

Building a Better Nonprofit



Professional Development
Board Development
Nonprofit Helpdesk
Library & Computer Resources
Networking Opportunities
Consultant Referrals



Our mission is to promote volunteerism and
strengthen community service efforts

Online Registration
for Workshops!
Visit our website at
www.volunteernow.org

Resource Center
FOR NONPROFITS

Fall 2011

About the Resource Center for Nonprofits

...fostering excellence in nonprofit organizations



*Volunteer Center of
Sonoma County*

153 Stony Circle
Suite 100
Santa Rosa, CA 95401

Phone
707-573-3399

Fax
707-573-3380

Email
RCNP@volunteernow.org

Web
www.volunteernow.org

Jean Bertelsen
*program manager
board services
nonprofit helpdesk*
707-573-3399, x116

Chris Cram
*workshop registration
room rentals
nonprofit membership*
707-573-3399, x115

In addition to workshops, we also provide the following services:

Networking Roundtables

Attend monthly and/or quarterly roundtables for Executive Directors, Financial Managers, or Managers of Volunteers. Roundtables provide topics and speakers as well as ongoing peer support.

Board Services

Inspire and train your board to become an effective governing team. Our two hour on-site Basic Training for Board Members reviews basic rules and responsibilities with your entire board.

Through BOARDMATCH, the Resource Center matches individuals who want to serve on nonprofit boards with agencies that meet their interests. Agencies should file an application with the Resource Center.

Nonprofit Helpdesk

Thinking of starting a nonprofit? Looking for a job description for board members? Resource Center staff provide brief, informal consultations via phone, email, or in person. We'll share appropriate resources from our library and/or refer you to a nonprofit consultant. In addition, get consultant referrals from our website—www.volunteernow.org—on our **Directory of Nonprofit Consultants**.

Library and Foundation Directory Online

Access a full range of nonprofit management resources at the Resource Center library which includes approximately 600 books. *The 2011 Fair Pay for Northern California Nonprofits Compensation & Benefits Survey* is also available.

Research foundation funding sources with the *Foundation Directory Online*, which provides complete profiles on grantmakers and their recent grants, listing nearly 100,000 foundations, corporate donors, and descriptions of more than 2.2 million recent grants. A computer is

available in the Resource Center for you to conduct searches. We ask that you call us at 573-3399, x115 to reserve the computer if you would like to use the *Foundation Directory Online*.

Room Rental

Looking for a meeting space? Nonprofit agencies can rent a room at the Volunteer Center for \$18 an hour for members and \$25 an hour for non-members. To reserve a room, please call Chris Cram at 573-3399, x115.

Nonprofit Membership

The Volunteer Center offers membership to nonprofits in order to provide more resources and savings. Save 25% on workshop fees, receive room rental discounts, event discounts and more! For additional information, visit our website at www.volunteernow.org and click on 'membership'.

Resource Center Roundtables for Professional Development

Would you appreciate the opportunity to meet with other nonprofit professionals to network, share successes and challenges, and hear speakers on pertinent topics? If you answered YES to this question, then join your peers at one of the following roundtables. The fee is \$10 per session for both members and non-members. All meetings are held at the Volunteer Center.

Executive Directors' Forum

Next forum will be Thursday, November 10 from 8:45 – 10:30 am.

Financial Managers' Roundtable

Meets the fourth Wednesday of each month from 8:30 – 10:00 am.

Dates for the fall: September 28, October 26, December 21

Managers of Volunteers Roundtable

Meets the first Wednesday of each month from 8:30 – 10:00 am.

Dates for the fall: October 5, November 2, December 7

Association of Fundraising Professionals (AFP)–Wine Country Chapter

Please visit www.afp-wcc.org for details on meeting dates, or contact Michelle Pakulak at 636-4033, admin@afp-wcc.org

Volunteer Center Members These organizations provide important services that help build a strong, vibrant community. Thank you to all!

