

# Duke | CONTINUING STUDIES

Duke University Nonprofit Management Program  
Danville Regional Foundation, Sponsor  
*Virtual Training – Online-Zoom*  
2022 Nonprofit Capacity Building Training Series  
Class Dates: Apr 26, May 24, Jun 28, Jul 26, Aug 23, Sep 27, Oct 25 & Nov 15, 2022

## INTRODUCTION

The Duke Nonprofit Capacity Building Training Series is designed to give those working with nonprofits skills and expertise needed to succeed in the sector - whether paid staff, volunteers, philanthropists, board of directors, faith-based communities, or individuals transitioning from the private sector. Eight classes are offered. Students who complete all 8 classes on this schedule will complete the requirement for the Duke Certificate in Nonprofit Management. Classes will be Virtual.

Danville Regional Foundation sponsors the 2022 Duke Nonprofit Capacity Building Training Series. Up to 25 students are accepted into each class. Training is available to nonprofits in Danville, also in Pittsylvania County (VA) and Caswell County (NC). For additional information, or to register, contact Starling McKenzie, Senior Program Officer, Danville Regional Foundation, [smckenzie@drfonline.org](mailto:smckenzie@drfonline.org), 434-483-4273. The class schedule is below.

Tuesday, April 26, 9am – 4pm

### **Nonprofit-Planning and Evaluation**

Sarah Heinemeier, Ph.D., [sarahhei@compasseval.com](mailto:sarahhei@compasseval.com)

Discuss what it takes to incorporate an effective and comprehensive program evaluation. Understand how program evaluation has an impact on services and sustainability offered by nonprofits. Participants will also understand ways in which program evaluation impacts potential funding and organizational sustainability.

During this interactive class, understand why evaluation is important and how it includes key stakeholders' roles, the utility of theories of change, how to design an evaluation plan, and the basics of data collection.

#### Key Learning Objectives

- Understand the who, why, when, and how of program evaluation.
- Discuss an action plan for addressing evaluation in your organization.

Instructor Bio: Sarah Heinemeier Ph.D. is a founding partner of Compass Evaluation and Research, Inc. Sarah became interested and started working in evaluation as a graduate student at UNC-Chapel Hill. As a practitioner of collaborative and participatory evaluation, she loves interacting with groups and building capacity to use data as part of an ongoing commitment to improving conditions

and outcomes for children, families, and communities. Ms. Heinemeier has a Master's degree in Anthropology and a Doctorate in Social Foundations for Education from UNC-Chapel Hill.

Tuesday, May 24, 9am – 4pm

### **Nonprofits Professional's Role as a Change Agent**

John Curtis, Ph.D., [jcurtis@iodinc.com](mailto:jcurtis@iodinc.com)

Today's extraordinarily, dynamic environment places unprecedented demands on all types, sizes and ages of nonprofits to change or risk extinction. However, productive change does not happen by accident nor can it be mandated. This will be a fast-paced, interactive and highly relevant course on Change Management designed specifically for nonprofit leaders. This course offers proven, proprietary methodology using six "Change Drivers" to initiate and sustain organizational change to build capacity, ensure continuing relevancy, and assure financial sustainability.

#### **Key Learning Objectives**

Participants will:

- Identify their personal responses to change and how their leadership style impacts their effectiveness as Nonprofit Change Agents
- Learn how to measure their organization's change capacity based on six Change Drivers to start change and make it permanent
- Assess their organization's current track record of change and identify how to leverage enhancers and mitigate inhibitors that impact its ability to change
- Develop a concrete, measurable Change Management Plan to ensure successful adoption of change initiatives they begin in their organization

**Instructor Bio:** John Curtis, Ph.D. is a nonprofit consultant, researcher and organizational development specialist. He is the President of IOD, Inc., which has been providing consulting services to nonprofits since 1986. His experience spans nearly 30 years and involves planning and leading organizational development projects for hundreds of organizations nationwide in the public, private and non-profit sectors. John holds a B.A. in Education, Masters in Counseling, and Ph.D. in Organizational Development.

Tuesday, June 28, 9am – 4pm

### **Nonprofit– Board Development/Governance**

Jeanne Allen, Ed.S. [jeanne@jeanneallenconsulting.com](mailto:jeanne@jeanneallenconsulting.com)

To be successful, nonprofit organizations require strong leadership from their Board of Directors. The board responsibility is to manage the corporation which includes, but is not limited to, overseeing the senior management's effectiveness, organizational policies and procedures, and the execution of its strategies.

Learn the roles and responsibilities of the board, including its paramount duties, and why board accountability requires a fully engaged and active board of directors who manage the organization. Discuss how you may increase board members' commitment to the mission and

purpose of your organization, and how boards must fulfill their legal and governance duties. This course addresses the following topics: the board's role and responsibilities, the board and the executive director's relationship, financial and legal responsibilities of the board, and how to recruit and select good board members.

