

# Building a Better Nonprofit



- Professional Development
- Board Development
- Nonprofit Helpdesk
- Library & Computer Resources
- Networking Opportunities
- Consultant Referrals



Volunteer Center  
OF SONOMA COUNTY

Our mission is to promote volunteerism and  
strengthen community service efforts

Online Registration  
for Workshops!  
Visit our website at  
[www.volunteernow.org](http://www.volunteernow.org)



Resource Center  
FOR NONPROFITS

*Spring 2010*

# About the Resource Center for Nonprofits

...fostering excellence in nonprofit organizations

In addition to workshops, we also provide the following services:

### Networking Roundtables

Attend monthly and/or quarterly roundtables for Executive Directors, Financial Managers, or Managers of Volunteers. Roundtables provide topics and speakers as well as ongoing peer support.

### Board Services

Inspire and train your board to become an effective governing team. Our two hour on-site Basic Training for Board Members reviews basic rules and responsibilities with your entire board.

Through BOARDMATCH, the Resource Center matches individuals who want to serve on nonprofit boards with agencies that meet their interests. Agencies should file an application with the Resource Center.

### Nonprofit Helpdesk

Thinking of starting a nonprofit? Looking for a job description for board members? Resource Center staff provide brief, informal consultations via phone, email, or in person. We'll share appropriate resources from our library and/or refer you to a nonprofit consultant. In addition, get consultant referrals from our website—volunteernow.org—on our Directory of Nonprofit Consultants.

### Library and Foundation Directory Online

Access a full range of nonprofit management resources at the Resource Center library which includes approximately 600 books. *The 2009 Compensation & Benefits Survey of Northern California Nonprofit Organizations* is also available.

Research foundation funding sources with the *Foundation Directory Online*, which provides complete profiles on grantmakers and their recent grants, listing over 98,000 foundations, corporate donors, and descriptions of more than 1.6 million recent grants. A computer is

available in the Resource Center for you to conduct searches. We ask that you call us at 573-3399, x115 to reserve the computer if you would like to use the *Foundation Directory Online*.

### Room Rental

Looking for a meeting space? Nonprofit agencies can rent a room at the Volunteer Center for \$18 an hour for members and \$25 an hour for non-members. To reserve a room, please call Chris Cram at 573-3399, x115.

### Nonprofit Membership

The Volunteer Center offers membership to nonprofits in order to provide more resources and savings. Save 25% on workshop fees, receive room rental discounts, vendor discounts, event discounts and more! For additional information, visit our website at [www.volunteernow.org](http://www.volunteernow.org) and click on 'membership'.



Volunteer Center of Sonoma County

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Phone 707-573-3399

Fax 707-573-3380

Email RCNP@volunteernow.org

Web www.volunteernow.org

Jean Bertelsen program manager board services nonprofit helpdesk 707-573-3399, x115

Chris Cram workshop registration room rentals nonprofit membership 707-573-3399, x115

## Resource Center Roundtables for Professional Development

Would you appreciate the opportunity to meet with other nonprofit professionals to network, share successes and challenges, and hear speakers on pertinent topics? If you answered YES to this question, then join your peers at one of the following roundtables. The fee is \$10 per session for both members and non-members. All meetings are held at the Volunteer Center.

### Executive Directors' Forum

Meets quarterly. Next forum will be in May—date and topic to be announced.

### Financial Managers' Roundtable

Meets the fourth Wednesday of each month from 8:30 – 10:30 am. Dates for the spring: March 24, April 28, May 26, June 23

### Managers of Volunteers Roundtable

Meets the first Wednesday of each month from 8:30 – 10:00 am. Dates for the spring: March 3, April 7, May 5, June 2

### Association of Fundraising Professionals (AFP)–Wine Country Chapter

Meets the fourth Wednesday of the month from 11:45 am – 1:15 pm at the Volunteer Center. Dates for the spring: March 24, April 28, May 26, June 23 For information or to RSVP, contact Amber Heidtke at 792-1260 or [admin@afp-wcc.org](mailto:admin@afp-wcc.org)

## SAVE THE DATE!

2010 Human Race—Saturday, May 8 • [www.humanracenow.org](http://www.humanracenow.org)

**Volunteer Center Members** These organizations provide important services that help build a strong, vibrant community. Thank you to all!

