given by instructor upon request. Personal checks are not accepted.

## The Duke Certificate in Nonprofit Management

Earning the Duke Certificate in Nonprofit Management requires completing 72 hours of course work. See pages 4 and 5 for the curriculum. The Program is designed to take 2 years to complete. Students progress at an individual rate based on number of courses taken.

### Want to earn the Certificate faster?

Consider our Intensive Track Program. Participants can earn the Duke Certificate in Nonprofit Management in just 8 days. We hold several Intensive Track sessions each year. See page 12 for the 2018 dates and locations.

### Already have your Duke Certificate in Nonprofit Management?

Consider the Duke Executive Certificate in Nonprofit Leadership! Our Executive Certificate is open to students who earned the Duke Certificate in Nonprofit Management and have at least 3 years of senior management experience. A \$750 scholarship is available. The Executive Certificate is also open to participants without the Duke Certificate in Nonprofit Management but who have at last 5 years of senior management experience. (See page 13).

### Don't want to earn a Certificate?

Participants are welcome to take Nonprofit Management courses on a non-certificate basis. General (*or regular*) courses are open to the public at the stated course fee.



### Cost Allocation for Nonprofits

Key Elective: Financial Management  
Melissa LeRoy

**Duke University • ID: 0315-017**  
**Saturday, April 14, 9 am to 4 pm**  
Smith Warehouse, Bay 6, B177  
\$150 (6 hours); Materials fee: \$10

### Nonprofit—Board Development/ Governance

Core Course  
Jeanne Allen

**Duke University • ID: 0818-050**  
**Thursday, April 19, 9 am to 4 pm**  
Smith Warehouse, Bay 6, B173  
\$150 (6 hours); Materials fee: \$10

### Grant Writing

Key Elective: Fundraising  
Melissa Beard

**Duke University • ID: 0056-045**  
**Monday, April 23, 9 am to 4 pm**  
Smith Warehouse, Bay 6, B173  
\$150 (6 hours); Materials fee: \$10

### Creating High Performance Teams

Key Elective: Human Resource Development  
Robert Kenney

**Duke University • ID: 0584-007**  
**Friday, April 27, 9 am to 4 pm**  
Smith Warehouse, Bay 6, B173  
\$150 (6 hours); Materials fee: \$10

### Public Speaking: Speak Up for Your Nonprofit

General Elective  
Jeanne Allen

**Duke University • ID: 0086-013**  
**Tuesday, May 1, 9 am to 4 pm**  
Smith Warehouse, Bay 6, B173  
\$150 (6 hours); Materials fee: \$10

### Community Engagement & Collaboration

General Elective  
Kelly Lee

**Duke University • ID: 2270-002**  
**Thursday, May 3, 9 am to 4 pm**  
Smith Warehouse, Bay 6, B173  
\$150 (6 hours); Materials fee: \$10

### Developing an Engaged Board of Directors

Key Elective: Board Development/Governance  
Jeanne Allen

**Duke University • ID: 2538-001**  
**Wednesday, May 16, 9 am to 4 pm**  
Smith Warehouse, Bay 6, B173  
\$150 (6 hours); Materials fee: \$10

## Working lunch

Courses marked with an asterisk  
have a working lunch.

Instructors will continue to teach  
during the lunch hour.

Please bring a bag lunch.

## Networking lunch

Courses without an asterisk  
have a 1-hour lunch break.

You may bring a bag lunch if you wish  
or visit a nearby restaurant.

Full course descriptions at  
[www.learnmore.duke.edu/nonprofit/certificateprogram/classsearch.asp](http://www.learnmore.duke.edu/nonprofit/certificateprogram/classsearch.asp)

Courses are listed by location in chronological order; some courses appear multiple times.  
Need to search by date? See the calendar on page 10

**WESTERN NC****Volunteer Engagement**

Key Elective: Human Resource Development  
Tracy Davids

**Western NC • ID: 2540-001**

**Wednesday, January 31, 10 am to 4 pm \***  
Blue Ridge Community College, Continuing  
Education Building, Rm 122, Flat Rock  
\$140 (6 hours); Materials fee: \$10

**Sustainable Strategic Planning for Nonprofits**

Key Elective: Planning & Evaluation  
Melissa LeRoy

**Western NC • ID: 0370-021**

**Friday, February 16, 10 am to 4 pm \***  
Arthur R. Edington Education & Career Center,  
Rm ML06, Asheville  
\$140 (6 hours); Materials fee: \$10

**Fundamentals: Communications**

Key Elective: Fundraising  
Rachel Perry

**Western NC • ID: 0116-009**

**Thursday, February 22, 10 am to 4 pm \***  
Arthur R. Edington Education & Career Center,  
Rm ML06, Asheville  
\$140 (6 hours); Materials fee: \$10

**Coaching for Top Performance**

Key Elective: Human Resource Development  
Althea Gonzalez

**Western NC • ID: 0476-010**

**Thursday, March 8, 10 am to 4 pm \***  
Toe River Arts Council (TRAC), Spruce Pine  
\$140 (6 hours); Materials fee: \$10

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**Networking lunch**

Courses without an asterisk  
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You may bring a bag lunch if you wish  
or visit a nearby restaurant.