Action Network–Prevention Coalition & Family Resource Centers • Adult Literacy League of Sonoma County, Inc. • American Cancer Society • American Red Cross • ASD Climber Foundation • Association of Fundraising Professionals–Wine Country Chapter • Audubon Canyon Ranch • Becoming Independent • Better Beginnings for Babies • Big Brothers Big Sisters of the North Bay • BloodSource • Bonner Family Huntington’s Disease Foundation • Boys & Girls Club Sonoma Valley • Buckelew Programs • Burbank Housing • California Human Development • California Youth Outreach Santa Rosa • CalSERVES-NCOE West • Cambodian Association of Northern California • Canine Companions for Independence • Catholic Charities of the Diocese of Santa Rosa • Charles M. Schulz Museum and Research Center • Chop’s Teen Club • Circle of Sisters • Cloverdale Historical Society & History Center • Committee on the Shelterless (COTS) • Community Action Partnership • Community Child Care Council • Community Housing Sonoma County • Community Matters • Community Media Center of the North Bay • Community Support Network • Conservation Corps North Bay • Council on Aging Services for Seniors • County of Sonoma–Department of Health Services • Creekside Mental Health • Disability Services & Legal Center • Drug Abuse Alternatives Center • Early Learning Institute • Equi-Ed • Extended Child Care • Face To Face • Family Justice Center Sonoma County • Family Service Agency • Food For Thought • Friends House • Friends of Monte Rio • Giant Steps Therapeutic Equestrian Center • Girl Scouts of Northern California–North Coast • Goodwill Industries • Grandparents Parenting...Again • Gray Foundation • Greenacre Homes, Inc. • Gualala Arts Council • Habitat for Humanity • Harvest Christian Center/Feed Our Children • Healdsburg Animal Shelter • Hospice of Petaluma • Interfaith Shelter Network • Jewish Community Center • Kid Street Learning Center • KRCB • Laguna de Santa Rosa Foundation • La Luz Center • Leadership Institute for Ecology & the Economy • Life In The Word Christian Center • LifeWorks of Sonoma County • Listening for a Change • Luther Burbank Home and Gardens • Memorial Hospice • Mentor Me Petaluma • Migrant Education Program • Millennium Housing Sonoma County • M.O.M.S. Mothers of Military Servicemembers • Montgomery High Education Foundation • National Alliance on Mental Illness Sonoma County (NAMI) • New Directions Adolescent Services, Inc. • North Coast Resource Conservation & Development Council • Northern California Center for Well-Being • Old Adobe Developmental Services • Operation Access • Parkinson’s Support Group of Sonoma County • Peace and Justice Center of Sonoma County • Pediatric Dental Initiative • PEP Housing • Petaluma Educational Foundation • Petaluma People Services Center • Petaluma Valley Hospital • Pets Are Loving Support (PALS) • Pets Lifeline • Polly Klaas Foundation • Rebuilding Together Rohnert Park-Cotati • Rebuilding Together Santa Rosa • Redwood Gospel Mission • Restorative Resources • River to Coast Children’s Services • Roseland Youth Center • Russian Riverkeeper • Sadie’s Haven Horse Rescue & Sanctuary • Santa Rosa Charter School Parents’ Club • Santa Rosa Community Health Centers • Santa Rosa Memorial Hospital • Santa Rosa United Soccer Club • School Garden Network of Sonoma County • Self Esteem Living Foundation Inc. • Senior Advocacy Services • Social Advocates for Youth • Society of St. Vincent de Paul • Solar Sonoma County • Sonoma Bach • Sonoma Community Corporation • Sonoma County Adult and Youth Development (SCAYD) • Sonoma County Bicycle Coalition • Sonoma County Family YMCA • Sonoma County Medical Association Alliance and Foundation • Sonoma County MS Group • Sonoma County Museum • Sonoma Land Trust • Soroptimist International of Santa Rosa • Spinal Cord Injury Network International • St. Joseph Health System - Sonoma County • Stewards of the Coast and Redwoods • Sunny Hills Services • The Bishop’s Ranch • The Center for Social and Environmental Stewardship • The Center for the Creative Arts Therapies • The Ceres Project • The Children’s Village of Sonoma County • The Living Room • The Leukemia & Lymphoma Society • The Salvation Army • Threshold Choir • TLC Child and Family Services • Vintage House Senior Center • Wells Fargo Center for the Arts • West County Community Services • West County Health Centers, Inc. • Windsor Service Alliance • Women’s Recovery Services • YWCA Sonoma County

To learn more about Nonprofit Membership, visit www.volunteernow.org

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The training information in this booklet is also posted on our website—visit us there at www.volunteernow.org

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REGISTER ONLINE FOR WORKSHOPS

Visit our website at www.volunteernow.org

If you do not wish to register online, call Chris Cram at 707-573-3399, x115 or email ccram@volunteernow.org or mail us the completed registration form.

1. How to Acquire, Retain, and Increase Gifts from your Members and Supporters

Date

Tuesday, October 11
9:00 – 12:00 pm

Fee

\$50 for members
\$70 for non-members

For

Executive directors and development staff involved with raising money from individual donors

This workshop will offer practical strategies to help you find new supporters, bring lapsed donors back into the fold, keep renewals on track, and offer easy opportunities for donors to give more, and give more often. We'll cover premiums, donor communications and recognition, and other areas requested by workshop participants, so bring your questions!

Trainer Diane Brown is a consultant and trainer with The Non-Profit Assistance Group of Sebastopol (www.NonProfitAssistance.com) and has over 25 years of experience helping boards and staff with board development, strategic planning, and fundraising. She is also an instructor in Nonprofit Management at Sonoma State University.

