Nonprofit Academy Online Course Outline

Course Overview
- Video: Welcome to Nonprofit Academy Online
- Navigating the Course

Module 1: Mission, Strategy, and Evaluation
- Guiding Principle
- Mission and Impact
  - The Power of Mission
  - Key Terms
  - Video: The Mission Statement
  - Awesome Mission Statements
  - Complying with the Legal Aspects of Your Mission
  - Keeping Your Mission Front and Center
- Planning Strategically
  - Video: Overview of Planning Strategically
  - How Far Out Should We Plan?
  - Developing Your Plan
  - The Pitfalls of Planning
- Organizational Evaluation
  - Using a SWOT Analysis
- Program Evaluation
  - Video: Overview of Program Evaluation
  - Key Terms
  - The Purpose of Program Evaluation
  - Program Evaluation Matching Game
  - Outcome Evaluation
  - Methodologies: Quantitative vs. Qualitative
  - Data Collection Techniques
- Strategic Partnerships
  - Identifying Potential Partnerships
  - The Collaboration Spectrum
  - Three Considerations for Strategic Partnerships
  - Identifying and Vetting Potential Partners
  - Memorandum of Understanding: A Recipe for Success
  - Sample MOU Template
- Supplemental Readings
  - Standards for Excellence - Mission, Impact, and Planning Packet
  - Standards for Excellence - Program Evaluation Packet
  - Standards for Excellence - Strategic Partnerships Packet

Module 2: Board, Staff, and Volunteer Leadership
- Guiding Principle
- Leadership and Governance
  - Video: Leading an Effective and Diverse Board
  - Board Member Responsibilities
  - The Board's Governance and Fiduciary Responsibility
  - Being a Great Board Member
  - Best Practices for Leadership and Governance
  - Video: Succession Planning
  - Effective Board Meetings
- Leadership and Operational Management
  - Governance and Management
  - Video: The Board Chair/CEO Relationship
  - Operational Management Best Practices
- Diversity, Equity, and Inclusion
  - Why Diversity, Equity, and Inclusion?
  - Diversity, Equity, and Inclusion Vocabulary
  - Understanding the Difference Between Equity and Equality
  - Organizational Assessment and Planning for Diversity, Equity, and Inclusion
  - Helpful Links
- Supplemental Readings
  - Standards for Excellence - Personnel Policies, Employee Compensation, and Evaluation Packet
  - Standards for Excellence - Board Member Responsibilities Packet
  - Standards for Excellence - Organizational Sustainability and Planning Packet
  - Standards for Excellence - Volunteer Policies Packet
  - Standards for Excellence - Board and Executive Partnerships Packet
  - Standards for Excellence - Succession Planning Packet
  - Standards for Excellence - Diversity, Equity, and Inclusion Packet
  - Standards for Excellence - Board Member Composition and Independence Packet

Best Practices

Managing the Day-To-Day   Close ⌃

The executive is responsible for the day-to-day
management and operations of the organization. The
executive should be committed to the mission of the
organization and have the skills necessary to manage the
paid and volunteer talent, and financial resources of the
organization.

Communicating with the Board   Expand ⌄

Interactive drop-down menus reveal best practices
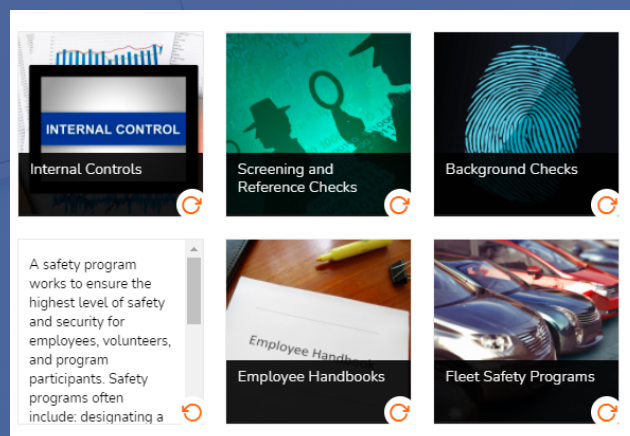
Module 3: Legal Compliance and Ethics