**Nonprofit Fundamentals**, taught in Western NC, are sponsored by

WNC Nonprofit Pathways, a collaboration of the Community Foundation of Western NC, Cherokee Preservation Foundation, Mission Hospital, and the United Way of Asheville and Buncombe County. Some Fundamentals courses count as Core Courses. See page 5.

**Fundamentals: Human Resources**

Core Course: Human Resource Development  
Lakesha McDay

**Western NC • ID: 0813-048**

**Thursday, March 22, 10 am to 4 pm \***  
Arthur R. Edington Education & Career Center,  
Rm ML06, Asheville  
\$140 (6 hours); Materials fee: \$10

**Financial Reporting for Nonprofits**

Key Elective: Financial Management  
Wade Rogers

**Western NC • ID: 0292-012**

**Wednesday, April 11, 10 am to 4 pm \***  
Chestnut Tree Inn, Cherokee  
\$140 (6 hours); Materials fee: \$10

**Public Speaking:  
Speak Up for Your Nonprofit**

General Elective  
Neela Munoz

**Western NC • ID: 0086-014**

**Tuesday, April 17, 10 am to 4 pm \***  
Haywood Community College,  
Multipurpose Rm 7105AB, Clyde  
\$140 (6 hours); Materials fee: \$10

Course descriptions at  
[www.learnmore.duke.edu/nonprofit/  
certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram)

**Materials Fees** are due at the start of class. Please bring exact amount.  
Receipt given by instructor upon request. Personal checks are not accepted.

**Custom Training Opportunities Available**

Need special training for your organization? Custom training could include Financial Management, Strategic Planning, Employment Law for Nonprofits, Board Development/Governance, Grant Writing and Compliance, Planning & Evaluation, and more. Call or e-mail NPM Director Nancy Love, MPA, about your training needs, and we will design, develop, and deliver custom training specifically for your organization (919.668.6743; nl40@duke.edu). **Duke Nonprofit Management Program** currently provides custom training to several partners in North Carolina and Virginia and in Vail, Colorado.

**Fundamentals: Evaluation**

Key Elective: Planning & Evaluation  
Jill Fromewick/Emily Kujawa

**Western NC • ID: 0078-010**

**Thursday, April 26, 10 am to 4 pm \***  
Arthur R. Edington Education & Career Center,  
Rm ML06, Asheville  
\$140 (6 hours); Materials fee: \$10

**Strong Boards for the Long Haul**

General Elective  
Allison Jordan

**Western NC • ID: 2543-001**

**Wednesday, May 9, 10 am to 4 pm \***  
Isothermal Community College, Rm 112,  
Columbus  
\$140 (6 hours); Materials fee: \$10

**Fundamentals: Fund Development**

Core Course: Fundraising  
Angela Kemper

**Western NC • ID: 0812-053**

**Thursday, May 17, 10 am to 4 pm \***  
Arthur R. Edington Education & Career Center,  
Rm ML06, Asheville  
\$140 (6 hours); Materials fee: \$10

Courses are listed by location  
in chronological order;  
some courses appear multiple times

Need to search by date?  
See the calendar on page 10



# Online Courses

## Principles of Marketing for Nonprofit Organizations

Online Course • ID: 0190-024  
\$95 (4 hours); General Elective

## How to Read a Nonprofit Financial Statement

Online Course • ID: 0191-024  
\$95 (4 hours); General Elective

## Budgeting for Nonprofit Organizations

Online Course • ID: 0192-024  
\$95 (4 hours); General Elective

## Introduction to Nonprofit Management

Online Course • ID: 1660-008  
\$110 (5 hours); General Elective

Online courses are available January 1–June 20, 2018, and can be started at any time during the term.

A maximum of 12 hours of Online Courses may be applied toward the Certificate in Nonprofit Management.

To demo online classes, visit [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit). See how self-paced Online Courses can enrich your Certificate training!

**Networking is a major part of your course experience. We suggest that you bring business cards and brochures to share with other class participants.**

Course descriptions at [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram)

### Please note:

Animals, with the exception of service animals, are not permitted in classrooms.

NC Center for Nonprofits

presents

## Statewide Conference for North Carolina's Nonprofits September 12–14, 2018

Research Triangle Park, North Carolina

[www.ncnonprofits.org](http://www.ncnonprofits.org) | 919.790.1555

Participants who attend the conference may apply 12 hours of credit (6 hours each day) toward the Duke Certificate. A fee of \$25 per course credit hour applies. For questions about the credit, call the Duke Nonprofit Management Program at 919.681.1025.

## How to check your Certificate Status online in the Duke Continuing Studies Student Portal

- Go to [learnmore.duke.edu](http://learnmore.duke.edu).
- Click on the link for **Student Login**.
- Log in under **I already have an account**.
- If you do not know your **User Name** and your **Password**, first click on **Forgot User Name** and enter the e-mail address associated with your account so that the system will send you the information. After you have retrieved your user name, then retrieve your password using **Forgot Password**.
- Enter them both. Then click on **Continue**.
- After you have logged in, click on the link for **My Certificates** on the left.
- You should see in your profile which certificates apply to you: the 72-hour **Certificate in Nonprofit Management** or the **Certificate in Nonprofit Management (custom program)**.
- The **Certificate Status** at the top will show your overall progress toward meeting the hours of the certificate. Scroll down to see the distribution of courses and which ones have been completed.
- Log out using the link in the upper right corner.