2. An Orientation to the Foundation Directory Online

Date

Wednesday, October 26
4:00 – 5:30 pm

Fee

\$10 for both members and non-members

For

Anyone wanting to use the Foundation Directory Online who has not used it before

Want to learn how to target potential grant sources for your agency? Join us for an orientation on how to use the Foundation Center's Directory Online, which provides complete profiles on grantmakers and their recent grants, listing over 100,000 foundations, nearly 1,400 corporate giving programs, and descriptions of more than 1 million recent grants. We request that anyone wanting to use the Foundation Directory at the Volunteer Center attend one of these orientations. A brief overview of other resources available at the Resource Center is also provided.



3. Easy, Quick & Simple: The Planning Way to Do Events

Date

Thursday, November 3
9:00 am – 12:00 pm

Fee

\$50 for members
\$70 for non-members

For

Staff and volunteers
responsible for
planning events

Effective event planning is what allows you to address and resolve obstacles, issues and challenges while there is still time to consider options—and intentionally chose the easiest, most economic, or simplest option. This workshop will cover event planning strategies for timelines, budgeting, event revenue streams, volunteer recruitment and management, and logistics. The goal is to make your event management process easy, quick and simple for staff and volunteer leadership to accomplish.

Toni Bodenbamer has been working with nonprofit events for more than two decades. She is currently parade, volunteer, and sponsorship coordinator for the Butter & Egg Days Parade, and the volunteer coordinator for the Kendall-Jackson Heirloom Tomato Festival. She is the founding coordinator for Red, White & Boom and for Santa Rosa's Downtown Market, and spent nine years managing the Luther Burbank Rose Parade. She has also managed the Las Vegas Veterans Day Parade, and worked with Sonoma County Harvest Fair and Sonoma-Marin Fair among other clients. She has taught in the event certificate programs at University of Oregon, and at Sonoma State, San Jose State, and San Francisco State Universities. For more information about Toni visit www.eventsuccessonline.com.

4. Uncovering Donor's Stories—How They Can Transform Organizations

Date

Friday, November 4
9:00 am – 12:30 pm

Fee

FREE for Volunteer Center
Member Organizations—go
to www.volunteernow.org to
see a list of members

For

Staff and volunteers who
work with donors

Free Workshop for Volunteer Center Member Organizations Only!

Taking the time to listen to and share with your donors and understand what they value can greatly enhance your success as a fundraiser. This workshop will be a lively, interactive conversation focusing on you, your donors, and your organization.

We will cover:

- the “neuroscience” of story sharing
- the role that rituals play in story sharing
- discerning when to be a story “teller” and when to be a story “gatherer”
- the role that “inclusion” plays in the sharing of stories

Monica Grant, CFRE is the Senior Director of Development for the Arts at UC Santa Cruz, where she oversees the major gift and pipeline activities for a large and diverse division. Previously, she served as Vice President of Resource Development for the YMCA of Honolulu. She also has run her own consulting firm, (Monica Grant Consulting, LLC) where she provided fundraising consulting, planning, organizational development, training and facilitation for nonprofits with a focus on capacity building and sustainability. Monica has over twenty-five years of experience as a nonprofit and development professional, including work with The Nature Conservancy, United Way, and Sierra Club, and she has hands-on experience in all areas of development, and management of development organizations. Monica also served on the Association of Professional Fundraisers (AFP) Aloha Chapter's board as the Chair of its Strategic Planning Committee.

5. Use Social Media to Raise More Money

Date

Thursday, November 17
10:00 am – 12:00 pm

Fee

\$35 for members
\$45 non-members

For

Fundraising staff or marketing/communications staff who want to learn more about the effective use of social media for fundraising

The 2010 Nonprofit Fundraising Survey indicated that most nonprofits experienced an increase in online giving. As the number of social media channels increase, nonprofits will have more opportunities to establish their brands, communicate with supporters, galvanize volunteers, and raise more money in the years to come. Learn how you can improve your fundraising with social media. Topics will include:

- how to increase donor engagement
- raising money with blogs (yes, it can be done!)
- Twitter best practices
- how to improve event attendance
- the importance of YouTube

Whether your organization is new to using social media channels or you've been using them for a couple of years, you'll learn new tips and best practices in this workshop.

Frances Caballo has 22 years of experience in communications and nonprofit resource development and has worked with local, regional and national nonprofits. She is presently the Social Media Editor for Redwood Writers, a board member with Redwood Writers, and a volunteer with Golden Gate Labrador Retriever Rescue. Her company is Act Communications and she specializes in helping nonprofits with their social media marketing, communications, and fund development needs. Frances is bilingual (English/Spanish).

Visit her website at <http://www.act-comms.com/>.



