

Sara Thorne-Briechle

From: Center for Nonprofit Excellence [thorne-briechle@cfnpe.org]

Sent: Friday, May 15, 2009 12:02 PM

To: Sara Thorne-Briechle

Subject: 7 Ways to Strengthen Your Organization



April 27, 2009

Capacity building workshops help create stronger, more sustainable organizations.

CNE's training workshops are:

- Based on best practices
- Provide concrete tools you can apply today
- Taught by experts

Trainings not to be missed...

May 19, 2009, 8:30 - 11:30 a.m.

Smart Marketing for Tough Times

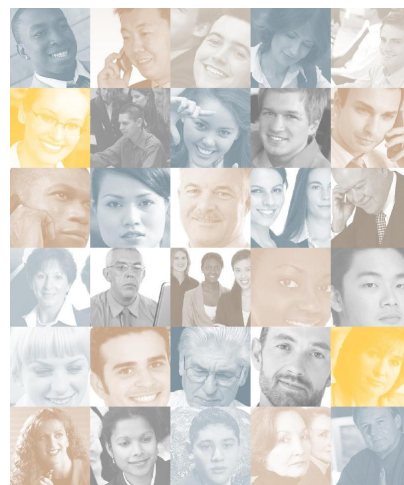
When budgets are tight it is critical to have a marketing strategy that is focused, precise, and innovative. This workshop will explore topics that help you maximize the impact of your marketing efforts while minimizing the costs. Attendees will select three of the four small group roundtable discussions to participate in. Each small group session features a presentation and informal dialog. This program is presented in collaboration with the Akron/Canton Chapter of the American Marketing Association (AMA).

- 1. *Scrub a Dub:*** Cleaning up your contact data and keeping it that way
- 2. *One Size Doesn't Fit All:*** Segmenting your data for a more targeted appeal
- 3. *Messaging Matters:*** Customizing your message for greatest impact
- 4. *Results Through Relationships:*** Cultivating support through relationship management

Fee: \$45; \$25 AMA members

Location: Center for Nonprofit Excellence

Registration: Click [here](#) to register



In This Issue

Upcoming Trainings

New Webinar Series

About CNE

How Can We Help?

Gain the Strategies & Knowledge You Need to Succeed

CNE provides professional training programs, resources, and customized consulting services designed to build the skills and capacity of nonprofit staff and board members.

How Can We Help?

Do you have a question related to nonprofit management, governance or operations? If so, ask us...we are happy to help.

Since 2005, CNE has received over 1,500 requests for Technical Assistance, so send us your question now! What are you waiting for...it's free!

CLICK HERE!

May 21, 2009, 8:00 - 10:00 a.m.

Cutting Costs and Achieving Your Mission

Reining in costs that affect employee benefits, ceasing services, or laying off staff are a few of the difficult decisions that must be made in challenging financial times. However, cutting costs without a clear understanding of your organizational assets can be devastating to its long-term viability.

This program utilizes best practices and time-tested strategies for analyzing your core services and making cost-cutting decisions that ensure financial stability and achievement of your mission.

Topics to be covered:

- * Key financial metrics
- * ID organizational inefficiencies
- * Planned abandonment of services
- * Tips & tools for cutting costs

Additionally, participants will apply concepts learned in the training workshop through a case study analysis. Light refreshments to be served.

Fee: \$15

Location: Center for Nonprofit Excellence

Registration: Click [here](#) to register

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May 28, 2009, 8:00 - 10:00 a.m.

Governing Through an Economic Storm

The Board plays a critical role in navigating the organization through stormy water. This training workshop will discuss key considerations that are based on best practices and equip board members with the knowledge and tools they need to ensure their organization can weather the economic storm. Light refreshments will be served.

Topics to be covered include:

- * Financial oversight responsibilities
- * Strategic realignment of programs and services
- * Who and where to turn to for help

Fee: \$15

Location: Center for Nonprofit Excellence

Registration: Click [here](#) to register

June 17, 2009, 8:00 - 9:30 a.m.

Speed Networking for Nonprofits

The time is now for collaboration - Funders, Boards, and Government entities all want to see it happen! Strategic alliances help nonprofits stretch limited resources and grant makers expand the impact of their investment. So what are you doing to connect with potential collaborators?

In a fast-paced, fun environment this program will allow you to exchange innovative ideas, develop relationships with prospective partners, and meet other nonprofit leaders and staff. Bring a colleague to double your networking reach. Continental breakfast will be served.

Fee: \$15

Location: Center for Nonprofit Excellence

Registration: Click [here](#) to register

June 25, 2009, 8:00 - 10:00 a.m.

Maximizing Special Event Revenue & Impact

Everyone loves a good party, but are your special events costing you more than you bargained for? This interactive workshop will show you how to assess the viability of a special event and discuss the best ways for maximizing event revenue while furthering your mission.

Fee: \$15

Location: Center for Nonprofit Excellence

Registration: Click [here](#) to register

Live Webinar Series

Obtain critical tools and information from the comfort of your office or home through these web-based trainings.

Board Leadership Training Webinars

A strong board is critical to an organization's ability to thrive in these challenging times. Ideal for new and experienced board members, these 90 minute web-based trainings provide participants with an understanding of the key elements necessary for effective Boards and engaged board members. The newest accountability requirements for nonprofit boards will also be covered in each training.

July 28, 2009, 1:00 - 2:30 p.m. (EST)

The Basics - This webinar provides an overview of what makes nonprofits unique and discusses how a Board works. Fundamental roles and responsibilities of Boards and board members will also be covered.

Fee: \$35

Registration: Click [here](#) to register

Sept. 23, 2009, 1:00 - 2:30 p.m. (EST)

Advanced - Geared towards individuals with significant Board service experience, this webinar will delve deeper into Board operations and development issues. Topics such as Board duties, Board & CEO relations, and leading through change will also be covered.

Fee: \$35

Registration: Click [here](#) to register

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