## DUKE UNIVERSITY ADA POLICY

Duke University welcomes individuals with disabilities to its programs, services, and activities. If you anticipate needing reasonable accommodations or have questions about physical access to any of the courses or Information Sessions listed within this Nonprofit Management Program brochure, please send an e-mail to [nonprofit@duke.edu](mailto:nonprofit@duke.edu) at least 30 days in advance of the indicated date (indicate "ADA Policy" in the title).

## SEVERE WEATHER POLICY

In case of severe weather, the local Site Coordinator will make decisions concerning cancellation of any course. This decision will be recorded on the coordinator's voicemail number. Duke tries to make the decision 12 hours in advance of the scheduled course. Call the number of the site in the region where the course is scheduled. When possible, cancelled courses will be rescheduled. Participants may either attend the rescheduled courses or receive a full refund. We will inform you by phone about these options when the weather clears.

## Links

**Curriculum:** [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram)  
(Expand Curriculum and Course sections)

**Registration:** [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram)  
(Expand Schedule and Registration sections)

**Intensive Track:** [www.learnmore.duke.edu/nonprofit/intensivetrack](http://www.learnmore.duke.edu/nonprofit/intensivetrack)

**Executive Certificate in Nonprofit Leadership:**  
[www.learnmore.duke.edu/nonprofit/executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership)

# COURSE CALENDAR

## January

**Volunteer Engagement** • Key Elective • ID: 2540-001  
Wednesday, January 31, 10 am to 4 pm, Flat Rock. . . . . 8

## February

**Nonprofit—Fundraising** • Core Course • ID: 0812-052  
Tuesday, February 13, 9 am to 4 pm, Duke . . . . . 6

**Sustainable Strategic Planning for Nonprofits** • Key Elective  
• ID: 0370-021  
Friday, February 16, 10 am to 4 pm, Asheville . . . . . 8

**Performance Measurement for Nonprofit Organizations**  
• Key Elective • ID: 0597-016  
Wednesday, February 21, 9 am to 4 pm, Duke. . . . . 6

**Fundamentals: Communications** • Key Elective • ID: 0116-009  
Thursday, February 22, 10 am to 4 pm, Asheville. . . . . 8

**Nonprofit—Human Resource Development** • Core Course  
• ID: 0813-047  
Saturday, February 24, 9 am to 4 pm, Duke. . . . . 6

## March

**Nonprofit—Planning & Evaluation** • Core Course • ID: 0574-040  
Friday, March 2, 9 am to 4 pm, Duke . . . . . 6

**Coaching for Top Performance** • Key Elective • ID: 0476-010  
Thursday, March 8, 10 am to 4 pm, Spruce Pine . . . . . 8

**Grant Writing** • Key Elective • ID: 0056-044  
Monday, March 12, 9 am to 4 pm, Duke . . . . . 6

**Fundraising: Coaching the Nonprofit Board to Make the Ask**  
• Key Elective • ID: 0588-027  
Tuesday, March 13, 9 am to 4 pm, Duke . . . . . 6

**Fresh Approaches to Securing Business Support** • Key Elective  
• ID: 0301-020  
Saturday, March 17, 9 am to 4 pm, Duke . . . . . 6

**Employment Law for Nonprofits** • Key Elective • ID: 2274-004  
Tuesday, March 20, 9 am to 4 pm, Duke . . . . . 6

**Running Effective Meetings** • Key Elective • ID: 2539-001  
Thursday, March 22, 9 am to 4 pm, Duke . . . . . 6

**Fundamentals: Human Resources** • Core Course • ID: 0813-048  
Thursday, March 22, 10 am to 4 pm, Asheville. . . . . 8

**Sustainable Strategic Planning for Nonprofits** • Key Elective  
• ID: 0370-020  
Wednesday, March 28, 9 am to 4 pm, Duke . . . . . 6

## April

**Financial Reporting for Nonprofits** • Key Elective • ID: 0292-012  
Wednesday, April 11, 10 am to 4 pm, Cherokee. . . . . 8

**Advanced Grant Writing** • General Elective • ID: 0061-025  
Wednesday, April 11, 9 am to 4 pm, Duke . . . . . 6

**Nonprofit—Financial Management** • Core Course • ID: 0816-047  
Friday, April 13, 9 am to 4 pm, Duke . . . . . 7

**Cost Allocation for Nonprofits** • Key Elective • ID: 0315-017  
Saturday, April 14, 9 am to 4 pm, Duke . . . . . 7

**Public Speaking: Speak Up for Your Nonprofit** • General Elective  
• ID: 0086-014  
Tuesday, April 17, 10 am to 4 pm, Clyde. . . . . 8

**Nonprofit—Board Development/Governance** • Core Course  
• ID: 0818-050  
Thursday, April 19, 9 am to 4 pm, Duke . . . . . 7