6. Grantwriting: A Step-by-Step Approach

Date

Thursday, December 1
9:00 am – 4:30 pm

Fee

\$85 for members
\$115 for non-members

For

Entry level grantwriters

U.S. foundations give more than \$40 billion in grants every year. In order to maximize their likelihood of success, nonprofits must match their proposals to what specific foundations want to fund, and submit proposals that are interesting and compelling. Topics covered include:

- research tools for finding your best foundation and government grant prospects
- how to show a funder that there's a match between what you do and what they want to fund
- elements of a full proposal
- the roles of facts and emotions
- budgeting—how to ask for what you need
- building relationships with funders, and the role of your board of directors

This workshop includes a writing exercise to give you the experience of drafting a portion of a proposal.

Judy Kunofsky has worked with nonprofits since 1974. As a senior staff member of the Sierra Club, Greenbelt Alliance, and Yosemite Restoration Trust, Judy gained substantial experience requesting money from foundations, individuals, businesses, and government agencies. A consultant since 1998, her clients have included arts, civil rights, education, environmental, health, and social service nonprofits from Sonoma to Santa Clara Counties and elsewhere in the country. Judy has led workshops for The Foundation Center and Association of Fundraising Professionals, and teaches the graduate-level proposal-writing course at Sonoma State.



7. Internal Controls: The Best Fraud Insurance You Can Have

Date

Wednesday, October 19
1:30 – 3:00 pm

Fee

\$25 for members
\$30 for non-members

For

Executive directors,
finance directors and board
members interested in
learning more about how
internal controls can
address fraud risk

Internal control is a process designed to provide reasonable assurance regarding the effectiveness and efficiency of operations, the reliability of financial reporting, and compliance with applicable laws and regulations. It plays a critical role in preventing and detecting fraud and protecting the organization's resources. In this session, we'll look at how internal controls can address fraud risk. Topics to be covered include:

- how does fraud impact nonprofit organizations, and in what areas does fraud usually occur?
- how is fraud detected?
- what steps can be taken—both basic organizational controls and specific internal controls—to address fraud risk?

Clark Keeler, CFE, and Director of Burr Pilger Mayer, Inc.'s Forensic Investigation, Internal Control, and Risk Management Practices, is a financial executive with broad experience in leading both finance and operations teams. His expertise is focused on identifying, mitigating and managing organizational and fraud risk, while improving existing infrastructure, systems and internal controls. He is a skilled strategist with a long track record of successfully helping clients assess risk, identify and implement cost and process improvements, and create new business opportunities. Clark served as advisor to the board of directors of a nonprofit retailer in the midst of an inventory and systems restructuring.

8. Budgeting for Nonprofit Organizations

Date

Wednesday, November 9
8:30 am – 12:00 pm

Fee

\$50 for members
\$70 for non-members

For

Executive directors, board
members, and program
staff who want to gain an
understanding of the basics
of budgeting

This workshop assists with all aspects of budgeting, from preparation to producing monthly budget reports. Topics covered include:

- different types of budgets
- costs allocations
- the budget process
- cash flow projections
- budget monitoring
- staff/board responsibilities

Bring a copy of your organization-wide budget or your program budget to share.

Sue Goranson is the owner of Susan E. Goranson, CPA, in Santa Rosa. She specializes in all aspects of the fiscal side of nonprofits and works with organizations throughout the North Bay. She has also served on several boards, and actively participates in the Volunteer Center's Financial Managers' Roundtable.

9. Nonprofit Risk Management Boot Camp—Risks Associated With Special Events and Volunteers

Date

Tuesday, November 15
8:30 – 10:30 am

Fee

\$35 for members
\$45 for non-members

For

Staff with decision authority or board members who are involved with risk management and /or event planning

Attend this workshop, and you'll never look at a special event or fundraiser the same way again! The first part of this session will cover:

- how to evaluate past events and make necessary changes BEFORE something happens
- questions to ask when planning new and different types of events
- sample lease and contract wording you should understand and often avoid
- the roles of facts and emotions
- ways to manage risks associated with event partners such as caterers, equipment rental firms, and staffing agencies

The second half of the session will include an in-depth discussion about volunteers, which will give you a new appreciation and respect for what your volunteers can do FOR and TO your organization!

Discussion will include:

- sample volunteer agreement wording to help you manage expectations from day one
- reinforcing the importance of formal safety programs to avoid injuries to volunteers
- information on volunteer accident programs to help pay for injuries once they do happen
- unnecessary risks and getting your volunteers to think about risks before they put themselves and the organization in jeopardy

The workshop will also include practical tips on getting the most from your insurance program—for starters, open dialogue with your broker is a must!

