

Start by doing what is necessary,
then what is possible,
and suddenly you are doing the impossible.

~St. Francis of Assisi



REGISTRATION

Please call Ivana Spehar at 412-397-6009 to register for a class, or you can register online at www.rmu.edu/bcnm. Register early – the space is limited.

SCHOLARSHIPS

Scholarships of up to 50 percent of program costs are available to a limited number of participants. Call Ivana Spehar at 412-397-6009 to inquire.

LOCATION

All classes will be held at the Bayer Center for Nonprofit Management, 425 Sixth Avenue, Suite 2610 in downtown Pittsburgh, unless otherwise noted.

DISCOUNTS

Discounts are available for organizations that send three or more staff members to the same series or class, for individuals who register for three or more workshops at the same time, and for payments received at least one week prior to a scheduled class where noted.

WITHDRAWAL AND REFUND POLICY

A full refund will be granted if the Bayer Center is notified of withdrawal at least five business days prior to the start of the class.

FUNDERS

The Bayer Center acknowledges with gratitude the catalytic support received from:

Richard King Mellon Foundation
The Bayer Foundation
The Alcoa Foundation
The Buhl Foundation
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The Laurel Foundation
The Bank of New York/Mellon Foundation
US Steel
TowerCare Technologies
E-safe Technologies
FISA Foundation
B III Solutions
Ideal Integrations
Blue Archer
Fifth Third Bank
Allied Insurance Brokers

...our generous individual supporters, and the invaluable nonprofit organizations whom we serve as our clients and students!

FEATURED SERIES: FREESOURCES

Fee: \$40 per session ☘ / \$75 for the entire series

We keep hearing about doing more with less... well, how about doing more with nothing? This special series of classes designed with a struggling economy in mind will look at specific strategies for developing organizational resources that don't require cash. Take individual classes, or sign up for the whole series at a discounted price.

Get your Stories Straight: Elevator Speech, 15 Minute Story, Half-hour Presentation

Thursday, June 4 from 9–11 a.m.

Instructor: Jeff Forster, Bayer Center

Arm yourself and your staff with the material that will come in handy when it's time to introduce people to your mission and story. This workshop will help you craft your one-sentence overview, an emblematic story you can tell in 15 minutes and a more detailed half-hour presentation. Learn how to keep all three lively and make sure your audience remembers what you want them to remember.

Web 2.0 and Social Media

Thursday, June 11 from 9–11 a.m.

Instructor: Cindy Leonard, Bayer Center

Social media can be an easy and relatively inexpensive way to promote your organization and network with your constituents. This class explores a wide variety of popular Web 2.0 and social media tools being effectively used by nonprofits today. No previous knowledge of social media is necessary.

Volunteers: Recruitment, Retention and Recognition

Thursday, June 18 from 9–11 a.m.

Instructors: Peggy Morrison Outon, Bayer Center; Jean Briancesco, Girl Scouts Western PA; Marilyn D. Chapla, Good Grief Center for Bereavement Support; MaryRose Walko, Literacy*AmeriCorps Pittsburgh

Volunteers are a key part of our "nonprofit-ness," and yet the pressures of ever-increasing professionalism have pushed volunteer solutions to the margins in many organizations. Join us for a practical discussion by three of our region's leaders on effectively using volunteers to deliver programs and leverage resources, both human and financial.

JUNE

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- 3 Search Engine Optimization for Nonprofits
- 4 FreeSources: Get Your Stories Straight
- 9 Bagels and Bytes, Westmoreland
- 10 Bagels and Bytes – on a boat!
- 11 FreeSources: Web 2.0 and Social Media
- 18 FreeSources: Volunteers: Recruitment, Retention and Recognition
- 18-19 Access Camp
- 26 Debt is Not a Four-letter Word
- 30 Web 2.0 Camp

JULY

- 14 Bagels and Bytes, Westmoreland
- 28 Powering Up Your Donor Database
- 29 Dreamweaver Camp
- 30 The M Word: Mergers and Strategic Restructuring... Anonymously

AUGUST

- 5 Bagels and Bytes, Allegheny
- 6 Bagels and Bytes, Downtown Financial Dashboards
- 11 Bagels and Bytes, Westmoreland
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- 17-21 The Grantsmanship Center Training
- 18 Introduction to Excel Intermediate Excel
- 20 The Anxious Fundraiser
- 25 Outlook Camp 2007

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NONPROFIT MANAGEMENT

The Anxious Fundraiser - Come for a drink and hors d'oeuvres.
Thursday, August 20 from 5-8 p.m. **Fee:** \$50

Instructor: Peggy Morrison Outon, Bayer Center
Location: Hip Pittsburgh restaurant to be announced

Join us for a good conversation over a drink and hors d'oeuvres about the emotional realities of fundraising, and we'll discuss how to better negotiate grant conditions that please your funders and deliver on promises made. We'll look at case studies and view mock foundation interviews to enhance what you already know so that you can calmly and confidently create win/win situations for your organization and your funders.

