



Nonprofit Management Syllabus

Delivery Method: *Online, Asynchronous*

Contact: support@mindedge.com

Prerequisites/Co-requisites: *None*

Required Texts and Resources: *MindEdge course bundle*

Course Description:

This online course introduces learners to current management issues for nonprofit organizations. Video commentary on these crucial topics provides insight into how nonprofit professionals apply key concepts in their own organizations. The self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies, and self-assessments that engage students and provide opportunities to practice effective decision making in a nonprofit setting.

Topics covered in the course:

- Introduction to Nonprofit Management
- Strategy for Nonprofit Organizations
- Leadership in a Nonprofit Organization
- Nonprofit Board and Volunteer Development
- Budgeting in a Nonprofit Organization
- How to Read a Nonprofit Financial Statement
- Fundraising for Nonprofit Organizations
- Introduction to Grant Writing
- Principles of Marketing for Nonprofit Organizations
- Social Media for Nonprofits

For any questions or concerns related to content, IT, and accommodations, please contact support@mindedge.com

Students will have access to the course for 1 year. Completion of all components of the material will take approximately 43 hours. Students are able to self-pace their progress through the material, as all content is delivered online and asynchronously.

Grading:

A student's grade in the course will be based on their performance on a final, cumulative exam. The final exam is composed of 50 multiple-choice questions. Students will have 2 hours to complete the exam.

If students do not earn a passing score of 70% on their first attempt, they will have the opportunity to take the exam 2 additional times (3 total attempts). Students must wait 24 hours between exam retakes.

Honor Code:

At MindEdge, we believe in the power of online learning and the power of learners to improve their lives through education. We believe in the honesty and integrity of our learners and the ability of our courses to further competencies in critical subjects crucial to personal and professional development.

When taking MindEdge courses that may confer college credit equivalency, we use additional measures to ensure the integrity of end-of-course exams and projects. This includes the use of online proctoring software. End-of-course exams are those built in a self-contained MindEdge “course” — separate from the material used for learning review and study. It’s expected that learners focus exclusively on the exam when taking the exam.

- Referencing the course materials used for learning is not permitted.
- Reviewing other course materials on separate devices or screens is not permitted.
- Working in tandem or communicating with others — either in your immediate proximity or via digital methods (text, chat, FaceTime, etc.) — is not permitted.
- Using alternate browsers or browser windows and search engines of any kind to aid in answering exam questions is not permitted.

The use of the proctoring software is to help ensure these activities don’t happen. Learners are expected to abide by the proctoring process, including the verification of a learner’s true identity as the registered exam taker by providing appropriate and valid identification.

Should the proctoring process raise any flags of suspicion on the items above, MindEdge will contact the learner with the information provided by our provider.

Should MindEdge have sufficient proof that the rules of this honor code were not followed — the learner will not have the opportunity to earn college credit or other continuing education units, as applicable. Any applicable fees paid to any party to take the course are not eligible for a refund of any kind.

Learning Objectives

Below, learning objectives are listed according to topic.

Introduction to Nonprofit Management

- Describe the governance of nonprofits, including the types of boards and the relationship between boards and executive directors
- Explain how nonprofits establish their vision and strategic direction

- Describe the nonprofit leadership role and what it entails
- Define servant leadership
- Outline key ethical issues faced by nonprofits
- Describe how nonprofits managers handle staff and volunteers
- Outline the key financial issues facing nonprofits
- Describe the key legal issues facing nonprofits
- Identify the importance of marketing, social media, and communication for a nonprofit
- Explain the basics of nonprofit fundraising
- Define and explain social entrepreneurship and social innovation
- Outline methods for assessing nonprofit performance

Strategy for Nonprofits

- Define strategy
- Explain the basics of strategy in a nonprofit context
- Describe the strategic planning process and how different approaches may be taken by different organizations
- Identify how mission statements are constructed
- Explain how budgets and capital budgets interrelate with nonprofit strategic planning
- Describe the success factors for strategic planning
- Recognize the need for contingency planning