**Grant Writing** • Key Elective • ID: 0056-045  
Monday, April 23, 9 am to 4 pm, Duke. . . . . 7

**Fundamentals: Evaluation** • Key Elective • ID: 0078-010  
Thursday, April 26, 10 am to 4 pm, Asheville . . . . . 8

**Creating High Performance Teams** • Key Elective • ID: 0584-007  
Friday, April 27, 9 am to 4 pm, Duke. . . . . 7

## May

**Public Speaking: Speak Up for Your Nonprofit** • General Elective  
• ID: 0086-013  
Tuesday, May 1, 9 am to 4 pm, Duke . . . . . 7

**Community Engagement & Collaboration** • General Elective  
• ID: 2270-002  
Thursday, May 3, 9 am to 4 pm, Duke . . . . . 7

**Strong Boards for the Long Haul** • General Elective • ID: 2543-001  
Wednesday, May 9, 10 am to 4 pm, Columbus . . . . . 8

**Developing an Engaged Board of Directors** • Key Elective  
• ID: 2538-001  
Wednesday, May 16, 9 am to 4 pm, Duke . . . . . 7

**Fundamentals: Fund Development** • Core Course • ID: 0812-053  
Thursday, May 17, 10 am to 4 pm, Asheville. . . . . 8

**Online courses are available January 1–June 20, 2018, and can be started at any time during the term. See page 9.**

**Free Information Sessions are offered throughout the term. See page 3 for dates and locations.**

# FREQUENTLY ASKED QUESTIONS

## What is the Duke Nonprofit Management Program?

The Program, a unit of the Duke Office of Continuing Studies, addresses the sustainability and impact of nonprofit organization employees and volunteers. It provides affordable, practical, and accessible training to those working in the nonprofit sector.

## Where is the Program located?

We are at the Duke Smith Warehouse, 114 S. Buchanan Blvd., Bay 6, 1st Floor, Durham NC 27708. Our mailing address is Nonprofit Management Program, Campus Box 90708, Durham, NC 27708 (Phone: 919.668.6742; Fax 919.668.6747). Satellite sites listed on page 3.

## How do I get started in the Program?

Visit our website at [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit) or call Nonprofit staff at 919.668.6742. You may also register online or call Registration at 919.684.6259 for credit card users only. Free information sessions are available (page 3).

## What is the recommended order for taking classes to earn the Duke Certificate in Nonprofit Management?

Students may take courses in any order. All students need the 5 Core courses and the 5 Key Elective courses, plus 2 courses (or 12 more hours). Often students find it useful to take 1 or more of the Core courses first, in order to establish a framework, and then select their Key Electives.

## How do I earn the Duke Certificate in NPM?

You must complete 72 hours of coursework, divided among Core courses, Key Electives, General Electives, Special Topics in Nonprofit Management, and Online courses. A maximum of 12 hours may be applied from Online courses.

## What if I don't intend to earn a Certificate?

Individual courses may be taken on a non-Certificate basis. All classes are open to the public at the stated course fee.

## How can I find my course history and dates for completed Nonprofit classes?

Students registered since 2009 have an online profile in the Duke Nonprofit program database. Students who register online and have a password can access their course completion records via their personal profile.

## How can I check my Certificate status?

You can find your Certificate status via the Duke Continuing Studies Student Portal at [learnmore.duke.edu](http://learnmore.duke.edu). See step-by-step instructions on page 9.

## Where are courses offered?

See pages 6–10 for list of courses offered this term. Classes are held at Duke Smith Warehouse, Bay 6, 1st Floor and at other NPM sites. Customized training is also available upon request.

## Is there a fee for parking at class locations?

Classes held at the Duke Smith Warehouse include a \$5 one-day parking fee. Other sites may include parking fees; contact the site coordinator (page 3).

## Who are the instructors?

Instructors are established practitioners and scholars from a variety of disciplines within the nonprofit sector.

## Is there a charge for course materials?

Yes. The cost is listed under each class. The materials fee is due at the start of class. Please bring exact change. Receipts are given by the instructor upon request. Personal checks are not accepted.

## What about lunch?

Most courses will have a one-hour “networking” lunch break. Courses marked with a large grey asterisk will have a “working” lunch. See page 7.

## When I register for an Online course, what's next?

Within five business days of receipt of your registration request, you will receive an e-mail with details, including your username and password. To demo online classes, visit [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram).

## How do I obtain my Certificate when I complete the curriculum requirement?

For instructions on how to apply for your Certificate, visit [www.learnmore.duke.edu/nonprofit/certificateprogram](http://www.learnmore.duke.edu/nonprofit/certificateprogram). Certificates are processed at the end of each term

**Requesting a transcript:** Students may download an unofficial transcript from their online profile. At a fee of \$10, students may request an official transcript. Contact the Registration Office at 919.684.6259.

## How do I enroll in the Executive Certificate Program?

Prospective students must apply and be accepted. The Executive Certificate is open to those who hold the Duke Certificate in Nonprofit Management and have at least 3 years of senior management experience. It is also open to those not holding the Certificate but who have at least 5 years of senior management experience. See application at [www.learnmore.duke.edu/nonprofit/executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership) or call 919.681.1025 to request that an application be mailed. See page 13.