Grantsmanship Center Training

Monday, August 17-Friday, August 21
from 8:30 a.m.-5:30 p.m. **Fee:** \$895

Instructors: The Grantsmanship Center, Los Angeles, CA

This intensive, hands-on workshop designed for both novice and advanced grant seekers covers all aspects of researching grants, writing grant proposals and negotiating grant terms with your funders. A wealth of on-site materials will help you investigate funding sources for your organization, and the Center's teambuilding approach will enable you to work with your small group to prepare and write an actual funding proposal.

Half tuition scholarships are available for organizations with annual budgets under \$300,000. To register or to apply for a scholarship, call The Grantsmanship Center at 800-421-9512, or enroll online at www.tgci.com.



CLINICS

Bayer Center clinics are your chance to schedule an hour of individualized, expert advice on topics of interest to your organization for only \$50. Have a legal question? Come to a clinic. Want a snappier website? Come to a clinic. Want to talk with someone confidentially about the pros and cons of considering a merger? Come to a clinic. Want to improve your bowling average? Practice.... We can't do everything! But we can help with a lot. Take a look below.

Dreamweaver Clinic

Great website idea, but no idea how to do it? Our maven helps you create the site of your dreams!

Access Clinic

Bring a copy of your problematic database and we'll help you make sense of it.

QuickBooks Clinic

QuickBooks for your specific needs! Our expert will teach you what you want to learn.

PowerPoint Clinic

There is always room to improve the visuals that we use to aid our presentations. Get one-on-one help to make that presentation sing!

Excel Clinic

This one-on-one session is your opportunity to become the Excel magician you've always wanted to be!

FINANCE

"Debt" Is Not a Four-letter Word

Friday, June 26 from 9-11 a.m. **Fee:** \$40

Instructors: Scott Leff and Garrett Cooper, Bayer Center; Lisa Kuzma, Richard King Mellon Foundation; Gloria Ware, Fifth Third Bank; Misty Parshall, Schneider Downs & Co., Inc.

Going into debt can be a smart strategy... if you know how, when, and why. It can also be a grave mistake. Lines of credit, mortgages, factoring receivables?... Learn from our expert panelists as they instruct you on the ins and outs of the right reasons and best ways to borrow money in tough economic times.

Financial Dashboards

Thursday, August 6 from 9 a.m.-noon **Fee:** \$65

Instructors: Scott Leff and Garrett Cooper, Bayer Center

If a picture's worth a thousand words, how many numbers is it worth? Financial dashboards convert large quantities of complex information into concise, often graphical, snapshots that allow quick assessments of financial condition. Build efficiency into Board and management meetings by learning how to use these helpful tools.

GOVERNANCE

The M Word: Mergers & Strategic Restructuring... Anonymously

Thursday, July 30 from 10-11 a.m. **Fee:** \$25

Instructors: Scott Leff and Yvonne Van Haitsma, Bayer Center

Ever wondered what a merger or acquisition with your organization might look like? In this anonymous webinar, you can explore potential merger options in a non-threatening way. You will better understand the ins and outs of restructuring so that you can look at mergers as a strategy instead of just a last resort. And, because the class is online, nobody but you needs to know you're even thinking about it.

TECHNOLOGY

Bagels and Bytes

8-9:30 a.m.

This popular gathering of pro & accidental nonprofit techies continues our monthly discussions of managing and maintaining your nonprofit's technology. Don't miss our special B&B Allegheny/Downtown session on June 10 where we'll beat the heat and have breakfast on a boat at RiverQuest! Visit www.tinyurl.com/bagelsandbytes for more information.

