



October 12, 2009

## Just announced...

### Nonprofit Book Club: Learn, Discuss & Connect

Designed for busy nonprofit professionals and volunteers, each one-hour book club features:

- Presentation by a local nonprofit or community leader
- Sharing of ideas that can be directly applied to your work
- Opportunity to network - bring lots of business cards!

Reading the book is not necessary, but copies of the books are available to borrow from the Independence Branch of the Cuyahoga County Public Library or the Center for Nonprofit Excellence. Quantities may be limited so [e-mail](#) to get your copy today. Light refreshments will be served.

Nov. 10, 2009, 9:00 - 10:00 a.m.

***Made to Stick: Why Some Ideas Survive and Others Die***  
By Chip Heath & Dan Heath

Dec. 9, 2009, noon - 1:00 p.m.

***The Zen of Fundraising: 89 Timeless Ideas to Strengthen and Develop Your Donor Relationships***  
By Ken Burnett

Jan. 12, 2010, 6:00 - 7:00 p.m.

***Generations: The Challenge of a Lifetime for Your Nonprofit***  
By Peter C. Brinckerhoff

Book clubs are offered in partnership with the Independence Branch of the Cuyahoga County Public Library.

#### Location

Independence Branch of the Cuyahoga County Public Library  
6361 Selig Drive  
Independence, Ohio 44131-4926  
(Off Brecksville Road in Civic Center complex)

#### Fee

FREE, but registration is required.

#### Register

Click [here](#) for registration links.



### In This Issue

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### Community Events

Nov. 5, 2009, 8:30 am - 3:00 pm

*Forum for Volunteer Administrators Conference*

**One Staff Philosophy:  
Uniting and Maximizing  
Resources**

DoubleTree Hotel,  
Independence

[CLICK HERE](#)

Nov. 6, 2009, 8:00 - 10:00 a.m.

*Summa Health System*

**The Role of Philanthropy  
in Advancing Healthcare  
Reform and Innovation**

Akron-Summit County Public  
Library - Main Branch

[CLICK HERE](#)

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## ***Trainings not to be missed...***

Oct. 20, 2009, 8:00 - 10:00 a.m.

### **Maximizing Opportunities for Growth: Accessing Government Funds for Nonprofits**

Finding and applying for government funding can be a daunting task for any nonprofit. Learn the strategies and tools needed to navigate the process and maximize your opportunity for success in securing government dollars.

The workshop will be led by Lindsay Fello of G2G consulting, llc, a firm that has helped business and nonprofits raise over \$22 million in state and federal funding over the last two years. Lindsay will provide an overview of the three types of government funding: competitive grants, discretionary funds, and earmarks; share information on the various government departments that are funding nonprofits; and explain how to create a strategy to maximize your opportunity for success in securing government dollars. Attendees will also learn about the federal and state budget timelines and factors that determine an organization's success in securing funding. Case studies from Ohio nonprofits that have successfully navigated the maze of government funding will be discussed as well.

#### **Presenter**

Lindsay Fello, MSSA, LSW  
Director of State Government Affairs and Government Affairs  
Manager, G2G consulting, llc

#### **Fee**

\$35

#### **Location**

Center for Nonprofit Excellence  
703 South Main Street, Suite 200  
Akron, Ohio 44311

#### **Registration**

Click [here](#) to register

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

### **WEBINAR: Board Leadership Training: Effective Boards & Engaged Board Members**

Prepared. Engaged. Proactive. Do these words describe your nonprofit board? If not, your nonprofit could be missing the chance to successfully navigate change, secure funding, and survive long term. CNE's web-based training provides participants with an understanding of the key elements necessary for effective Boards and engaged board members.

Topics covered in the program will include:

- Legal roles and responsibilities of the Board and its members
- Effective use of committees
- Developing a culture of prepared and engaged board members
- Strategies for recruiting and orienting board members

- Emerging trends that affect good governance

This seminar will feature a slide presentation, provide an opportunity to address 'front burner' issues for your own organization through interactive tools, and includes resources for additional study. If unavailable for the live presentation, call Sara at 330.996.5327 to register for a recorded version of the program.

**Presenter**

Jeff Vengrow, Director of CNE Solutions, Center for Nonprofit Excellence

**Fee - NEW PRICING OPTIONS**

\$35 - Individual Registration

\$99 - Group Registration (3 to 5 registrants from a single organization)

\$99 - Individual Registration + One Hour Session of Customized Coaching with Jeff

**Location**

Web-based training. Participants join the seminar from the convenience of their home or office via the internet.

**Registration**

Click [here](#) to register

Nov. 6, 2009 12:00 - 2:00 PM

**Roadmap to an Exceptional Website**

Developing a website or redesigning a current one can feel like a monumental task. It doesn't have to. Knowing what questions to ask, who to involve, and what resource and tools are available to nonprofits will save you precious time and money.

Led by web experience experts, this program will provide you with a roadmap to developing a website that engages your constituents and effectively tells your story. Topics covered in the program include:

**Planning and Preparation**

- Mapping the Project
- Gathering Data
- Engaging key stake

**Design and Development Strategies**

- Design considerations
- Incorporating your nonprofit's brand
- Simple and effective usability tests

**Driving Traffic to Your Site**

- Search engine optimization
- Getting noticed by Google and Yahoo
- Social Media strategies

This workshop is a 'must see' if you have a website or planning to develop one in the future. Handouts and resource lists will be provided for further study. Participants are invited to bring a lunch. Light refreshments will be served.

**Panelists**

Todd Bertsch, President of Evolve Creative Group

Marc Majers, Manager of Web Development at the Cleveland  
Institute of Art  
Cathleen Zapata, VP, Research & Customer Experience at Metrics  
Marketing

**Fee**  
\$35

**Location**  
Center for Nonprofit Excellence  
703 South Main Street, Suite 200  
Akron, Ohio 44311

**Registration**  
Click [here](#) to register

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