



CENTER FOR Nonprofit Management & Leadership

MIDWESTERN STATE UNIVERSITY

The Nonprofit Management Certificate Program is a series of eight sessions that provide in-depth instruction on the key components of the operations of a nonprofit. Participants learn together what it takes to operate a nonprofit organization in a rapidly changing environment. A mix of theory and practice, the program covers governing, leading and managing, resource acquisition, outcomes evaluation, risk management and legal, and marketing.

Our instructors come from varied business and educational backgrounds with track records of success in their respective fields and areas of expertise.



REGISTER ONLINE
thecentersmsu.org

TUITION

Per class: \$100

Full Certificate Program:
\$700 for eight classes

*(Receive \$100 off the full certificate program
when purchased all together.)*

Classes will be held in Dillard College of Business
Administration, Room 189, from 9 a.m.-4 p.m.
Lunch will be provided.

Virtual option available for those living more than 45
miles away.

QUESTIONS?

Call or email Marla Malone, Assistant Director
940-397-4962 or marla.malone@msutexas.edu



2023-2024 PROGRAM

September 8, 2023

NONPROFIT STRATEGY AND STRATEGIC PLAN

To be successful as a nonprofit leader, a strong understanding of the origin story behind the social sector and how it is evolving in the 21st Century is vital. Learn the nonprofit strategies that lead to a high-impact, high-performance nonprofit and examine the role that strategic planning plays as a guide in building and sustaining a successful nonprofit organization.

October 13, 2023

NONPROFIT HUMAN RESOURCES & VOLUNTEER MANAGEMENT

Gain an understanding of HR policies and procedures, benefits and compensation, and hiring processes that are unique to nonprofits. Learn about managing volunteers and giving them a meaningful experience.

November 10, 2023

FUND DEVELOPMENT

Explore the essentials to finding and cultivating financial resources that support delivering on the organization's mission.

December 8, 2023

PROGRAM PLANNING, EVALUATION & SUSTAINABILITY

While data collection and measurement are hot topics at every social sector conference, success starts with a culture that supports curiosity, learning and growth. Learn how to measure all aspects of your organization's growth – including your programs. Share tools and tricks of the trade for efficient and effective data-driven decision-making and effective storytelling.

Program presented in partnership with



January 12, 2024

FINANCIAL MANAGEMENT & BUSINESS PRACTICES

Financial management is essential for effective and legal nonprofit operations. Learn proper nonprofit accounting structures and statutes, accountability, internal controls and financial risk management, and the essential role that technology plays in delivering effective financial management.

February 9, 2024

GRANT WRITING

This session will explore the art of grant writing by looking at best practices for identifying, researching, and writing grants for nonprofits of all sizes. Learn the strategies of how to locate potential sources of grant funding, how to develop a successful grant proposal, and the steps to successful grant writing.

March 8, 2024

BRANDING, MARKETING, & PR FOR NONPROFIT ORGANIZATIONS

Discover the basic elements of the branding and marketing process for today's nonprofit organization – from messaging to a marketing plan, as well as strategies for social media and media relations.

April 12, 2024

RISK MANAGEMENT & NONPROFIT LEGAL

Managing risk focuses on dealing with uncertainty and threat, and what to do when something happens. Learn the strategies and tools to make sure your organization is prepared for any threat. You will also learn about the legal structures and practices to have in place to protect your agency and ensure you are operating effectively.



CENTER FOR NONPROFIT MANAGEMENT & LEADERSHIP
3410 Taft Boulevard
Wichita Falls, TX 76308-2099

RETURN SERVICE REQUESTED

TO REGISTER, VISIT:
thecentermsu.org

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