## Duke Nonprofit Management Program

**Strengthening the capacities of people, organizations, and networks within the nonprofit sector**

# NONPROFIT MANAGEMENT INTENSIVE TRACK PROGRAM

Earn the  
Certificate  
in 8 days

Participants from across the world enroll in the Duke Nonprofit Management Intensive Track Program. Classes are designed to give nonprofit professionals the skills and expertise needed to succeed in the sector.

## Key Facts

- 34 participants are accepted into each program held at Duke.
- The Intensive Track explores 8 key areas of nonprofit management.
- Instructors are established practitioners and scholars from a variety of disciplines.
- Participants in the *regular program* complete the requirement for the Certificate in Nonprofit Management in 8 days.  
\*Custom training programs vary, based on sponsors' needs.
- Classes in the *regular program* are held from 9 am to 4 pm each day.
- Pre-reading assignments are sent to registered students within 1 month of the class start date.

## Locations

### Regular Program

**Duke:** The Hilton Durham near Duke University, 3800 Hillsborough Rd, Durham, NC 27705

**Charlotte:** Gardner-Webb University/Charlotte, 8030 Arrowridge Blvd, Charlotte, NC 28273

### Custom Training

**Colorado:** The Vail Centre, Vail, CO

**Virginia:** Danville Regional Foundation, Institute of Advanced Learning and Research, 150 Slayton Ave, Danville, VA 24540

## Registration

### Regular Program

- Note registration start dates and ID# for each program
- Online: [www.learnmore.duke.edu/nonprofit/intensivetrack](http://www.learnmore.duke.edu/nonprofit/intensivetrack)
- Phone: 919.684.6259 (M–F, 8 am to 5 pm ET)

### Custom Training (see page 14)

- The Vail Centre (CO): To register or for questions, call Todd Wallis, 720.288.1206
- Danville Regional Foundation (VA): To register or for questions, call Starling McKenzie, 434.483.4273

## Fee \$1850 (Regular Program)

Includes tuition, program materials, drinks, and lunch on designated days (TBA). Students are responsible for their own lodging (including making reservations) and other expenses.

## Cancellation Policy

**Regular Program:** \$200 of your tuition is nonrefundable. Refunds allowed (minus the \$200 administrative charge) if request is received in writing by end of day on the date listed below for each program. To submit a cancellation or transfer request, address an e-mail to [learnmore@duke.edu](mailto:learnmore@duke.edu). No refunds and no transfers after the dates stated below. **Custom Training:** Call the number indicated above.

### Refund Deadlines:

**March 2018 Program:** Friday, February 9

**May 2018 Program:** Friday, April 6

**June 2018 Program:** Friday, May 18

**September 2018 Program:** Friday, August 10

## March 12–19, 2018, at Duke

Monday through Monday • ID: 0194-040

Registration begins January 3; Refund deadline February 9

## Tentative Schedule

(Curriculum is similar for all Intensive Track programs)

Monday, March 12

### Nonprofit—Board Development/Governance

Marty Martin, [marty\\_martin@martinlegalhelp.com](mailto:marty_martin@martinlegalhelp.com)

Tuesday, March 13

### Nonprofit—Planning & Evaluation

Matthew Nash, [mnash@duke.edu](mailto:mnash@duke.edu)

Wednesday, March 14

### Grantwriting & Compliance

Ruth Peebles, [rpeebles@theinsgroup.com](mailto:rpeebles@theinsgroup.com)

Thursday, March 15

### Evaluating Social Enterprise as a Strategy for Nonprofits

Jeff Stern (TROSA), [Jeffrey.m.stern@gmail.com](mailto:Jeffrey.m.stern@gmail.com)

Friday, March 16

### Sustainable Strategic Planning for Nonprofits

Jeanne Allen, [jeanneallennc@yahoo.com](mailto:jeanneallennc@yahoo.com)

Saturday, March 17

### Employment Law for Nonprofits

Larry Warner, [larry@warnerlawoffices.net](mailto:larry@warnerlawoffices.net)

Sunday, March 18

### Nonprofit—Financial Management

Melissa LeRoy, [melissalero@gmail.com](mailto:melissalero@gmail.com)

Monday, March 19

### Nonprofit—Human Resource Development

Robert Kenney, [ptt@lynchburg.net](mailto:ptt@lynchburg.net)

Jamonica Hill, [jhill@thehillgroupinc.com](mailto:jhill@thehillgroupinc.com)

Classes start promptly at 9 am each day and end at 4 pm, with the exception of the first Monday class of the session, which begins at 8:30 am. To receive the Duke Certificate in Nonprofit Management, students must attend each class as scheduled. For updates, please check [learnmore.duke.edu/nonprofit/intensivetrack](http://learnmore.duke.edu/nonprofit/intensivetrack).

## Upcoming Intensive Track Programs

### May 7–10 & 21–24, 2018, in Charlotte

Monday through Thursday over two weeks • ID: 0194-042

Registration begins March 5; Refund deadline April 6

### June 11–18, 2018, at Duke

Monday through Monday • ID: 0194-043

Registration begins April 16; Refund deadline May 18

### September 10–17, 2018, at Duke

Monday through Monday • ID: 0194-044

Registration begins July 16; Refund deadline August 10

See program schedules, course descriptions, learning objectives, and instructor bios at [www.learnmore.duke.edu/nonprofit/intensivetrack](http://www.learnmore.duke.edu/nonprofit/intensivetrack)

# EXECUTIVE CERTIFICATE IN NONPROFIT LEADERSHIP

The **Executive Certificate in Nonprofit Leadership** offers high-impact training for seasoned nonprofit professionals whose leadership transforms organizations, communities, and lives.