June Hunter-Clarke has been serving the insurance needs of local businesses and nonprofits in Santa Rosa for over 25 years. She is the founder of the Nonprofit Division at Vantreo Insurance Brokerage which serves the nonprofit community through insurance program design and review, educational seminars, and risk management assistance. She is a past President of Soroptimist International of Santa Rosa and a Board Member of the Association of Fundraising Professionals Wine Country Chapter.



FALL 2011 WORKSHOP CALENDAR

Monday

Tuesday

OCTOBER

October 3

Sexual Harassment Awareness
for Supervisors *Pg. 11*

October 4**October 10****October 11**

How to Acquire, Retain, and Increase Gifts
from Your Members and Supporters *Pg. 1*

October 17**October 18**

Passion, Power & Personalities:
What Every Volunteer Manager
Needs to Know *Pg. 12*

October 24**October 25**

Dealing with Difficult People *Pg. 12*

NOVEMBER

November 1**November 7****November 8****November 14****November 15**

Nonprofit Risk Management
Boot Camp *Pg. 6*

Basic Training for Board Members *Pg. 10*

November 28**November 29**

Dealing With Overwhelm *Pg. 9*

DECEMBER

December 5**December 6**

JANUARY

January 16**January 17**

What Does Success Look Like?
Use A Theory of Change and
Logic Model to Thrive *Pg. 9*

Wednesday

October 5

October 12

Three Keys to Successful Supervision *Pg. 11*

October 19

Internal Controls: The Best Fraud Insurance You Can Have *Pg. 5*

Hey, We're on Facebook! Now What? *Pg. 15*

October 26

An Orientation to the Foundation Directory Online *Pg. 1*

November 2

November 9

Budgeting for Nonprofit Organizations *Pg. 5*

November 16

November 30

Thursday

October 6

October 13

October 20

October 27

November 3

Easy, Quick & Simple: The Planning Way to Do Events *Pg. 2*

November 10

November 17

Use Social Media to Raise More Money *Pg. 3*

December 1

Grantwriting: A Step-by-Step Approach *Pg. 4*

December 8

Sexual Harassment Awareness for Supervisors *Pg. 11*

January 19

Friday

October 7

October 14

October 21

Making Great Presentations *Pg. 14*

October 28

November 4

Uncovering Donor's Stories—How They Can Transform Organizations *Pg. 2*

November 11

November 18

December 2

Employee Performance Management *Pg. 13*

December 9

January 20

10. Dealing With Overwhelm

Date

Tuesday, November 29
8:30 am – 12:30 pm

Fee

\$50 for members
\$70 for non-members

For

Executive directors, managers, program directors and other staff concerned about effectively managing their time and workload

We all have plenty to do, and sometimes it's difficult to figure out what to do, when to do it, and how to organize yourself to get it all done. In this workshop, you'll assess your work style and align it with organizational and prioritization techniques that will help you move all that stuff from your IN box to your OUT box! In this session you will:

- gain work style self-awareness
- learn workflow management techniques
- learn time management techniques

Karen Copeland has been providing customized training, advanced facilitation and executive coaching services since 1983. Her areas of expertise include team-building, conflict resolution, facilitation skills, communication skills, project management, time management, innovation leadership, personality type and generational differences in the workplace. Ms. Copeland has developed an outstanding reputation with a long list of clients in the public, private and non-profit sectors, including Sonoma County, AT&T, Cisco Systems, O'Reilly Media, Proctor and Gamble, St. Joseph Health System, The YWCA of Sonoma County, and Becoming Independent. Karen is a faculty member for the American Management Association, teaches the Myers-Briggs Type Indicator® (MBTI®) Certification Program, and co-developed Bridging the Generations©: Intergenerational Issues in the Workforce.

11. What Does Success Look Like? Use A Theory of Change and Logic Model to Thrive

Date

Tuesday, January 17
1:00 – 4:00 pm

Fee

\$50 for members
\$70 for non-members

For

Executive directors, development directors, program directors and any staff wanting to learn more about outcomes and logic models

Sneak Preview of 2012 Workshops!

In the current economic climate, groups that thrive are the ones that focus on what they do best, routinely document their progress and attract support by sharing their impact. This highly interactive workshop teaches participants to define a crystal-clear vision of success and use critical thinking to plot a course from here to there, and introduces the tools of theory of change mapping and logic models. Strategies for capturing outcomes data with limited resources and using evidence to fundraise and improve effectiveness are discussed. Participants gain hands-on practice creating a simple logic model. This workshop is especially effective when development, executive and program staff attend together.

Presenter Eleanor Smith, Principal of Eleanor A. Smith & Associates, helps nonprofit organizations work smarter for greater social impact. Since 1997, Eleanor has led dozens of nonprofit and foundation clients in strategic planning, evaluation, and program development. She has helped raise millions of dollars for healthcare, education, human services, youth development and environmental groups and assisted nonprofit leaders in building capacity for internal program assessments. She teaches Program Evaluation at California State University East Bay and offers workshops and coaching in evaluation, logic modeling and theory of change and consults with nonprofits and foundations in strategic planning and evaluation.

