

The Bayer Center for Nonprofit Management 2021 Summer Catalog



Driving Engagement through Better Data: Introduction to Data Management - Fee: \$30

Thursday, June 3 from 10—11 a.m. with Kyle Schriver, Dadel

If your organization works with individuals (donors, volunteers, constituents, or alumni), then engagement is critical and dependent on good data. However, many nonprofits struggle to make data management a priority, leading to lost engagements, donations, and participation. This webinar helps organizations solve this problem by asking, "What is this data?" and "How do I make the case for change?" We'll break down the components of a person's profile, discuss best practices for managing and measuring quality, discuss strategies for discussing with leaders and board members, and answer your questions.

Critical Strategies for Fundraising Success - Fee: \$35

Wednesday, June 9 from 10—11:30 a.m. with Emma Kieran, Pilot Peak Consulting

This intensive webinar will explore four mainstays of successful fundraising: leadership, systems, case, and donors. You will learn how to develop a fundraising board, manage and identify top donors, prepare a poignant, one-page case for support, and build relationships. Along with step-by-step instruction for implementing each strategy, you'll get tips, tricks and templates that can be used each year to set up your fundraising program for success.

Executive Director Huddles - Fee: Free, but R.S.V.P. is required

Thursdays June 10 and July 8 from noon - 1 p.m. with Wendy Burtner, Steeltown Entertainment Project

Break down the isolation barrier! This affinity group brings nonprofit CEOs and EDs together to share experiences, challenges and solutions as we deepen our connections and build a community of support.

BoardsWork! Board Member Virtual Training - Fee: \$500 (\$400 without board matching services)

Tuesdays, June 15 and 22 from 9 a.m. – noon with Peggy Morrison Outon, Bayer and Covestro Centers and special guests

We've transformed BoardsWork! into an online training hub, packed with resources and information to help equip individuals as smart, innovative, and eager nonprofit board members. The fresh, updated course will be presented over two sessions and filled with synchronous and asynchronous modules on topics like fundraising, boardmanship, planning, finances, human resources, and diversity, equity and inclusion.

Board Chair Brainstorm - Fee: Free, but R.S.V.P. is required

Monday, July 12 from noon – 1 p.m. with Dee Delaney, Executive Service Corps

Attention all board chairs: YOU ARE NOT ALONE. Join this elite gathering of board chairs and board presidents for a time of brainstorming and bonding to share stories, challenges and build solutions around the issues involved in being a board chair. We're in this together, even when we're apart!



Introduction to Excel: Hands-On - Fee \$65 or \$115 with “Intermediate Excel”

Wednesday, July 14 from 9 a.m. - noon with Sarah Thurston, University of Pittsburgh

Learn Excel basics in-person at the morning Excel session, including worksheet creation, formula creation, cell formatting, using “mouse point-ers,” absolute cell references, and printing your worksheet.

LOCATION: BCNM at Robert Morris University, Benjamin Rush Center, 6001 University Blvd, Moon Township, PA 15108

Intermediate Excel: Hands-On - Fee \$65 or \$115 with “Introduction to Excel”

Wednesday, July 14 from 1– 4 p.m. with Sarah Thurston, University of Pittsburgh

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

LOCATION: BCNM at Robert Morris University, Benjamin Rush Center, 6001 University Blvd, Moon Township, PA 15108

Engaging Major Gift Prospects - Fee \$40

Tuesday, July 20 from 10 a.m. - noon with Mark Lynch, Carter Global

You, your development colleagues, executive, and board members have invested time and resources in laying the foundation for creating or expanding a program or planning a facilities expansion. Now all you need are major gift prospects and insights about how to engage them. This webinar will provide helpful advice on identifying and qualifying major gift prospects, beginning the dialogue for cultivating their interest, and eventually determining the right time (and the best person or persons) for making “the ask.” Included will be how to utilize your board members; tools, such as the chart of needed gifts and named gift opportunities; and the importance of maintaining a “donor-centric” focus. This webinar will benefit all development team members, board members, and nonprofit executives, especially those interested in ex-panding their skills in this essential aspect of fundraising.

More Than a Statement: Using Your Mission Statement to Build Your Voice - Fee: \$35

Thursday, July 22 from 1 – 2:30 p.m. with Mike Stancil, Pittsburgh Business Group on Health

Learn how a well-crafted mission statement can inform your marketing presence. From language to design, this course explores how a nonprofit’s mission statement can become a “source of truth” in all creative content and design decisions. The course will also explore how focusing on the mission statement can create consistent and effective communication as well as streamline the creative process.

Clinics: Customized one-on-one help available year-round, by appointment for \$65 per hour

Board Basics* - This deep dive will use a board assessment tool to put your board on a path to success.

Bylaws - Bylaws direct the board and the organization. We’ll review yours and suggest any improvements.

Employee Handbook* - We’ll review your handbook and look for sections that are missing or need revisions.

Finance - A finance clinic can assist you with an inquiry related to your organization’s numbers.

Human Resources - HR policies need to be fair and compliant. Make sure yours are both.

Governance - Bring your governance questions to someone with seasoned experience and leave with next steps.

Marketing - We’ll look at your current marketing strategy and advise you about where you should focus your energy.

Nonprofit Start-up* - Considering a nonprofit? We’ll guide you through options and the decision-making process.

Prepping for an Audit* - We’ll help walk you through the process and gather documentation before the auditors arrive.

**Two hour minimum*

Register online today!



**BAYER CENTER FOR
NONPROFIT MANAGEMENT**