



**center for  
corporate social  
responsibility**



**BAYER CENTER FOR  
NONPROFIT MANAGEMENT**

## **PREP - Partnerships, Resources, Expertise and Power for Nonprofits**

**February 19th – April 16th 2021**

**Eight Friday mornings from 9 a.m. – 11:30 am.**

Develop organizational strategy by exploring the connection between successful partnerships and their role in successful fundraising.

### **Session One: Putting It Together**

Learning objectives:

1. Develop organizational strategy by exploring the connection between successful partnerships and their role in successful fundraising. Discuss a variety of partnerships, traditional and non-traditional, internal and external, differences in size, mission and yet powerful collaboration opportunities.
2. Clarify expectations by review of the syllabus and text book as we get started.
3. Build a common vocabulary about partnership and collaboration. Review the identified success factors and create our own success/barriers matrix.

### **Session Two: Exploring Skilled Leadership, Facilitation & Purpose...**

Learning objectives:

1. Participants will examine their own strengths and weaknesses as leaders.
2. Explore with a local leader how collaborations test leadership – what is required from leaders working in partnership. Dealing with power & control...
3. Learn some powerful tools of asking the right questions and stronger facilitation skills.

### **Session Three: Building Trust - Engaging Stakeholders, Communication, Membership**

#### **Characteristics**

Learning objectives:

1. Learn principles of engagement – of others, of partners and new thoughts on using effective communication internally and externally. Becoming multi-lingual.
2. Explore partnership challenges. Discuss effective partnerships between corporations and nonprofits...potential of skills based volunteering.
3. Continued thought about collaboration challenges by playing out a possible scenario of failure of power & control in collaboration.

### **Session Four: Process & Structure; Legal considerations; Evaluation**

Learning objectives:

1. Explore mechanics of collaboration after finding a transformative idea.
2. Discuss principles of evaluation as needed for effective collaboration. The power of evaluation in fundraising work.

3. To learn best legal practices for nonprofit partnerships. Explore role of lead partner/other partners.
4. Begin to apply concepts and principles of partnership to fundraising practice.

### **Session Five: Building a Fundraising Plan that Produces**

Learning objectives:

1. Using a comprehensive development audit, explore all methods of fundraising and their applicability to the current opportunities and challenges.
2. Explore alignment between organizational needs, community needs and donor needs.
3. Identify potential or current donor partnerships and apply the 22 factors for analysis of most productive.
4. Stewardship – of donors, foundations, and corporations
5. Proposal writing strategy

### **Session Six: Understanding Your Donor and Speaking their Language**

Learning objectives:

1. Understanding the differences of working with individual donors, foundations and corporations in the most effective manner. Developing key messages.
2. Using a variety of methods to tell your story – principles of proposal writing, special events – large and small, newsletters and other collateral materials.
3. Learn principles of MOVES management. Explore Seven faces of Philanthropy and how they align with your key messages.

### **Session Seven: Presenting to a Funder & the use of social media in FR**

Learning Objectives:

1. Understanding the principles of effective presentation...use of powerpoint...building a compelling story – through video & authentic stories
2. Understanding the art of the ask.
3. What is working well in social media fundraising...what should be avoided.

### **Session Eight: Putting it together one more time...**

Learning objectives:

1. Reviewing the development audit and applying lessons learned
2. Identifying priority activities and opportunities and making 30/60/90 day action plans
3. Reviewing key factors of productive partnerships and their relevance to fundraising that succeeds

*Partnership curriculum initially developed by Bayer Center for Nonprofit Management  
at Robert Morris University & The Program to Aid Citizen Enterprise (PACE)*

## Participant expectations

As members of a cohort in this pilot program, participants agree to:

- Make this program a priority for their time, attending each class, prepared and ready to work;
- Have their camera ON and their microphone OFF (until it's time for it to be ON!);
- Be active participants in this learning community, asking questions, practicing constructive dissent and engaging between classes;
- Full participants in evaluation measures and discussion of possible improvements.

Through this program we are hoping to build a learning community. This is never easy, but it is particularly challenging for us all in the virtual world. We are hoping that you become interested in each other and find new possibilities for partnership. That is why we're asking each of you to complete a directory entry. We further hope you will find colleagues who support each other and other nonprofit leaders in these challenging times. We intend to devote part of each session to building community in hopes you might find a new partner right in the ZOOM room! But whether that happens or not, we need each other to come through this astounding time whole and vigorous. We have long found our colleagues to be the best company as we travel in white water.

We will have several guest speakers who we believe are outstanding. You will not want to miss them – or any of the sessions. There will be homework and continuity between the sessions even with multiple authorities speaking. The book you received is the spine of this program, so please read it. There will be assignments made to keep your brains engaged in between classes. We know you are very busy (there's a long line in that club – and we're all in it!). We will make every effort not to bore you or waste your time, but we do ask that you put your whole self in for each session. This program will be as good and as valuable as we collectively make it.