12. Basic Training for Board Members

Date

Tuesday, November 15
5:30 – 8:30 pm

Fee

\$50 for members
\$70 for non-members

For

Board members and
executive directors

Serving as a board member of a nonprofit entails both responsibilities and rewards. This workshop, which is designed for new and current board members, offers an overview of responsible board governance. Topics covered include:

- basic roles and responsibilities for board members
- finance and fundraising
- board recruitment and development
- community relations and marketing

Join a group of your peers to learn how to be most effective in your role as a board member.

Diane Brown is a consultant and trainer with The Non-Profit Assistance Group of Sebastopol (www.NonProfitAssistance.com) and has over 25 years of experience helping boards and staff with board development, strategic planning, and fundraising. She is also an instructor in Nonprofit Management at Sonoma State University.

**Want to have this training offered on-site for your board?
Please call Jean Bertelsen at 573-3399, x116.**



13. Sexual Harassment Awareness for Supervisors: Complying with California AB 1825 Law

Date

Choose from 2 dates!

Monday, October 3

OR

Thursday, December 8th

9:00 – 11:30 am

Fee

\$40 for members

\$60 for non-members

For

Executive directors, managers, supervisors, and human resource staff

Supervisors must be familiar with harassment laws and prevention techniques. An employer is strictly liable for the harassing actions of its supervisors as well as non-supervising co-workers if it knew or should have known of the conduct and failed to take immediate corrective action. In addition, a supervisor who commits harassment against an employee can be personally liable for his or her own actions. This session complies with California AB 1825 law, which states that all organizations with 50 or more employees must train all supervisors in sexual harassment every two years, and that new supervisors must be trained within 6 months of hire. The definition of supervisor in the law is broad and includes those who oversee the work of another. This interactive workshop will include:

- a segment on understanding our own comfort level with this issue to be better prepared to respond if and when an allegation arises
- an overview of what sexual harassment is
- a review of methods to prevent sexual harassment and maintain a positive work environment
- information on how to handle sexual harassment complaints

Rita Sever has worked in nonprofits for over 20 years and in human resources for 18 years. She has an MA in Organizational Psychology and is a Certified Organizational Coach. She works as a consultant, coach and trainer with organizations, teams and individuals to make work more effective and fun.

14. Three Keys to Successful Supervision

Date

Wednesday, October 12

9:00 am – 12:30 pm

Fee

\$50 for members

\$70 for non-members

For

Executive directors, managers, and supervisors

The number one reason people leave their jobs is because of their supervisor. Come to this interactive workshop and learn three key practices that will enhance your supervision skills, lower turnover in your organization, and create a more productive workplace. This workshop is great for new supervisors and also gives seasoned supervisors a clear approach to making supervision more effective. The three keys listed below are deceptively simple but produce extraordinary results:

- **relationships**—learn the why and how of building relationships with those you supervise and the danger areas to avoid
- **clear expectations**—learn how to be clear about expectations from day one and beyond
- **effective feedback**—learn how to address what is working and what is not working

Rita Sever has worked in nonprofits for over 20 years and in human resources for 18 years. She has an MA in Organizational Psychology and is a Certified Organizational Coach. She works as a consultant, coach and trainer with organizations, teams and individuals to make work more effective and fun.

15. Passion, Power & Personalities: What Every Volunteer Manager Needs to Know

Date

Tuesday, October 18
9:00 am – 12:30 pm

Fee

\$50 for members
\$70 for non-members

For

Volunteer managers and other staff or volunteers responsible for managing volunteers

If you work with volunteers, you know that managing the passion, power and personalities will greatly impact your success. This high-energy workshop weaves in real-life scenarios with time management tips to help you become a productive manager. We'll dive into how to more effectively:

- channel the passion of the volunteer
- manage the power that comes with volunteer leadership
- deal with conflicts that occur when passionate people take on a volunteer role
- work with different personalities and create a cohesive team to further your organization's mission

You'll leave with an action plan to help you manage your time as you manage your volunteers in a new and innovative way.

Becky Lunders owns teamWorks, a consulting and training business with expertise in the areas of leadership development, volunteer management and facilitation. She knows that the powerful combination of passion and purpose can change lives. Becky worked in the non-profit sector for many years, specializing in volunteer management. Her clients range from regional nonprofits to national and international organizations. Becky is a dynamic trainer who will leave you energized and excited to make a difference.