**October 8–12, 2018**

**Monday through Friday • ID: 0461-010**

Registration begins March 12, 2018

Registration ends September 7, 2018

Location: Hilton Durham near Duke,  
3800 Hillsborough Rd, Durham, NC 27705

**Teleconference Information Session**  
**Tuesday, April 3, 2018, 12 to 1 pm**  
**ID: ID: 0462-004**

To register and receive call-in number,  
go to [www.learnmore.duke.edu/nonprofit/  
executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership)

## Eligibility—Who Should Apply

- Applicants with a Duke Certificate in NP Management plus 3 years of senior management experience
- Applicants without a Duke Certificate in NP Management but who have 5 years of senior management experience

## Application Process

- **Application required: Students must apply and be accepted before registering**
- **Applications accepted January 8 through September 4, 2018**
- **Upon acceptance, student must register and pay in order to confirm a seat in the class**
- Applications (online and downloadable) are at [www.learnmore.duke.edu/nonprofit/  
executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership) or call 919.668.6743 to request an application.
- 26 students are accepted into the program
- September 4, 2018—Deadline for applications
- September 7, 2018—Registration closes

## Fee \$3,750

- Includes tuition, course materials, snacks, beverages, and designated meals
- Students are responsible for lodging expenses
- Duke Certificate in Nonprofit Management graduates may qualify to receive a \$750 scholarship. Apply and register early.
- **Refunds:** Refunds, minus a \$200 administrative fee, allowed if a written request is received by midnight ET, September 7, 2018. Send e-mail to [learnmore@duke.edu](mailto:learnmore@duke.edu). No refunds after deadline date.

Transformational learning for experienced nonprofit leaders seeking to accelerate their impact in organizations and communities

[www.learnmore.duke.edu/nonprofit/executiveleadership](http://www.learnmore.duke.edu/nonprofit/executiveleadership)

The **Executive Certificate in Nonprofit Leadership** is a comprehensive program that offers experienced nonprofit professionals the opportunity to increase their capacity for effective entrepreneurial leadership through applied theoretical studies, executive skills training, and reflective practices in an interactive learning environment. Through this innovative curriculum, participants will:

- Develop a greater mastery of leadership skills and increase their confidence in applying these effectively in the nonprofit workplace
- Gain an awareness of emerging trends in the nonprofit sector, including social entrepreneurship, earned income ventures, public-private partnerships, and the evolving legal landscape
- Master reflective practices that enhance communications, foster understanding, and lead to results
- Develop skills to regain balance and remain centered in the face of complexity and chaos
- Enhance their network through an expanded leadership cohort of peers drawn from across the country
- Create a personal leadership plan to use their refined skills to take action on changes they wish to make in their organizations and communities

As a result of their participation, graduates will be better able to:

- Forge high-performing teams driven to achieve the mission of the organization
- Foster within their organizations the proven practices of high-impact nonprofits
- Adopt entrepreneurial competencies of opportunity orientation, innovation, resourcefulness, and adaptive persistence
- Lead strategic change within their organizations
- Work with other leaders across organizations, sectors, and stakeholder groups to capitalize on opportunities for synergy in addressing critical social issues

Graduates of the Executive Certificate Program will return home equipped with the knowledge and skills to manage in the fast-paced, resource-constrained, mission-driven environments that characterize today's nonprofit sector.

## Supporter—Blue Cross Blue and Shield of North Carolina Foundation

Supported in part by the Blue Cross and Blue Shield of North Carolina Foundation, the program was created in direct response to senior nonprofit managers, board members, and many of the more than 2,000 graduates of Duke University's nationally acclaimed, renowned Certificate in Nonprofit Management Program. Composed of nationally known experts from Duke University and leading practitioners, our faculty provides interactive instruction, practical resources, and targeted feedback to enhance and expand participants' skills in entrepreneurial nonprofit leadership.

**\$750 SCHOLARSHIP** for Duke Certificate in Nonprofit Management graduates!

Based on scholarship funds availability

# FINANCIAL ASSISTANCE

For residents of **Western North Carolina**: WNC Nonprofit Pathways offers fee assistance (half the course fee will be covered) for courses offered in the western North Carolina region. You must be staff, board, or volunteer with a nonprofit organization located in and serving at least one of the 18 western NC counties to qualify. Limit one scholarship per person per term. Each class has a limited number of scholarships available. To access the scholarship, complete and submit a Scholarship Request form at [www.nonprofitpathways.org/scholarship](http://www.nonprofitpathways.org/scholarship).