Leadership in a Nonprofit Organization

- Define leadership and explain its importance
- Distinguish between some of the better-known leadership theories (Fiedler's contingency theory, Path-goal theory, Vroom-Yetton-Jago theory)
- Distinguish leadership from management and administration
- Explain the role of ethics in leadership
- Identify the benefits and drawbacks surrounding charismatic leadership
- Recognize the importance of training, learning, and role-playing in leadership
- Describe the leadership shortage in the nonprofit sector and identify possible solutions to the problem
- Identify the seven bases for leadership
- Explain why formal authority alone does not guarantee leadership
- Explain leadership issues that are especially important in the nonprofit environment
- Describe the leadership qualities that nonprofit leaders feel are important for success
- Identify the five central skills needed for effective leadership and explain ways to strengthen or develop those skills in a leader
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Nonprofit Board and Volunteer Development

- Explain the reasons why people volunteer and how nonprofits can make volunteer programs more successful

- Describe the responsibilities of the nonprofit board
- Recognize different models for organizing a nonprofit board
- Describe the differences between a nonprofit board and a for-profit board
- Explain different approaches for recruiting and filling a nonprofit board
- Identify the pros and cons of large versus small boards
- Recognize common dysfunctions nonprofit boards may experience and identify possible causes
- Explain why nonprofit boards form committees
- Describe typical nonprofit board and staff interactions
- Determine how nonprofits can develop and maintain a strong volunteer base

Budgeting in a Nonprofit Organization

- Explain the uses and functions of nonprofit budgeting
- Describe the different types of budgets used by a nonprofit organization
- Recognize the use of the organization-wide operating budget and program operating budgets
- Explain how an operating budget is created
- Name the benefits of conducting an operating budget variance analysis
- Describe how a capital budget is used and created
- Explain the importance of a cash flow budget and describe how it is created
- Recognize the steps and the different roles people play in the budget process

How to Read a Nonprofit Financial Statement

- Identify and describe the documents and financial statements included in a nonprofit organization's financial report
- Name the information found in nonprofit statements of financial positions, the statement of activities, and the statement of cash flows
- Define financial (ratio) analysis and explain its objectives and limitations
- Identify the various categories of financial ratios used in nonprofit analyses and define the ratios within each category

Fundraising for Nonprofit Organizations

- Describe the key concepts related to nonprofit fundraising, such as annual campaigns, capital campaigns, and planned giving
- Explain how nonprofit funds can be raised through direct mail and telemarketing
- Explain how the Internet and social media channels may be used to generate donations
- Compare and contrast fundraising through corporate donations versus foundation grants
- Identify the different sections of a grant application
- Describe methods for evaluating annual campaign performance
- Recognize how ethics applies to nonprofit fundraising

- Explain the importance of donor relations

Introduction to Grant Writing

- Recognize the importance of grant writing to nonprofits and other organizations seeking funding
- Describe how capital grants and endowment grants can be integrated into fundraising efforts, including matching funds
- Explain how grant writing and fundraising represent complementary methods of ensuring a nonprofit's financial stability
- Outline the six stages of the grant writing process
- Define the process of identifying and establishing a need for funding (Stage One)
- Describe how to research grantmakers and available grants (Stage Two)
- Explain the process of establishing relationships with potential funders (Stage Three)
- Understand the importance of alignment between a nonprofit and a funder's mission (Stage Four)
- Outline the grant writing process (Stage Five)
- Compare tools and techniques employed in writing the grant proposal
- Explain how a nonprofit should follow-up after winning or losing a grant award (Stage Six)
- Outline best practices for grant writing

Principles of Marketing for Nonprofit Organizations

- Define what marketing is within the nonprofit environment
- Explain the service-intensive nature of nonprofit program activities
- Explain how the marketing mix is expanded for service products (the Three Ps of Services Marketing)
- Describe the importance of customer satisfaction and how expectations play a role in satisfaction with service products
- Explain the role of ethics in nonprofit marketing
- Describe the importance of a nonprofit marketing plan
- Describe how target markets can be identified for donors
- Explain how new service products are delivered by nonprofits

Social Media for Nonprofits

- Explain how social media can be used to better engage a nonprofit's audience
- Outline the key questions nonprofits should consider as they become involved in social media
- Name the strengths and weaknesses of Facebook, LinkedIn, Twitter, YouTube, Pinterest and other social media platforms
- Identify the costs involved in social media
- Explain the importance of establishing social media policies for your nonprofit

- Compare methods of measuring social media effectiveness in communicating messages and in fundraising
- Outline tools and techniques for successful social media use by a nonprofit