16. Dealing with Difficult People

Date

Tuesday, October 25
10:00 am – 12:00 pm

Fee

\$35 for members
\$45 for non-members

For

Executive directors, board members, supervisors and any staff who want to feel more comfortable dealing with difficult people

Do you regularly deal with difficult people in your nonprofit workplace—whether it be co-workers, board members, volunteers, donors, and/or clients? This workshop will provide you with simple techniques to save your sanity as well as facilitate a more positive and productive work environment. We will discuss both strategies for interpersonal relationships and for basic organizational policies that can provide a framework for handling tricky situations and set a tone for respectful, professional behavior in the workplace. The workshop will include the opportunity to brainstorm solutions for your particular challenging situation in a safe and confidential environment.

Carol Friedman (<http://friedmanconsulting.blogspot.com>) works to promote thriving, sustainable nonprofits in the areas of fundraising, board development, organizational assessment, conflict resolution, and problem-solving. She has over 30 years of experience in nonprofit management as the former Executive Director of the Dance Palace, a multipurpose nonprofit community center that has become a cherished institution in western Marin County. She is acclaimed for helping organizations develop a clear sense of who they are and how they fit into a community; experienced serving diverse and rapidly changing communities; highly valued for her direct and candid approach to problem solving and communications; proven effective developing personal relationships that enable organizations to thrive; skilled at bringing team members together to overcome organizational challenges; and is an experienced and accomplished fundraiser and fundraising trainer.

17. Employee Performance Management

Dates

Friday, December 2
8:30 am – 12:30 pm

Fee

\$50 for members
\$70 for non-members

For

Executive directors,
managers and supervisors

How do leaders create a climate and build a partnership that fosters all-out performance, innovation, and effective client/customer relationships? In this interactive workshop managers and supervisors will learn how the competencies of emotional intelligence influence performance, and how to use a performance management system to help employees do their best work. Participants in the workshop will learn to:

- understand the connection between management behavior and employees' achievement of goals and objectives
- use a performance management system that includes goal setting, coaching, continuous two-way feedback, and performance appraisal
- link your organization's mission and goals with employee performance
- communicate expectations, and provide positive and corrective feedback
- recognize and analyze common performance issues

Tom Richardson has been supervising and managing people for over 30 years on both sides of North America, and Northern Ireland. Having worked in the for-profit, nonprofit and government sectors he brings a unique grasp of the best and worst practices in all three. After serving Becoming Independent for 15 years as Chief Operating Officer, Tom served as the Training Manager for the County of Sonoma, and he is now the Organizational Development Manager for the County's Human Services Department. Tom provides a unique blend of theoretical and practical knowledge of management and supervising techniques, sometimes with great success and sometimes...well, you'll definitely gain something from ALL of his experience!



18. Making Great Presentations

Dates

Friday, October 21
9:00 am – 4:30 pm

Fee

\$85 for members
\$115 for non-members

For

Any staff who want to be more comfortable and confident when making presentations

Almost any job description, including the one for your next promotion, includes the phrase “excellent communication skills.” Here’s your chance to improve one of the critical skills in today’s work environment. Seize this opportunity to become comfortable and confident making presentations, whether they are to the general public, potential funders and supporters, or your own co-workers! This workshop will help you hone the skills necessary for a great presentation and give you a chance to practice them! In this workshop you will deliver several short presentations which will be video-taped for immediate feedback. Shy? Not to worry, the trainer knows exactly where you’re coming from and will help ease you into your comfort zone.

Tom Richardson has been supervising and managing people for over 30 years on both sides of North America, and Northern Ireland. Having worked in the for-profit, nonprofit and government sectors he brings a unique grasp of the best and worst practices in all three. After serving Becoming Independent for 15 years as Chief Operating Officer, Tom served as the Training Manager for the County of Sonoma, and he is now the Organizational Development Manager for the County’s Human Services Department. Tom provides a unique blend of theoretical and practical knowledge of management and supervising techniques, sometimes with great success and sometimes... well, you’ll definitely gain something from ALL of his experience!



19. Hey, We're on Facebook! Now What?

Date

Wednesday, October 19
10:00 am – 12:00 pm

Fee

\$35 for members
\$45 for non-members

For

Marketing/communications staff, program staff, or others who want to learn more about the effective use of social media

In the last three years, Facebook usage by nonprofits grew from 74% to 89%. Now 9 out of 10 nonprofits have a presence on Facebook. Despite the popularity of other social networking channels, Facebook remains the number one social media tool for community-based organizations. Why? It allows agencies to recruit and stay in touch with volunteers, reach new donors, galvanize supporters, improve event attendance, reinforce mission, engage donors and more. It also enables small nonprofits that don't have advertising budgets to compete with large nonprofits that do. Topics for this workshop will include how to:

- increase your fan base
- avoid common mistakes CBOs make
- increase donor (and volunteer) engagement
- establish a posting policy
- follow best practices

Frances Caballo has 22 years of experience in communications and nonprofit resource development and has worked with local, regional and national nonprofits. She is presently the Social Media Editor for Redwood Writers, a board member with Redwood Writers, and a volunteer with Golden Gate Labrador Retriever Rescue. Her company is Act Communications and she specializes in helping nonprofits with their social media marketing, communications, and fund development needs. Frances is bilingual (English/Spanish).

