



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.



MARK L. DUNCAN

Senior Vice President, Development and Community Engagement, WITF

Mark has served in executive management and fundraising roles, as well as program development and implementation. He currently oversees WITF's philanthropic program, raising \$3.2 million annually, and brings his experience in the successful planning and implementation of Millersville University's \$60 million capital campaign, two focused campaigns totaling over \$16 million.



GERALD C. ECKERT, M.A.

Vice President, University Advancement, Millersville University

With more than 28 years of development experience in higher education at Millersville University and Franklin & Marshall College, Jerry draws on his wide range of knowledge of fundraising, communications & marketing, alumni services and government relations. Under his leadership Millersville University has completed three successful campaigns.



PATRICIA A. FONZI

Director of Development, Family Health Council of Central PA

Patricia coordinates grant writing efforts to state, federal, local and private sources; secures funding for programs; conducts needs analyses for a 24-county region; oversees agency-wide development planning activities for multiple programs; trains agencies on grant requirements, grant writing, board development, strategic planning and governance.



ROBERTA A. HEALEY, M.B.A., NHA, ACFRE

Chair, International Board of Directors, Association of Fundraising Professionals (AFP)

Roberta has over 30 years of experience in nonprofit organization management and development, successfully establishing new development offices, board and volunteer training. She currently works as an adjunct faculty member with Villanova University, as a senior partner with Farr Healey Consulting LLC; and as the senior development officer for a continuing care facility.



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 and teaching, including extensive writing in all aspects of development. Most recently, his professional experience includes eleven years directing a full-spectrum \$1 million fundraising program for a regional south central Pennsylvania charity and creating its planned giving program.



DANIEL L. JURMAN, MAR

Director of Development, SouthEast Lancaster Health Services

Dan has 24 years of experience working and volunteering for nonprofit organizations, including experience as the executive director of two agencies. In the last 2.5 years, he raised over \$5 million in grants and donations, taught fundraising techniques to other professionals and created collaborative fundraising relationships with a wide variety of nonprofit organizations.



LINDA LYSAKOWSKI, ACFRE

President, Capital Venture

Linda brings more than 20 years of philanthropic consulting experience to her work. She has managed capital campaigns ranging from \$250,000 to over \$30 million; helped dozens of nonprofit organizations to achieve their development goals and has trained more than 16,000 professionals in all aspects of development. Her most recent published book is: *Fundraising As a Career? What, Are You Crazy?*



JOAN MUMMERT, CFRE

President/CEO, York County Heritage Trust

Joan brings more than 28 years of experience in programming, training and fundraising for nonprofit organizations. During her career, Joan successfully completed a \$30 million capital campaign; managed a \$10 million campaign; solicited major, planned and annual gifts; coordinated scores of special events; managed a development operations, and survived two database conversions with more than 35,000 records.



THOMAS J. NEUVILLE, Ph.D., M.B.A.

Associate Professor, Special Education, Millersville University

Thomas has more than 25 years 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.



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 eleven 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.



THERESA A. RUSSELL-LORETZ, Ph. D.

Associate Professor, Communication & Theatre, Millersville University

Theresa draws from more than 25 years 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.



"When I visit a classroom, I can feel the energy that accompanies the wonder of learning. That spark is inspiring!"

Laura Sadler Olin
Lancaster Foundation for
Educational Enrichment



Founding Partner of the Nonprofit Resource Network

Millersville University
SEIZE THE OPPORTUNITY™
Millersville University - Lancaster
42 N. Prince St.
Lancaster, PA 17603



**Nonprofit
Resource Network**
AT MILLERSVILLE UNIVERSITY

FALL 2010 TRAINING

affordable excellence

"I am frequently inspired by Winston Churchill's simple but eloquent comment: 'We make a living by what we get; we make a life by what we give.'"

Cheryl Holland-Jones
Crispus Attucks
Community Center



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 H&H Graphics—who provided printing services at a significantly reduced price.