- Guiding Principle
- Maintaining Legal Compliance
  - Following Applicable Laws
  - Key Terms
- Required Public Disclosures
  - Solicitation and Fundraising
- Reporting Misconduct and Whistleblower Protection
  - Whistleblower Policies
  - Whistleblower Best Practices
  - A Whistleblower Case Study
- Conflicts of Interest
  - Video: Conflicts of Interest Overview
  - Types of Conflict of Interest
- Ethics
  - Why You Need a Code of Ethics
  - Sample Code of Ethics
  - Developing a Code of Ethics
  - A Code of Ethics Case Study
- Supplemental Readings
  - Standards for Excellence - Legal Requirements Checklist
  - Standards for Excellence - Public Disclosures Packet
  - Standards for Excellence - Conflicts of Interest Packet
  - Standards for Excellence - Reporting Misconduct and Whistleblower Protection Packet
  - Standards for Excellence - Working with Stakeholders Packet
  - Standards for Excellence - Model Employee Handbook
  - Standards for Excellence - Succession Planning Packet
  - Standards for Excellence - Code of Ethics Packet

APRIL CARTER
DIRECTOR OF CAPACITY BUILDING
MOMENTUM NONPROFIT PARTNERS

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April Carter discusses conflicts of interest

Module 4: Finance and Operations
- Guiding Principle
- Financial Budgeting, Reporting, and Monitoring
    - Video: Overview of Financial Reporting
    - Three Essential Elements to Financial Reporting
    - Key Terms
    - Additional Best Practices
- Internal Controls and Financial Policies
    - Video: Overview of Internal Controls and Financial Policies
    - Written Policies
    - Investment Policies
    - Unrestricted Current Net Assets
    - Purchasing Policies
    - Internal Control and Procedures
- Personnel Policies
    - Model Employee Handbook
- Administrative Policies
    - Crisis and Disaster Planning
    - Information Technology
    - Communications Planning Recipe
    - Social Media
- Risk Management and Insurance
    - Video: Overview of Risk Management
    - Managing Risk
    - Risk Management Techniques
    - Insurance for Nonprofits
    - Directors and Officers Insurance
- Supplemental Readings
    - Standards for Excellence - Financial Planning and Monitoring Packet
    - Standards for Excellence - Internal Controls and Financial Policies
    - Standards for Excellence - Administrative Policies
    - Standards for Excellence - Risk Management and Insurance

Interactive risk management flashcards

Module 5: Resource Development

- Guiding Principle
- Resource Planning
  - Video: Overview of Resource Planning
  - Understanding Sources of Revenue
  - Elements of a Resource Development Plan
  - Tools for Developing Your Resource Development Plan
- Sources of Income
  - Understanding Fundraising Costs
  - Fundraising Costs Quiz
  - Video: The Way We Think About Charities is Dead Wrong
  - Reflection: TED Talk
- Fundraising Activities
  - Donor Bill of Rights
- Acceptance of Gifts
  - Accepting Gifts
- Fundraising on Behalf of the Organization
  - Avoiding Commission or Formula-Based Compensation for Fundraisers
  - Keeping Tabs on Who is Fundraising for You
- Supplemental Readings
  - Standards for Excellence - Fundraising, Solicitation, Acceptance of Gifts and Working with Donors Packet
  - Standards for Excellence - Resource Development Planning and Sources of Income Packet
  - Standards for Excellence - Fundraising Costs Packet
  - Standards for Excellence - Fundraising on Behalf of the Organization Packet

Module 6: Public Awareness, Engagement, and Advocacy

- Guiding Principle
- Educating and Engaging the Public
  - Who is Your Community?
  - How to Plan for Communications
  - Educating the Public Communications Checklist
- Advancing the Mission Through Public Policy and Advocacy
  - Video: Developing an Advocacy Policy for Your Organization
  - The Rules of Policy and Advocacy
- Supplemental Readings
  - Standards for Excellence - Educating and Engaging the Public Packet
  - Standards for Excellence - Advancing the Mission Through Public Policy Packet