

Summer 2017 Courses



BAYER CENTER FOR
NONPROFIT MANAGEMENT

BCNM-RMU.ORG

All summer classes are held at The Bayer Center for Nonprofit Management at Robert Morris University, 339 Sixth Avenue, Suite 750 in downtown Pittsburgh with the exception of Bagels and Bytes.

To register online, visit rmu.edu/bcnmregistration or call Shelby Gracey at 412-397-6000.

Critical Strategies for Fundraising Success

Friday, June 16 from 9 a.m. - noon

This interactive and intensive session will explore four mainstays of fundraising success: leadership, systems, case, and donors. Participants will learn how to develop a fundraising board, manage top donors, identify new donors, prepare a poignant one-page case for support, and build relationships that will lead to long-term fundraising success. 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.

Instructor: Emma Gilmore Kieran,
Pilot Peak Consulting
Fee: \$65 (\$55 if paid online)

Writing for the Web and Social Media

Wednesday, June 28 from 9 a.m. - 4 p.m.

Writing content for your website or social media is very different from writing for other types of communications because of the way people read and use the Web. Learn how to improve your written website and social media content, increase your site's usability as well as readability and improve the effectiveness of your online communication channels.

Instructor: Cindy Leonard, Bayer Center
Fee: \$125 (\$115 if paid online)

Telling an Impactful Story with Data

Friday, June 30 from 9 a.m. - noon

Finding stories in data can be a challenge. Where should you turn for sources? How can you confidently report them? This workshop will introduce the typical kinds of stories that can be found in data, provide an introduction to economic impact and the types of data used in an analysis, and give you practice in finding your own data stories. You'll feel more confident "reading" datasets to uncover the stories they contain. A great resource for grant writers, project evaluators, strategic planning, or anyone interested in learning more about the communities you serve. Come and learn how to access and extract community data, hone your data-storytelling skills, and understand how economic impact reporting can benefit your organization!

Instructor: David Primm, IMPLAN
Fee: \$65 (\$55 if paid online)

Strengthening Your Team's Accountability

Friday, July 14 from 9 a.m. - noon

All nonprofits are feeling pressure to meet ever-increasing expectations with less time and money than ever before, and stress, burnout and disengagement are common. Yet nonprofits that embrace accountability, results, retention and morale flourish. Why? Because accountable team members negotiate clear agreements, build strong partnerships, and feel more control in outcomes, resulting in more productivity and less stress. Discover the powerful personal benefits of accountability and the strategies to make it happen.

Instructor: Len Petrancosta,
Peak Performance Management
Fee: \$65 (\$55 if paid online)

TECH NOW A TECHNOLOGY CONFERENCE FOR NONPROFITS

October 19, 2017
DoubleTree by Hilton Hotel
Monroeville, PA

Keynote: Aliza Sherman

THE HAPPY HEALTHY NONPROFIT

BETH BARTER ALIZA SHERMAN
Presented by the non-profit management center

WILEY

Bagels and Bytes

Join your nonprofit techie colleagues for informal learning and networking in this popular monthly convening. If you're officially (or unofficially) responsible for your nonprofit's technology challenges, join us!

Bagels and Bytes – Allegheny

Wednesday, June 7 from 8:30 – 10 a.m. at Computer Reach, 214 North Lexington Street, Pittsburgh, PA (Open Source Summer Fiesta!!!)

Wednesday, August 2 from 8:30 – 10 a.m. at Jewish Residential Services, 4905 Fifth Avenue, Suite 3, Pittsburgh, PA

FREE, but you must R.S.V.P. at rmu.edu/bcnmregistration or via Meetup.com.

Bagels and Bytes – Westmoreland

Tuesday, July 18 from 8 – 9:30 a.m. at King's Restaurant, Hempfield Pointe, 6297 Route 30, Greensburg, PA

R.S.V.P. to Gina McGrath at ginam@ywcawestmoreland.org or via Meetup.com. Participants pay for their own meal off the menu.

Bayer Center clinics offer individualized, expert advice on topics of interest for only \$50 an hour. HR questions? Come to a clinic. Want a snappier website? Come to a clinic. Want to learn the violin? Practice...We can't do everything! But we can help with a lot. Register online at rmu.edu/bcnmregistration or call 412-397-6000.

Bylaws Clinic (2 hour minimum)

Bylaws are important in directing the board and the organization. We'll review yours and give you suggestions for improvements.

Website Audit Clinic

Sit down with our website expert as she provides an honest (and kind) assessment of your site and recommendations for improvement.

Employee Handbook Clinic (2 hour minimum)

We'll review your handbook and look for sections that are missing or need revisions.

Social Media Strategy Clinic

Let us advise you one-on-one, and you'll be using social media more effectively in no time!

HR Clinic

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

WordPress Clinic (2 hour minimum)

This clinic is designed to help you troubleshoot specific WordPress issues. Though users of all skill levels are welcome, you must have a basic knowledge of WordPress prior to the clinic.

Marketing Clinic

We'll take a look at your current marketing strategy and materials, and give you advice about where you should focus your energy.

Nonprofit Start-up Clinic (2 hour minimum)

Thinking of starting a nonprofit? We'll guide you through different options and the decision-making process.

Pinpoint Planning Clinic

Utilize a tailored and time-limited approach that provides quick analysis of finance, fundraising, HR, governance and technology.

Prepping for an Audit Clinic

We'll make sure you're tracking your finances well, walk through the audit process, and gather documentation before the auditors arrive.