- **Westmoreland:** Tuesday, June 9 at Eat n' Park, Greensburg
 - **Allegheny/Downtown:** Wednesday, June 10 at RiverQuest (Cost: \$10)
 - **Westmoreland:** Tuesday, July 14 at Eat n' Park, Greensburg
 - **Allegheny:** Wednesday, August 5 at Easter Seals (Cost: \$10)
 - **Downtown:** Thursday, August 6 at the Bayer Center (Cost: \$10)
 - **Westmoreland:** Tuesday, August 11 at Eat n' Park, Greensburg
 - **West:** Wednesday, August 12 at Eat n' Park, Moon Township
- ◆ Breakfast cost is individual responsibility and not provided

Settling in With Microsoft Office 2007

Tuesday, June 2 from 9 a.m.-4 p.m. **Fee:** \$125

Instructors: Cindy Leonard and Jeff Forster, Bayer Center

Growing accustomed to a new version of software that we use daily can be both exciting and frustrating. We'll walk you through the promise and the peril of the core applications in the new version of Microsoft Word, Outlook and Excel. Topics will include the new menu ribbons, enhanced features, and refreshers on how to do familiar tasks.

Search Engine Optimization for Nonprofits

Wednesday, June 3 from 1-4 p.m. **Fee:** \$65

Instructor: Tim Sweet, Consolidated Communications, Inc.

Search engine optimization (SEO) is vital to achieving and maintaining visibility on the web. This course is designed to provide a solid introduction to SEO for nonprofits. During this session, you'll learn the basic concepts of SEO, keyword research, search engine submission, and other techniques for building your search engine presence.

Access Camp

Thursday-Friday, June 18-19 from 9 a.m.-4 p.m. **Fee:** \$240

Instructor: Jeff Forster, Bayer Center

Soak up everything you can in two intensive but fun days about sound database structure and all the parts of an Access database. You'll leave with a client management database template. You'll learn how to use Access to manage contact, enrollment, service and outcome information. See more complete description on our web site. No prior Access knowledge necessary.

Web 2.0 Camp

Tuesday, June 30 from 9 a.m.-4 p.m. **Fee:** \$125

Instructor: Cindy Leonard, Bayer Center

Have you just been handed responsibility for your organization's activities in the realm of social media? Are you baffled and unsure how to begin? In this day-long hands-on "camp," you will learn how to create an account for and use the following popular Web 2.0 tools: Twitter, Facebook, YouTube, Flickr, Wikispaces, Wordpress (hosted version).

Powering Up Your Donor Database

Tuesday, July 28 from 9 a.m.-noon **Fee:** \$65

Instructors: Janet Emery, CFRE, J. Emery Consulting; Jeff Forster, Bayer Center

This interactive workshop will lay out manageable steps for moving from database management to database marketing. We'll cover what to put in and what to pull out of your database. We'll map out action plans for real-life scenarios. Also, you'll take away the nine questions that will start your database analysis. Get more out of your fundraising records through creative, insightful analysis.

Dreamweaver Camp

Wednesday, July 29 from 9 a.m.-4 p.m. **Fee:** \$125

Instructor: Cindy Leonard, Bayer Center

Are you a complete website design novice who needs to know how to design a basic website that works? Adobe Dreamweaver is the answer. This session is for beginners. Nonprofit staff with no previous web design experience and web design staff who want to learn Dreamweaver are welcome.

Excel Day for Office 2007

Fee: \$65 per session / \$90 for the whole day

Excel Day consists of two sessions: Introduction to Excel in the morning and Intermediate Excel in the afternoon. Hands-on instruction with Excel 2007 includes introduction to new navigation and features.

Introduction to Excel 2007

Tuesday, August 18 from 9 a.m.-noon

Instructor: Cindy Leonard, Bayer Center

Learn Excel basics in the morning session including: worksheet creation, formula creation, cell formatting using "mouse pointers," absolute cell references, printing your worksheet.

Intermediate Excel 2007

Tuesday, August 18 from 1-4 p.m.

Instructor: Jeff Forster, Bayer Center

Learn more about Excel in the afternoon including: worksheet templates creation and use, using functions, creating links between worksheets, database features, chart creation and formatting.

Outlook Camp 2007

Tuesday, August 25 from 9 a.m.-4 p.m. **Fee:** \$125

Instructor: Cindy Leonard, Bayer Center

Microsoft Outlook is one of the best ways to manage your e-mail, address book, to-do lists and calendar. Find out how to manage your Outlook items through grouping, categorizing and filtering. Discover how to schedule recurring appointments and meeting invitations and to use categories and colors to help manage your time. Designed for current Outlook users who want to move beyond the basics.

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