## Nonprofit Management Program Core Courses:

- Nonprofit—Board Development/ Governance
- Nonprofit—Financial Management
- Nonprofit—Fundraising
- Nonprofit—Human Resource Development
- Nonprofit—Planning & Evaluation

## Core Courses, Electives, and Special Topics cover the following:

- Board Relationships
- Evaluation
- Finance
- Human Resources
- Information Technology
- Leadership & Management
- Legal Issues
- Marketing & Public Relations
- Organization Development
- Raising Funds
- Volunteer Management

[www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit)

**The Nonprofit Management Program, a unit of the Duke Office of Continuing Studies, integrates the university's commitment to academic excellence through combining practical wisdom of nonprofit instructors and the real work experience of the participants.**

### Practical. Affordable. Accessible.

- Improve job performance and satisfaction
  - Enhance organizational effectiveness and recognition
  - Connect with other nonprofit professionals
  - Advance your career with a widely respected credential

## PARTNERS/SUPPORTERS

The Duke Nonprofit Management Program thanks the following agencies for their generosity. Their support makes it possible for the Program to offer courses throughout North Carolina and at locations in Virginia.

### North Carolina:

AB-Tech Community College  
 Blue Cross Blue Shield of North Carolina Foundation  
 Blue Ridge Community College  
 Cherokee Preservation Foundation  
 Community Foundation of NC East  
 Community Foundation of Western NC  
 Exceptional Children's Assistance Center (ECAC)  
 Gardner-Webb University (Charlotte Campus)  
 Goodwill Industries, Career Center  
 Greensboro Public Libraries  
 Guilford Nonprofit Consortium  
 Haywood Community College  
 Isothermal Community College  
 Kate B. Reynolds Charitable Trust  
 Mayland Community College  
 Mission Health  
 NC Center for Nonprofits  
 NC Department of Commerce—  
   Workforce Investment Act  
 NC Helping Hands Initiative  
 Polk County Community Foundation  
 TROSA  
 United Way of Asheville/Buncombe County  
 Wells Fargo

### Virginia:

Danville Regional Foundation  
 Institute for Advanced Learning & Research  
 The Cameron Foundation, Petersburg

### Colorado:

The Vail Centre

## Custom Training

The Duke NPM Program will design, develop, and deliver custom training to you. Partners determine their training needs, where training is to be offered, who is eligible, and the goals they want to accomplish.

### Interested in Custom Training?

Call 919.668.6743

or e-mail [nl40@duke.edu](mailto:nl40@duke.edu)

## Are Your Costs Tax Deductible?

Many participants who take courses in the Duke Nonprofit Management Program pay their own expenses, including course fees, mileage, and often lodging. These costs may be tax deductible. Check with your accountant concerning this matter.

## Join us for a FREE Information Session

We will discuss registration, earning a Certificate, course schedules, class locations, networking in courses, and more. We have teleconference and walk-in information sessions. To register for an Information Session, contact the Site Coordinator in your local area (see page 3). Also visit our website, [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit).

## Duke Nonprofit Management Program Regional Networking Listservs

The Duke Nonprofit Management Program offers two Regional Networking Listservs for use by participants in the Durham/Triangle area and to participants in regions throughout the broader area. They are moderated e-mail lists that allow subscribers to automatically receive each message posted by e-mail. Our listservs do not accept attachments because many e-mail systems reject messages with attachments. Our two lists are:

Durham/Triangle Area ..... Trilist  
 Broader Area ..... Dukenpm

To join a listserv, visit [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit)

## Stay in Touch

We encourage you to join our mailing list (send a request to [nonprofit@duke.edu](mailto:nonprofit@duke.edu)), follow @DukeNonprofit on Twitter, and visit us on Facebook at [www.facebook.com/duke.nonprofit](http://www.facebook.com/duke.nonprofit)

# REGISTRATION

## How to Register

**Online** (for credit card only): Payment is processed as a secure encrypted transaction. [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit).

**By Mail:** Fill out the registration form at right. Include check payable to "Duke University." Send to: Registration—Nonprofit Management, Duke Continuing Studies, Box 90700, Durham, NC 27708-0700.

**By Fax:** Fill out the registration form at right. Include enrollment, loan, and scholarship information. Fax to: **919.681.8235**.

**By Phone** (for credit card users only): Have your completed registration form ready to refer to, including course ID numbers, and your credit card number with expiration date. Call: **919.684.6259**.

**It's best to register more than two weeks before class. Many classes fill quickly! Registration is first-come, first-served.**

**Mark Your Calendar.** Confirmation will be sent only by e-mail.

## Refund and Transfer Requests

**Refund and Transfer Requests must be in writing.** To receive a refund minus a processing fee for each course dropped, or to transfer to a different course, we must receive your written cancellation request at least 2 weeks before the class begins for daily classes, or by the date listed for the Intensive Track (page 12) and Executive Leadership (page 13). Processing/Transfer fees are \$20 for course fees under \$1000 and \$200 for course fees \$1000 and over. **There are no refunds for Online Courses.**

To submit a cancellation request

- E-mail: [learnmore@duke.edu](mailto:learnmore@duke.edu)
- Fax: 919.681.8235
- Mail: Duke Continuing Studies, Registration—Nonprofit Management, Box 90700, Durham, NC 27708-0700
- Include your name, address, phone number, course title, and date
- Refunds given in the manner in which you paid
- *Failure to attend a class does not entitle you to a refund or replacement class.*

## Special Circumstances

**Class is Filled/Waiting List:** If you register for a class that is already full, you may choose to add your name to a waiting list. No payment is required at that time. If a space becomes available, you will be notified of the opening. If you decide to register, payment is due at that time. Persons who register by mail will have their payment refunded.

