



Mission: The Nonprofit Resource Network seeks to enhance the effectiveness of nonprofit organizations, providing professional development, networking opportunities and access to critical information resources.

## COURSE INSTRUCTORS

**VICTOR S. DeSANTIS, Ph.D.**

*Dean, College of Graduate and Professional Studies, Millersville University*

Victor brings experience from the various faculty and leadership positions he has held at Bridgewater State College, the International City/County Management Association, the University of North Texas and American University. He has worked with nonprofit and local government professionals to design and implement workshops, strategic planning, survey research and needs assessments.



**THOMAS J. NEUVILLE, Ph.D, MBA**

*Associate Professor, Special Education, Millersville University*

Thomas has more than 25 years of experience in community and organizational development and provides consulting work to create sustainable organizational systems that thrive in rapidly changing business cultures. Thomas has held executive positions at four nonprofit organizations. He has also owned and operated socially responsible businesses.



**PATRICIA A. FONZI**

*Vice President, Customer Service & Relationship Management, Family Health Council of Central PA*

Patricia coordinates grant writing and program development efforts to state, federal, local and private sources; oversees direct service sites and general operations; develops and oversees regional Coalitions, secures funding for programs; conducts needs analyses for a 24-county region; oversees agency-wide development planning activities for multiple programs, grant writing, board development, strategic planning and governance.



**KATHERINE REILLY, CMA**

*Workshop Facilitator & Consultant, Nonprofit Center at LaSalle University*

Katherine recently retired from her position as the Associate Secretary for Business and Finance at the Philadelphia Yearly Meeting, where she worked for 11 years. Previously, she was the Finance Director at two nonprofit organizations. Prior to becoming an accountant, she coordinated training and educational programs for two nonprofit organizations.



**ANNE L. GINGERICH, MSW**

*Director, Nonprofit Resource Network, Millersville University*

With over 14 years of experience working in the not-for-profit sector, Anne previously raised money for Lancaster General Hospital; provided outcomes training at the United Way of Lancaster County; and oversaw disaster response for the American Red Cross. She has served as a consultant and trainer for various community organizations and currently serves on PANO's Board of Directors.



**THERESA A. RUSSELL-LORETZ, Ph.D.**

*Associate Professor, Communication & Theatre, Millersville University*

Theresa draws from more than 25 years of experience in teaching communication and public relations courses and research. With students, she has assisted many organizations in various communication initiatives. Other experience includes mall promotion, publication in the areas of organizational identity, crisis communication and feminist perspectives on public relations.



**JAMES HECKMAN, M.I.A.**

*Director of Planned Giving, Masonic Charities of Pennsylvania*

Jim brings over 30 years of experience on three continents in fundraising, management, teaching and extensive writing. His experience includes 11 years as development director for a multi-county south central Pennsylvania charity, and more recently 4 years as regional director of planned giving at the Masonic Village at Elizabethtown. He is current president of the Association of Fundraising Professionals Central PA Chapter.



**JENNIFER B. SILBERT**

*Principal, Silbert Fundraising*

Jennifer has over 16 years of experience raising millions of dollars for nonprofit organizations in south central Pennsylvania. Her firm combines strategic fundraising with marketing and communications expertise, purposely limiting their client base to provide hands-on expertise that has brought success to multiple fundraising efforts—from annual giving to grant writing to major gifts to capital campaigns. Jennifer is a NRN Preferred Consultant.



**JOSETTE MYERS, APR, CFRE**

*Director, Community Relations & Development, Memorial Hospital*

Josette has worked in nonprofit management for over 20 years. Josette has extensive experience in annual, major and planned giving. She has a Bachelor's Degree in Communications from Penn State University and a Master's Degree in Journalism, Public Relations and Advertising from Temple University. She also has earned her Accreditation in Public Relations (APR) and her Certification as a Fund Raising Executive (CFRE).



**DAVID WARREN, MA, CFRE**

*Vice President of Core Markets, Everence Financial*

Dave draws on over 13 years of fundraising experience, including senior level positions at WITF and Messiah College. Before entering the field of fundraising he was a psychotherapist and director of a college career center. He has taught college-level psychology and marketing and serves on the boards of several central Pennsylvania not-for-profit organizations.