Visit her website at <http://www.act-comms.com/>.



SAVE THE DATES: 2012 HUMAN RACE EVENTS!

February 1—Breakfast of Champions Kickoff

May 5—2012 Human Race

The Human Race is the largest collaborative fundraising event in Sonoma County and the largest Human Race in the nation! Your organization and businesses that support you can recruit walkers/runners/pledge-gatherers to raise funds to support your services.

The Human Race is a proven fundraiser that has been successful for Sonoma County nonprofits for 30 years and continues to grow. The Volunteer Center provides marketing, publicity, materials, and experienced assistance. Nonprofits and businesses provide the people power. We hope that you will participate in the 2012 Human Race!

News about the 2012 Human Race will be posted in December at www.humanracenow.org

READY FOR COLLEGE?

If you want to learn even more about how to run a successful nonprofit, give these folks a call:

Sonoma State University—Rohnert Park

Certificate in Nonprofit Management or Master's in Public Administration with a Concentration in Nonprofit Management.

Contact Diane Brown at 707-823-2927, or email DianeB100@aol.com

<http://www.sonoma.edu/polisci/mpa-home.htm>

University of San Francisco—San Francisco

BA in Public Administration with a Nonprofit Concentration or Master's in Nonprofit Administration

Contact Alexandria Weishaar at 707-527-9612, or email weishaar@usfca.edu

<http://www.usfca.edu/regions/northbay>

WORKSHOP REGISTRATION INFORMATION

General Information

- Register online or use the form on the next page to register for workshops. Questions? Call 707-573-3399, x115.
- Unless otherwise indicated, all workshops are held at the Resource Center for Nonprofits at the Volunteer Center of Sonoma County, 153 Stony Circle, Suite 100, Santa Rosa, CA.



Save Money!

- Save 25% on workshop fees when your nonprofit becomes a member of the Volunteer Center. See information in shaded box below or on our website at www.volunteernow.org and click on 'membership'.
- 10% discount on each registrant's fee for groups of 3 or more from the same agency who register for the same workshop at the same time. Send all registration forms and payment in one envelope.
- Partial scholarships are available for both members and non-members if your agency's training funds are limited. Just call Chris Cram at 573-3399, x115 or Jean Bertelsen, x116 to request an application. Funding for scholarships is provided by the Community Foundation Sonoma County.

Cancellations

- Any registrant choosing to cancel a workshop registration will receive a credit for a future workshop. We cannot issue refunds. Credits are issued only if the Volunteer Center is notified 2 working days before workshop. *If a participant is unable to attend, substitutions are encouraged.*

Payment

- Register online, or use the form on the next page to register by mail or fax. You can pay for workshops by check, cash or credit card. Make checks payable to Volunteer Center of Sonoma County. Fax registration forms to 573-3380 or mail form and check to the Volunteer Center, 153 Stony Circle, Suite 100, Santa Rosa, CA 95401.

Become a Member of the Volunteer Center and SAVE on Workshop Fees!

The Volunteer Center's nonprofit membership program provides more resources, more savings, and more opportunities for the nonprofits we serve. Membership Benefits include:

- discounts on workshop and conference fees
- room rental and event discounts
- member listing in Volunteer Center publications
- wine for events when available
- a link to your website via the Volunteer Center website

For more information or to become a member, visit our website www.volunteernow.org and download the membership application. You can also call Chris Cram at 573-3399, x115 or email Chris at ccram@volunteernow.org

Annual Membership Fee *(Based on Agency Budget)*

- Up to \$499,999; \$125 fee
- \$500,000 to \$999,999; \$175 fee
- \$1,000,000 to \$4,999,999; \$225 fee
- \$5,000,000+; \$275 fee

REGISTRATION FORM

Name _____

Position _____

Organization _____

Member Agency Non-member Agency Agency Budget _____

Phone _____ Fax _____

Email _____

I would you like to be added to the Resource Center's email list.

Mailing Address (check one) Home Work

Street _____

City _____ State _____ Zip _____

Workshop # _____ Date _____ \$ _____

Workshop # _____ Date _____ \$ _____

Workshop # _____ Date _____ \$ _____

Workshop # _____ Date _____ \$ _____

Total Enclosed \$ _____

We don't like to cancel workshops, but sometimes it is necessary when pre-enrollments are low. Your registration might be the one that enables the training to be held. Please register early!



40th Anniversary
Volunteer Center
OF SONOMA COUNTY

2011 Corporate Partners