**If We Cancel a Class:** On occasion we have to cancel a course. If that happens, you will receive a full refund.

**Bad Checks:** If a check is returned for insufficient funds, we will charge a returned check fee of \$35. Checks will not be resubmitted. The replacement payment must include the additional \$35 and be in the form of cash, money order, or credit card.

## Attendance Policy

For class hours to count toward the Duke Certificate in Nonprofit Management, you must attend 100% of the course enrolled in and be present when the instructor takes the attendance. There is no limit on the hours you may take in any term.

## Student Age Requirement

The Nonprofit Management Program, a unit of the Duke Office of Continuing Studies, requires that students be at least 18 years of age to register for nonprofit classes. However, if you are younger than 18 years old but are a part of a nonprofit organization and wish to attend classes, contact the Nonprofit Management Program Coordinator at 919.681.1025 or the Director at 919.668.6743. Students are not matriculated Duke University students and university student privileges do not apply to Continuing Studies students.

## SPRING 2018

Number above your name on the mailing label (if any) .....

First Name .....

Last Name .....

Address .....

City/State/Zip .....

Daytime Phone ( ..... ) .....

Evening Phone ( ..... ) .....

Fax ( ..... ) .....

E-mail .....

Company .....

Job Title .....

## COURSES

Title .....

ID#     -    Fee \$ .....

Title .....

ID#     -    Fee \$ .....

Title .....

ID#     -    Fee \$ .....

Title .....

ID#     -    Fee \$ .....

**TOTAL AMOUNT \$ .....**

**Mark Your Calendar! If a course is full, we will contact you. Confirmations are sent only by e-mail. Please note Refund and Change Requests at left.**

**Include registration fees only.** If the course description lists a materials fee "due at first class," do not include it here; give it to your instructor.

## Payment by Check

Check Number ..... *Please enclose a check payable to Duke University, and mail to: Registration—Nonprofit Management, Duke Continuing Studies, Box 90700, Durham, NC 27708-0700*

## Payment by Credit Card

Please register online with our secure, real-time registration system, by visiting our website at [www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit).

If you need assistance, please call our registration team at 919.684.6259 during normal business hours.

**After registering, please save this brochure. It contains important information about your course dates, times, and locations.**

It is crucial that we have your current phone numbers in case a course is full or there is a change in our course schedule

Confirmation will be sent to the e-mail address provided here.



Continuing Studies  
Nonprofit Management Program

Duke University Smith Warehouse  
Box 90708  
Durham NC 27708-0708  
[www.learnmore.duke.edu/nonprofit](http://www.learnmore.duke.edu/nonprofit)  
919.668.6742—Staff  
919.684.6259—Registration

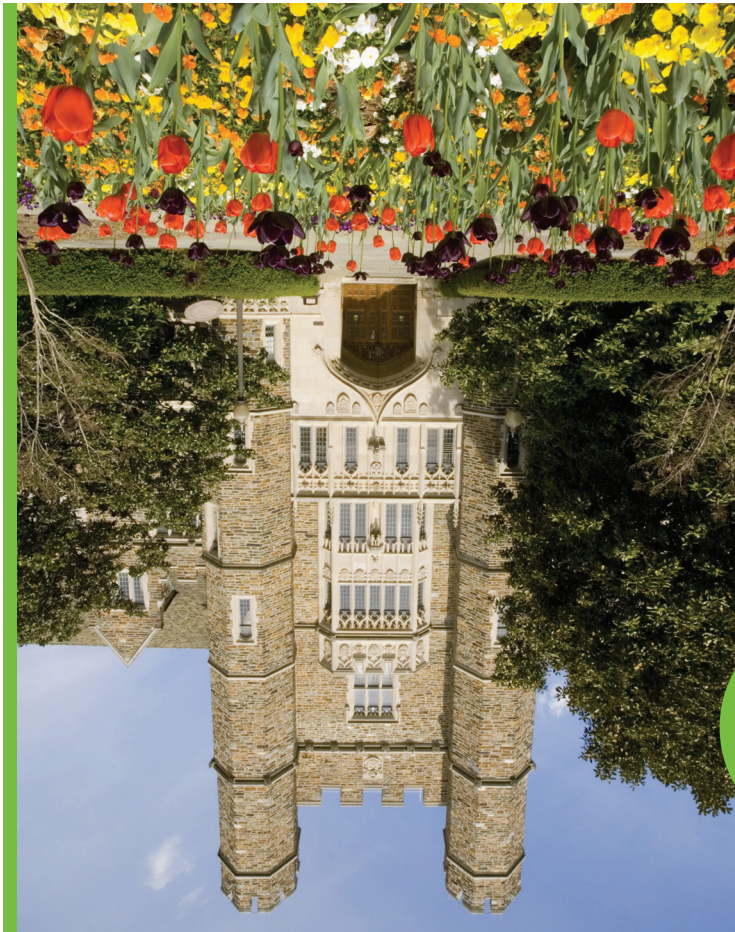
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