**Millersville University**  
SEIZE THE OPPORTUNITY

Millersville University Lancaster  
42 N. Prince Street  
Lancaster, PA 17603

"I am inspired by  
the volunteers  
who give so freely  
and generously."

Susan Eckert  
United Way of Lancaster



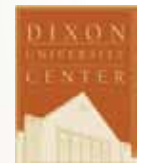
Founding Partner of the Nonprofit Resource Network

## FALL 2011 TRAINING

a f f o r d a b l e e x c e l l e n c e

"My inspiration as a nonprofit leader is rooted in my love of storytelling and a desire to share and gain knowledge."

Patrick Clarke  
James Buchanan Foundation



The NRN also operates from the Dixon University Center  
2986 North 2nd Street  
Harrisburg.



NRN programs are made possible through the support of companies like Printing & Marketing—who provided printing services at a significantly reduced price.

[www.NonprofitResourceNetwork.org](http://www.NonprofitResourceNetwork.org)

**Millersville University**  
SEIZE THE OPPORTUNITY

# Essentials of Fundraising



OFFERED IN PARTNERSHIP WITH THE ASSOCIATION OF FUNDRAISING PROFESSIONALS, CENTRAL PA CHAPTER



For individuals who are new to fundraising and those who want to refresh their basic philanthropic skills.

These classes will be held at Dixon University Center, 2986 North 2<sup>nd</sup> Street, Harrisburg, PA.

**module 1** **Starting and Growing a Development Program**  
Instructor: Jennifer Silbert  
**Friday, September 30, 9 a.m. – 1 p.m.**  
What should a healthy fundraising program look like? Do you have the policies in place that you need for both ethical and functional purposes? Participants will learn about the history of philanthropy and the basic components of an integrated development program.

**module 2** **Writing Your Case for Support**  
Instructor: Jim Heckman  
**Friday, October 21, 9 a.m. – 3:30 p.m.**  
How do you create a sense of urgency about your cause? This module provides an overview of what makes an effective, well-written case for support with **in-class** opportunities provided for individuals to work on their own case for support!

**module 3** **Annual Giving**  
Instructor: Josette Myers  
**Friday, November 4, 9 a.m. – 1 p.m.**  
How does annual giving fit into the whole fundraising plan for your agency? What are the important components of an end-of-year letter and how many fundraising events should your organization host annually? This module defines annual giving and its relationship to the agency's overall development program.

**module 4** **Corporate and Foundation Grant Seeking**  
Instructor: Patricia Fonzi  
**Thursday, November 17, 9 a.m. – 1 p.m.**  
As the new grant writer at your organization, you have absolutely no idea where to start. What documentation do most grant makers require? This module will help you find the right foundation to support your cause.

**module 5** **Cultivating Board and Volunteers for Fundraising**  
Instructor: David Warren  
**Friday, December 9, 9 a.m. – 1 p.m.**  
You are pulling your hair out because you just can't seem to get your board to "come on board" with your fundraising efforts. Furthermore, your CEO is not helping you make the case. What to do? This module provides guidelines and ideas for engaging boards of directors in development activities.

*We highly recommend that you enroll in **Module 1: Starting and Growing a Development Program** prior to taking any of the subsequent modules (Modules 2-5) as it outlines best practices for an integrated development program and how the various components fit together.*

### Essentials of Fundraising Fees

**Scholarships are available!**

Modules 1, 3, 4 and 5  
\$69—Module for AFP Members with Organizations of < \$500,000  
\$79—Module for AFP Members with Organizations of > \$500,001  
\$89—Module for non-AFP Members with Organizations of < \$500,000  
\$99—Module for non-AFP Members with Organizations of > \$500,001

Module 2  
\$89—Module for AFP Members with Organizations of < \$500,000  
\$99—Module for FP Members with Organizations of > \$500,001  
\$109—Module for non-AFP Members with Organizations of < \$500,000  
\$119—Module for non-AFP Members with Organizations of > \$500,001

# Nonprofit Management Certificate Program

THE NUTS AND BOLTS OF STRONG COMMUNITY BENEFIT ORGANIZATIONS



For individuals who are new to executive management and those who want to refresh their executive knowledge and skills.