### **Key Learning Objectives**

- Understand the board's roles and responsibilities.
- Discuss how board accountability prompted by a nonprofit's internal and external stakeholders requires a fully engaged and active board who manages the organization.

Instructor Bio: Jeanne Allen's expertise is Strategy, Innovation, and Leadership in the nonprofit sector. As a BoardSource Certified Governance Trainer, she is an expert in board development and governance and leadership. Jeanne also custom designs and facilitates engaging board and staff retreats, both online and in person, for nonprofits of various missions. Additionally, as an Instructor in the Duke University Nonprofit Management Certificate Program, she teaches several courses: Board Development and Governance, Strategic Planning, Succession Planning, Effective Meetings and Leadership in Nonprofits. Previously, Jeanne was Assistant Dean, Multicultural Programs at Westchester Community College, NY as well as internal consultant with Girl Scouts USA in NYC. Ms. Allen earned an Ed.S. in Instructional Systems Technology, and MS in Adult Education from Indiana University, and a BA from UNC-CH.

Tues, July 26, 9am – 4pm

### **Community Engagement & Collaboration**

Wendi Goods Everson, MBA, [wgeverson@gmail.com](mailto:wgeverson@gmail.com)

Understand community collaboration and how it works. It is important for nonprofit organizations to be engaged and relevant to the community that they are located in. By becoming an active member in the local area, you increase the recognition of your organization, and meet the people that make up the community you operate in. The people in your community are your base of volunteers and donors, and your nonprofit needs to recognize them and appreciate their efforts in supporting your cause. While community organizing involves the process of building a grassroots movement involving communities, community engagement primarily deals with the practice of moving communities toward change, usually from a stalled or suspended position. Community engagement includes involvement and participation in an organization for the good of communities. Engagement is a dynamic relational process that facilitates communication, involvement and exchange between an organization and a community for a range of social and organizational outcomes.

### **Key Learning Objectives**

- Understand what community engagement & collaboration involve.
- Learn to build a grassroots movement involving communities, community engagement that primarily deals with the practice of moving communities toward change, usually from a stalled or suspended position.
- Understand how you may be responsive to community needs, views, and expectations.

- Understand collaboration between nonprofit and private companies

Instructor Bio: Wendi Goods Everson, MBA, is a community development professional with 20+ years of government, nonprofit, and philanthropic experience. Everson worked for the Danville Regional Foundation and led efforts focused on civic engagement, leadership development and community building. Additional experience includes neighborhood revitalization, fair housing and youth development. She served as VP of River District Association, Chair of Fair Housing Board for City of Danville and Board member for Danville Head Start. She is a recipient of the Danville Pittsylvania County Chamber of Commerce Pace Award for excellence in community service. Ms. Everson has several years of teaching/presentation experience. She has a B.A. in Art History from Temple University, MBA from Everett University and a Certificate in Nonprofit Management from Duke University.

Tuesday, August 23, 9am – 4pm

### **Grant Writing and Compliance – How to Write Effective Grants**

Public Grants (Local, State, Federal) and Private Grants (Corporations, Foundations)

Ruth Peebles, MPA, [rpeebles@theinsgroup.com](mailto:rpeebles@theinsgroup.com)

This course will guide participants through the grant’s management process -- from the preparation of a grant proposal to fiscal report preparation. Learn the important elements of a grant proposal -- including the cover letter, executive summary, need statement, goals, objectives, methodology, evaluation, the budget and future funding. Discuss strategies and criteria used for building relationships with funders and the typical questions funders ask when considering a proposal. Practical tips for ensuring compliance and improving chances of future success will be covered.

### **Key Learning Objectives**

- Understand public grants -- [Local, State, Federal]
- Understand private grants -- [Corporations, Foundations]
- Implement effective processes and practices that lead to successful grant writing including how to build relationships with funders.
- Understand the essential components of a grant proposal package.
- Determine the most effective writing strategies and styles for various grant applications including public grants and private grants.
- Evaluate and access grant proposals after reviewing and critiquing a proposal sample.
- Create a system for compliance management – report on a grant’s progress and impact.

Instructor Bio: Ruth Peebles, MPA, President of The INS Group offers over 30 years of hands-on experience in nonprofit management, project management, fundraising and organizational development. The INS Group was founded in 1999 with the mission of helping federal, state, and local government agencies, nonprofits, and faith-based institutions use innovative solutions to build their capacity and sustain their programs and services. Ms. Peebles is an instructor for the Duke University Nonprofit Management Program and served as an adjunct instructor for the School of Public and International Affairs Master of Public Administration Program at North

Carolina State University. Ms. Peebles currently serves on Wake County Affiliate Board of the North Carolina Community Foundation and Student U Board of Directors. She is a founding member of the Next Generation of African American Philanthropists giving circle.

