



The Nonprofit Management Certificate Program is a series of eight sessions that provide in-depth instruction on the key components of the operations of a nonprofit. Participants learn together what it takes to operate a nonprofit organization in a rapidly changing environment. A mix of theory and practice, the program covers governing, leading and managing, resource acquisition, outcomes evaluation, risk management and legal, and marketing.

Our instructors come from varied business and educational background with track records of success in their respective fields and areas of expertise.



REGISTER ONLINE
thecentersmsu.org

TUITION

Per class: \$100

Full Certificate Program:
\$700 for eight classes

(Receive \$100 off the full certificate program when purchased all together.)

Attend virtually or in person!

In-person classes will be held in Dillard College of Business Administration, Room 189. Lunch will be provided.

QUESTIONS?

Call or email Marla Malone, Assistant Director
940-397-4962 or **marla.malone@msutexas.edu**

2021-2022 PROGRAM

September 10, 2021

NONPROFIT STRATEGY AND STRATEGIC PLAN

Learn the theories most relevant to the management and practice of nonprofit organizations. Examine strategic planning as a discipline of successful organizations.

October 1, 2021

NONPROFIT HUMAN RESOURCES & VOLUNTEER MANAGEMENT

Gain an understanding of HR policies and procedures, benefits and compensation, and hiring processes that are unique to nonprofits. Learn about managing volunteers and giving them a meaningful experience.

November 5, 2021

BRANDING, MARKETING, & PR FOR NONPROFIT ORGANIZATIONS

Discover the basic elements of the branding and marketing process for today's nonprofit organization - from messaging to a marketing plan, as well as strategies for social media and media relations.

December 10, 2021

PROGRAM PLANNING, EVALUATION & SUSTAINABILITY

Address the programmatic component of nonprofit operations, detailing how activities of the organization provide the vehicle for delivering on the agency's mission, along with how to measure outcomes and communicate your impact.

January 14, 2022

FINANCIAL MANAGEMENT & BUSINESS PRACTICES

Financial management is essential for effective and legal nonprofit operations. Learn proper nonprofit accounting structures and statutes, accountability, internal controls and financial risk management, and the essential role that technology plays in delivering effective financial management.

February 11, 2022

FUND DEVELOPMENT

Explore the essentials to finding and cultivating financial resources that support delivering on the organization's mission.

March 11, 2022

RISK MANAGEMENT & NONPROFIT LEGAL

Managing risk focuses on dealing with uncertainty and threat, and what to do when something happens. Learn the strategies and tools to make sure your organization is prepared for any threat. You will also learn about the legal structures and practices to have in place to protect your agency and ensure you are operating effectively.

April 8, 2022

DIVERSITY, EQUITY, & INCLUSION

Organizations that incorporate diversity, equity, and inclusion efforts are more effective in engaging and serving people across different cultures, backgrounds, and abilities. Organization-wide strategies that address gaps identified in the assessment can help promote a culture that demonstrates diversity, equity, and inclusion for the board, staff, volunteers, and program participants.

Program presented in partnership with





CENTER FOR NONPROFIT MANAGEMENT & LEADERSHIP

3410 Taft Boulevard
Wichita Falls, TX 76308-2099

RETURN SERVICE REQUESTED

TO REGISTER, VISIT:
thecentersmu.org

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CENTER FOR
Nonprofit Management
& Leadership

MIDWESTERN STATE UNIVERSITY



2021-2022

NONPROFIT MANAGEMENT
CERTIFICATE PROGRAM