These classes will be held at Millersville University Lancaster, 42 North Prince Street, Lancaster, PA.

**module 1** **Nonprofit Essentials for Success: Mission, Governance & Planning**  
Instructor: Victor DeSantis  
**Tuesday, September 20, 9 a.m. – 1 p.m. (Face-to-Face)**  
**Additional Online Learning: 2 hours**  
What makes a community benefit organization a "nonprofit?" How should a board of directors function? What roles do mission and vision play in the daily work of nonprofit enterprise? How does strategic planning affect a nonprofit's business plan?

**module 2** **Tell Your Story: Get the Tools to Motivate Key Stakeholders**  
Instructor: Theresa Russell-Loretz  
**Friday, October 14, 8:30 a.m. – 12 p.m. (Face-to-Face)**  
**Additional Online Learning: 2 hours**  
Have you leveraged your media contacts about your program successes? Does your organization have an identity that you can easily articulate? This module provides the essentials of communicating with key stakeholders and various types of publics.

**module 3** **Understanding Nonprofit Finance**  
Instructor: Katherine Reilly  
**Friday, October 28, 9 a.m. – 1 p.m.**  
Does budget planning or tracking expenses overwhelm you? Do you know how to accurately determine how much to allocate per item when planning for a new fiscal year? Learn the fundamentals for understanding the intricacy of financial and legal standards.

**module 4** **Reflecting Your Mission with Numbers**  
Instructor: Victor DeSantis  
**Tuesday, November 1, 9 a.m. – 11 p.m. (Face-to-Face)**  
**Additional Online Learning: 2 hours**  
Do you have the right tools to collect, analyze and report data? Are you really making a difference in the lives of the people you serve? Though accountability required by grant makers, donors and the general public is difficult, you want to make sure you are true to your mission and are creating positive change.

**module 5** **How to Lead in Your Nonprofit World (Capstone)**  
Instructor: Thomas Neuville and Anne Gingerich  
**Tuesday, November 15, 9 a.m. – 4 p.m.**  
New and experienced executives become disillusioned with the multifaceted relationships inherent in their jobs. As the capstone course, this session weaves concepts from the first four modules through discussions of how to implement best practices in an ever-increasing complex world.

### Nonprofit Management Certificate Program Fees

- Register for all five modules to receive a 25% discount on Module 5.
- The second person from your organization receives an additional 25% discount.

**Scholarships are available!**

Modules 1 & 5 are valued at **\$207/person**, but come to you for only...

If your agency budget is...	...then cost/person per module is...	You Save...
< \$250,000 =	\$90	57%
\$250,001 to \$500,000 =	\$100	52%
\$500,001 to \$999,999 =	\$110	47%
\$1M to \$2,999,999 =	\$120	42%
\$3M to \$4,999,999 =	\$130	37%
> \$5 M =	\$140	32%

Modules 2 – 4 are valued at **\$138/person**, but come to you for only...

If your agency budget is...	...then cost/person per module is...	You Save...
< \$250,000 =	\$65	53%
\$250,001 to \$500,000 =	\$70	49%
\$500,001 to \$999,999 =	\$85	38%
\$1M to \$2,999,999 =	\$90	35%
\$3M to \$4,999,999 =	\$95	31%
> \$5 M =	\$100	28%

## — REGISTER TODAY! —

For more information and to register, please visit our website:  
[www.NonprofitResourceNetwork.org](http://www.NonprofitResourceNetwork.org)  
or call 717-871-2178.

Millersville University is an Equal Opportunity/Affirmative Action institution. Coordinators: Services for Students with Disabilities—Dr. Sherlynn Bessick, Director, Office of Learning Services, Lyle Hall, 717-872-3178; Title VI and Title IX— Mr. Hiram Martinez, Interim Assistant to the President for Social Equity and Chief Diversity Officer, Delaware House, 717-872-3787; ADA Coordinator—Mr. Louis DeSol, Associate Vice President for Human Resources, Dilworth Building, 717-872-3017.

A Member of the Pennsylvania State System of Higher Education. 3676-0711

## — REGISTER TODAY! —

For more information and to register, please visit our website:  
[www.NonprofitResourceNetwork.org](http://www.NonprofitResourceNetwork.org)  
or call 717-871-2178.