Tuesday, September 27, 9am – 4pm

### **Writing a Strategic Business Plan**

(Sustainable Strategic Planning)

Anne Willson, MA [anne@annewillson.com](mailto:anne@annewillson.com)

Participants will explore the strategic plan as a key core component for a nonprofit organization. The workshop will address the basic steps of a planning process rooted in impact, as well as various analysis tools for organizational assessment including the SWOT Analysis, the BCG Matrix, and the Strategy Canvas. The course will provide an opportunity for students to apply these tools and process steps to their own organizations.

#### **Key Learning Objectives**

- Explore elements of the strategic planning process.
- Undertake various analysis tools applicable to the nonprofit organization.
- Develop the framework for a plan specific to each participant's organization

**Instructor Bio:** Anne Willson works with nonprofits to strengthen the core structure of the organization and increase their social impact. With a grounded, real-world perspective gained through nearly thirty years in the sector, she guides nonprofits in their development of compelling, sustainable strategic plans and the leveraging of organizational assets to broaden relevancy and engagement. Anne holds two B.A.'s, an M.A., and a Duke University Certificate in Nonprofit Management (NPM). In addition to working directly with organizations, she leads a range of capacity-building workshops for the NPM program and lives in Raleigh, NC.

Tuesday, October 25, 9am – 4pm

### **Human Resource Development in Nonprofits**

[Talent Recognition in Selecting Nonprofit Employees]

Robert Kenney, Ph.D., [ptt@lynchburg.net](mailto:ptt@lynchburg.net)

The Nonprofit sector faces many obstacles when it comes to identifying, hiring and retaining top-tier staff and leadership. According to the Society for Human Resource Management, just under 60 percent of human resource professionals over the next decade will see their largest challenge ahead to be in recruiting, retaining the next generation of organizational leadership. Improving your nonprofit recruiting process has never been more important.

#### **Key Learning Objectives**

- Understand how potential talent see your nonprofit organization
- Incorporate information that counters negative assumptions about your organization in your first contact with prospective talent

Instructor Bio: Bob Kenney, Ph.D. is President and Founder of Partners Through Training, based in Richmond, Virginia since 1993 and has taught hundreds of classes as part of Duke University's Nonprofit Management Certificate since 1995. As a trainer and business consultant since 1993, Bob has worked nationally and internationally with thousands of people looking to develop practical business skills in the areas of leadership, management, and team development; managing and working within a remote team; influence and motivation skills; meeting management and facilitation; creative problem solving and innovation; mentoring, strategic partnerships, and interpersonal collaboration. Bob has designed and delivered professional development workshops for a variety of clients in the US, including nonprofit organizations; pharmaceutical and health care organizations; manufacturing plants; educational facilities; commercial airlines and other service-based corporations; and local, state, and federal government agencies. Bob has partnered with 19 centers for continuing and executive education at major universities, such as Duke University, the Universities of North Carolina, Virginia, Pittsburgh, Richmond, Maine, and Southern Maine. Bob holds Masters and Doctorate degrees in social and organizational psychology, with a specialization in small group training and organizational analysis, from the State University of New York at Buffalo.

Tuesday, November 15, 9am – 4pm

### **Marketing Your Nonprofit (Can You Hear Me Now?)**

Kelly Joyner Lee, [kjlee1971@gmail.com](mailto:kjlee1971@gmail.com)

Marketing is important for nonprofit organizations. Find out how nonprofits use different marketing tactics to promote their message and their organization. Also, why it is good for nonprofits to channel their energy into the best ways for them to be heard.

Participants will discuss strategies, audience lists, and ideas that they have developed based on the premises taught in session one. They will work with the instructor and classmates to refine and hone their strategy and tactics based on best practices. The end result will be the beginning of a strategic communication and marketing plan that can be implemented across an organization.

This high energy course will help you focus on expanding your nonprofit network. Find the connection between engagement and collaboration through a series of exercises designed to help you identify your organization's assets and needs. This course is designed to help you turn viewers into volunteers by identifying who those potential superstars are and how to keep them engaged with YOUR nonprofit. Want to widen your circle? This is the course for you!

#### Key Learning Objectives

- Discuss participants' strategies for effective marketing.
- Learn how to refine and hone your strategy.
- Know who you are marketing to.

Instructor Bio: Kelly Joyner Lee works as a Program Officer for the North Carolina Community Foundation, serving eighteen counties in Central NC. She has extensive experience in board and fund development, grant writing, small group facilitation, marketing, and nonprofit engagement in communities. Ms. Lee is the co-creator of the 'Leading for Tomorrow Nonprofit Capacity Building Summit' and a founding member of the Women Givers of Nash-Rocky Mount. She

holds a BA in Leadership in the Public Sector from North Carolina State University, graduating Summa Cum Laude, and an MS in Management and Leadership from WGU North Carolina. She has earned certifications in small group facilitation, nonprofit marketing, special event planning, and most recently completed training with the Disney Institute, earning a certificate in Disney's Approach to Leadership Excellence. Kelly Lee earned her Certified Fundraising Credential (CFRE) in 2019.

