



## 2017 SPRING NONPROFIT LEADERSHIP SERIES

Vegso Community Resource Center (VCRC)  
261 NW 13<sup>th</sup> Street • Boca Raton, FL 33432  
(561) 620-2553 • www.jlbr.org

### INTRODUCTION TO FINDING GRANTS

**Presented by Liz Locke, Junior League of Boca Raton**

*January 3, February 7, March 7, April 4, May 2*

*First Tuesday of each month*

*9:00 a.m. – 10:00 a.m.*

*No Registration Fee*

Learn how to effectively utilize the VCRC library resources, including the *Foundation Directory Online* database. Research potential funders for your organization by developing targeted lists of foundations that will match your organization's funding needs. Audience: Beginning funding researchers or those in need of a refresher

### CREATING A GREAT E-NEWSLETTER WITH STRONG CONTENT AND CALLS TO ACTION

**Presented by Leon Fooksman, Digital Storyline, LLC**

*January 26, 2017*

*9:00 a.m. – 11:00 a.m.*

*No Registration Fee*

When it comes to marketing, social media is getting all the attention, but email marketing is still king. E-newsletters continue to be a reliable and effective marketing channel, particularly for nonprofits. If done well, they will increase awareness about your agency, educate your donors, generate word-of-mouth referrals, and add value to your mission. Learn how to approach developing informative content for your e-newsletter and position your organization as a growing, thought-leader in your field. Audience: All

### HOW TO BREAK UP WITH A BOARD MEMBER (AND HOW TO AVOID GETTING THERE IN THE FIRST PLACE!)

**Presented by Gerry Czarnecki, Founder & Chairman, National Leadership Institute**

*February 16, 2017*

*2:00 p.m. – 4:00 p.m.*

*No Registration Fee*

We've all likely been there... who hasn't had a board member (or three!) that needs to go, but you just feel stuck with them!? What CAN you do, or SHOULD you do? Can you "fire" a bad board member? The answer may surprise you. This session will take you through recognizing the true bad apples, to best practices for their proper removal. We'll also talk through ways you can avoid this oh-so-tricky situation in the first place. Audience: Nonprofit leaders and board members

### INTRODUCTION TO CORPORATE GIVING

**Presented by Liz Locke, Junior League of Boca Raton**

*February 23, 2017*

*10:00 a.m. – 11:00 a.m.*

*No Registration Fee*

Is your organization ready to seek corporate support? Corporate grantmakers are different from traditional foundations in many ways. This workshop provides a basic overview of the different types of corporate giving, what motivates corporations to give, and how to find potential corporate partners. Audience: Those new to corporate funding

### INTRODUCTION TO PROJECT BUDGETS

**Presented by Liz Locke, Junior League of Boca Raton**

*March 16, 2017*

*10:00 a.m. – 11:00 a.m.*

*No Registration Fee*

If preparing a budget for your grant is holding you back, learn the basic elements of how to draft a project budget with confidence. You'll get step-by-step instructions on how to generate a standard project budget for a foundation proposal, and discuss the basic components of a project budget including income and expenses and how to estimate the realistic cost. Audience: Those new to proposal writing/budgeting

## **WRITING THE GRANT: LEARN THE ART AND SCIENCE OF GRANT PROPOSALS (2 DAY WORKSHOP)**

**Presented by Dr. Christopher Noe, CNoelimits, LLC**

*March 22 and March 23, 2017*

*8:30 a.m. – 4:00 p.m.*

*\$125 pp for both days*

For nonprofits wishing to learn the nuts and bolts of the art and science of grant writing, this intensive two-day workshop is just for you! The focus is will be learning best practices, learning practical application, and learning about take-away resources to guide you through your first grant proposal from A to Z. Learn key components of a grant proposal, the need for a case statement, creating a donor value proposition, and sharing both quantitative and qualitative success metrics in your grant proposal. Bring an open mind, a program idea, and some success stories, and you will leave with a grant narrative that redefines your organization and its impact! Audience: Those desiring in-depth proposal writing training

## **BEST PRACTICES FOR BRINGING ON NEW BOARD MEMBERS**

**Presented by Gerry Czarnecki, Founder & Chairman, National Leadership Institute**

*April 6, 2017*

*9:00 a.m. – 11:00 a.m.*

*No Registration Fee*

You've found the perfectly passionate board members you wanted, with the diversity and skill sets you need. Congrats! To embrace that enthusiasm and masterfully motivate them, you must treat new board members right. From best practices in on-boarding, new board member communications, effective meeting training and more, this session can be a template for powerful board orientation and training and re-energize those long-standing board members who may have lost their fire! Audience: Nonprofit leaders and board members

## **FACEBOOK FOR BEGINNERS: USE THE POWERFUL MARKETING TOOL TO CONNECT WITH SUPPORTERS**

**Presented By Leon Fooksman, Digital Storyline, LLC**

*April 25, 2017*

*9:00 a.m. – 11:00 p.m.*

*No Registration Fee*

Have you been put in the role of running your organization's Facebook page? Facebook is a lot more than just words and photos. To manage this powerful marketing tool, it also takes strategizing, planning and understanding basic technology. Gain the confidence to write great posts, advertise effectively, and comprehend the analytics to connect to a wider audience. Learn how to manage your Facebook fan or group page and develop strategies for building an audience interested in your cause. You will also navigate an existing Facebook fan page and gain an understanding of how it works. Audience: All

## **INTRODUCTION TO FOUNDATION MAPS**

**Presented by Liz Locke, Junior League of Boca Raton**

*May 9, 2017*

*10:00 a.m. – 11:00 a.m.*

*No Registration Fee*

*Foundation Maps*, a service of Foundation Center, is a powerful data visualization and research tool that provides ways for social sector organizations to make informed decisions, tell inspiring stories, and discover how they're connected. Foundation Maps will allow you to research funders in new ways, understand funding trends in your issue area, and see your organization in the context of the broader field. Audience: All, including grantmakers

## **NAVIGATING THE SCHOOL DISTRICT: CONNECTING THE DOTS FOR OUR CHILDREN & FAMILIES**

**Presented by Dr. Ann Faraone, Kidsultants, Inc.**

*May 16, 2017*

*2:00 p.m. – 4:00 p.m.*

*No Registration Fee*

If you are a non-profit, providing programs and services to children and families, it is important to your work to learn ways to connect with the appropriate school district departments and staff. By partnering in serving a common client, we can leverage the resources available to strengthen the educational as well as social/emotional opportunities. The entire community benefits when our families are aware of and children receive support from multiple sources to overcome the many barriers to their success. Audience: All

## **MISSION-BASED STRATEGIC PLANNING**

**Presented by Dr. Christopher Noe, CNoelimits, LLC**

*May 18, 2017*

*9:00 a.m. – 11:00 a.m.*

*No Registration Fee*

Is your organization using a mission-based strategy to maximize results and achieve impact? Learn how to leverage a strategy that is mission-based and focused on achieving outcomes for your investors and beneficiaries. Learn how to apply and execute a strategy that will achieve results, challenge assumptions, and help provide a blueprint toward a powerful and dynamic culture of performance. While many organizations have strategies, few execute on them. Learn how to tie objectives and goals to tactics and performance to achieve your organization's vision and mission..