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 Millersville University's new building at 42 North Prince Street, Lancaster, Pa.

module 1
Starting and Growing a Development Program
Instructor: Jerry Eckert
Tuesday, September 14, 9 a.m. – 1 p.m.
What should a healthy fundraising program look like? This class covers the history of philanthropy and the basic components of an integrated development program.

module 2
Writing Your Case for Support
Instructor: Jim Heckman
Tuesday, September 28, 9 a.m. – 3:30 p.m.
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: Joan Mummert
Tuesday, October 5, 9 a.m. – 1 p.m.
How does annual giving fit into the fundraising plan for your agency? 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
Wednesday, October 20, 9 a.m. – 1 p.m.
Are you a new and overwhelmed grant writer? This session discusses the essentials needed to start the grant-seeking and grant-writing processes.

module 5
Individual Major Gifts Fundraising
Instructor: Dan Jurman
Tuesday, November 2, 9 a.m. – 1 p.m.
Convince people to make your organization one of their top three charities! This class teaches organizational methods that lead to successful major gift fundraising.

module 6
Planned Giving for Beginners
Instructor: Roberta Healey
Tuesday, November 23, 9 a.m. – 1 p.m.
This class assists participants in assessing whether or not an agency is ready to establish a planned giving program.

module 7
Capital and Endowment Campaigns
Instructor: Mark Duncan
Tuesday, November 30, 9 a.m. – 1 p.m.
Is your agency considering a capital or endowment campaign? This session assists participants in planning for a capital campaign—from preparation to celebration.

module 8
Cultivating Board and Volunteers for Fundraising
Instructor: Linda Lysakowski
Monday, December 13, 9 a.m. – 1 p.m.
Can't seem to get your board to "come on board" with your fundraising efforts? This class provides ideas for engaging boards of directors in fundraising.

module 9
Tying It All Together: Completing Your Development Plan
Instructor: Linda Lysakowski
Wednesday, December 15, 9 a.m. – 1 p.m.
Develop an integrated development plan with realistic budgets, timelines, and areas of responsibility. In-class time provided for participants to create their own plan.

— See Fees on next page —

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—Ms. Patricia Hopson-Shelton, Assistant to the President for Social Equity and Diversity, 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. 3676-0710

Nonprofit Management Certificate Program



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

These classes will be held at Dixon University Center, 2986 N. 2nd Street, Harrisburg, Pa.

module 1
Nonprofit Essentials for Success: Mission, Governance & Planning
Instructor: Victor DeSantis
Thursday, September 9, 9 a.m. – 4 p.m.
What makes a nonprofit a "nonprofit"? What does a board of directors look like? 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
Tuesday, October 12, 9 a.m. – 1 p.m.
Have you leveraged your media contacts with your successes? This module provides the essentials of communicating with key stakeholders and others.

module 3
Understanding Nonprofit Finance
Instructor: Katherine Reilly
Thursday, October 28, 9 a.m. – 1 p.m.
Does planning a budget or tracking expenses overwhelm you? Learn the fundamentals of working with agency budgets and the foundation for understanding the intricacy of financial and legal standards.

module 4
Reflecting Your Mission with Numbers
Instructor: Victor DeSantis
Thursday, November 18, 9 a.m. – 1 p.m.
Do you have the right tools to collect, analyze and report data? 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
Thursday, December 16, 9 a.m. – 4 p.m.
Can you maintain equilibrium when sharing power with your board of directors but ultimately bearing responsibility for agency performance? As the capstone course for the Program, this class weaves concepts from the first four course through discussions of nonprofit leadership topics.

Essentials of Fundraising Fees

- Register for all nine modules and receive 75% off on Module 9.
- The second person from your organization receives a 25% discount.
Scholarships are available!

\$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>

Nonprofit Management Certificate Program Fees

- Register for all five modules to receive a 50% discount on Module 5.
- The second person from your organization receives a 25% discount.
Scholarships are available!

Modules 1 and 5 are valued at \$207/person, but your cost is only...

If your agency budget is...	...then cost/person per module is...	You Save...
<\$250,000 =	\$93	55%
\$250,001 to \$500,000 =	\$103	50%
\$500,001 to \$999,999 =	\$114	45%
\$1M to \$2,999,999 =	\$124	40%
\$3M to \$4,999,999 =	\$134	35%
\$5 M > =	\$144	30%

Modules 2-4 are valued at \$138/person, but your cost is only...

If your agency budget is...	...then cost/person per module is...	You Save...
<\$250,000 =	\$69	50%
\$250,001 to \$500,000 =	\$76	45%
\$500,001 to \$999,999 =	\$83	40%
\$1M to \$2,999,999 =	\$90	35%
\$3M to \$4,999,999 =	\$97	30%
\$5 M > =	\$103	25%

— REGISTER TODAY! —

For more information and to register, visit our website:
www.NonprofitResourceNetwork.org
or call 717-871-2178.