## Duke University Nonprofit Management Program

Danville Regional Foundation, Sponsor

2022 Nonprofit Capacity Building Training Series

Class Dates: Apr 26, May 24, Jun 28, Jul 26, Aug 23, Sep 27, Oct 25 & Nov 15

### GENERAL INFORMATION

#### **Registration**

Up to 25 students are accepted into the 2021 Nonprofit Capacity Building Training Series. Registration is open to nonprofit organizations in Danville, Pittsylvania County, Virginia and Caswell County, North Carolina.

To register for Virtual Online-Zoom classes in the 2022 Nonprofit Capacity Building Training Series, contact:

- Starling McKenzie, Senior Program Officer  
Danville Regional Foundation  
[smckenzie@drfonline.org](mailto:smckenzie@drfonline.org), 434-483-4273

#### **Class Format**

Virtual - Online-Zoom

#### **Online Classes**

Classes will be a series of live, interactive Webinars. A link to each instructor's handouts will be provided to staff at the Danville Regional Foundation.

#### **Attendance Policy**

Classes meet from 9am to 4pm each day, starting promptly at 9am and ending at 4pm. 20 students are accepted into each class. Students earn 6 course hours per class. Hours may be applied toward the Duke Certificate in Nonprofit Management. Contact Duke Nonprofit Management staff if you have questions.

#### **Earn Your Duke Certificate in Nonprofit Management when you attend all 8 classes in this Series**

You may earn the **Duke Certificate in Nonprofit Management** if you attend each of the 8 Virtual classes in the 2022 Nonprofit Capacity Building Training Series and complete assigned pre-reading materials.

Danville Regional Foundation staff will send Duke Nonprofit Management staff a list of all registered participants for each class, highlighting participants who selected the Custom Intensive Track Option.

You must **register** with Starling McKenzie, Senior Program Officer, Danville Regional Foundation, before the first class in the Nonprofit Capacity Building Training Series starts - to let him know if you will be participating in the Custom Intensive Track Option, or taking classes individually.



## Custom Nonprofit Intensive Track Program Option:

Requirement for earning the Duke Certificate in Nonprofit Management (8-Classes)

1. A participant who attends all 8 Online classes in this Nonprofit Capacity Building Training Series (Apr 26, May 24, Jun 28, Jul 26, Aug 24, Sep 27, Oct 25, and Nov 15, 2022) will earn the Duke Certificate in Nonprofit Management.
2. A link to pre-reading assignments will be sent to students planning to earn the Certificate by attending all 8 classes.
3. Pre-reading must be completed before each scheduled class.

### Pre-Reading

Pre-reading assignments will be placed in the Duke Box for download by participants. Registered participants will receive a link to Duke Box before the first class

### Schedule at a Glance --- 2022 Classes/Dates

Date	Class	*Instructor	Time
Apr 26, 2022	Nonprofit Planning & Evaluation	Sarah Heinemeier, Ph.D.	9am-4pm
May 24, 2022	Nonprofits Professional's Role as a Change Agent [How to Be a Successful Change Agent]	John Curtis, Ph.D.	9am-4pm
Jun 28, 2022	Nonprofit Board Development & Governance	Jeanne Allen, Ed.S.	9am-4pm
Jul 26, 2022	Community Engagement & Collaboration	Wendi Everson, MBA	9am-4pm
Aug 23, 2022	Grant Writing & Compliance - How to Write Effective Grants Public Grants (Local, State, Federal) & Private Grants (Corporations, Foundations)	Ruth Peebles, MPA	9am-4pm
Sep 27, 2022	Writing a Strategic Business Plan	Anne Willson, MA	9am-4pm
Oct 25, 2022	Human Resource Development in Nonprofits [Talent Recognition in Selecting Nonprofit Employees]	Robert Kenney, Ph.D.	9am – 4pm
Nov 15, 2022	Marketing Your Nonprofit (Can You Hear Me Now?)	Kelly Lee, MS	9am – 4pm

Classes are offered by Duke University Nonprofit Management Program, a unit of the Office of Continuing Studies. Staff contact information is below.

- Mary Sherk, Program Coordinator, [mary.sherk@duke.edu](mailto:mary.sherk@duke.edu)
- Ivy Burch, Program Assistant, [ilb4@duke.edu](mailto:ilb4@duke.edu)
- Nancy Love, MPA, Director, [nancy.love@duke.edu](mailto:nancy.love@duke.edu)