Action Network–Prevention Coalition and Family Resource Centers • American Cancer Society • American Philharmonic–Sonoma County • American Red Cross • Arts Council of Sonoma County • Association of Fundraising Professionals–Wine Country Chapter • Becoming Independent • Bergin University of Canine Studies • Better Beginnings • Boys & Girls Club Sonoma Valley • Buckelew Programs • Burbank Housing • California Human Development Corporation • California Youth Outreach Santa Rosa • CalSERVES-NCOE West • Cambodian Association of Northern California • Canine Companions for Independence • Catholic Charities • Charles M. Schulz Museum and Research Center • CHOPS/DeMeo Teen Club • Circle of Sisters • Coastwalk • Community Action Partnership • Community Child Care Council • Community Housing Sonoma County • Community Matters • Community Media Center of Santa Rosa • Community Support Network • Computers & Education and Computer Recycling • Connections • Conservation Corps North Bay • Council on Aging Services for Seniors • County of Sonoma–Department of Health Services • Creekside Mental Health • Disability Services & Legal Center • Drug Abuse Alternatives Center • Early Learning Institute • Extended Child Care • Face To Face • Family Service Agency • Food For Thought • Free To Be • Friends House • Goodwill Industries • Grandparents Parenting...Again • Greenacre Homes, Inc. • Gualala Arts Council • Guerneville Community Church • Habitat for Humanity • Harvest Christian Center/Feed Our Children • Healthy Community Consortium • Hospice of Petaluma • Interfaith Shelter Network • Jewish Community Center • Junior League of Napa-Sonoma • Kid Street Learning Center • La Luz Center • Leadership Institute for Ecology & the Economy • Leukemia and Lymphoma Society • Life In The Word Christian Center • LifeWorks of Sonoma County • Listening for a Change • Luther Burbank Home and Gardens • Memorial Hospice • Mentor Me Petaluma • Migrant Education Program • Millennium Housing Sonoma County • Montgomery High Education Foundation • Mothers of Military Servicemembers (MOMS) • National Alliance on Mental Illness Sonoma County (NAMI) • New Directions Adolescent Services, Inc. • North Coast Resource Conservation and Development Council • Northern California Center for Well-Being • Old Adobe Developmental Services • Parkinson's Support Group of Sonoma County • Peace and Justice Center of Sonoma County • Pediatric Dental Initiative • Penngrove Power & Implement Museum • PEP Housing • Petaluma Educational Foundation • Petaluma Valley Hospital • Pets Are Loving Support (PALS) • Pets Lifeline • Rebuilding Together Petaluma • Rebuilding Together Rohnert Park-Cotati • Redwood Arts Council • Redwood Gospel Mission • River to Coast Children's Services • Santa Rosa Charter School Parents' Club • Santa Rosa Main Street • Santa Rosa Memorial Hospital • School Garden Network of Sonoma County • Self Esteem Living Foundation Inc. • Senior Advocacy Services • Seniors, Inc. • Social Advocates for Youth • Society of St. Vincent de Paul • Solar Sonoma County • Sonoma County Adult & Youth Development (SCAYD) • Sonoma County Bach Society • Sonoma County Bicycle Coalition • Sonoma County Family YMCA • Sonoma County Museum • Sonoma Land Trust • Sonoma Valley Newcomers Club • Soroptimist International of Santa Rosa • Southwest Community Health Center • St. Joseph Health System • Sonoma County • Stewards of the Coast and Redwoods • Sunny Hills Services • Sutter VNA & Hospice • The Bridge Community Church • The Center for Social and Environmental Stewardship • The Children's Village of Sonoma County • The Journey Center • The Living Room • TLC Child and Family Services • Valley of the Moon Children's Foundation • Vintage House Senior Center • Wells Fargo Center for the Arts • West County Community Services • West County Health Centers, Inc. • Women's Recovery Services • YWCA Sonoma County

To learn more about Nonprofit Membership, visit [www.volunteernow.org](http://www.volunteernow.org)

The training information in this booklet is also posted on our website—visit us there at [www.volunteernow.org](http://www.volunteernow.org)

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### REGISTER ONLINE FOR WORKSHOPS...IT'S EASY!

Visit our website at [www.volunteernow.org](http://www.volunteernow.org)

If you do not wish to register online, call Chris Cram at 707-573-3399, x115 or email [ccram@volunteernow.org](mailto:ccram@volunteernow.org) or mail us the completed registration form.

**1. Economic Stimulus Fund Opportunities and Grant Requirements**

**Date**  
 Tuesday, April 20  
 1:00 – 2:30 pm

**Fee**  
 \$20 for members  
 \$25 for non-members

**For**  
 Nonprofit administrators, and grantwriters

Yes, there are funds out there! This session is designed to educate you on how to apply, where to register, and what forms of stimulus funds are available. In addition, it will cover the government oversight that is attached to these funds and the requirements that go with receiving these funds. Join us whether government funding is new or old to you, as there is more to know!

*Stacie Kowalczyk is a Manager in the CPA firm of Burr Pilger Mayer (BPM) and has developed the Firm's "American Stimulus Recovery and Reinvestment Act of 2009 (ARRA)" programs including the training curriculum. Stacie specializes in providing audit services to government, nonprofit and other entities under the guidance of OMB Circular A-133 and Generally Accepted Government Auditing Standards.*

*Special Grantwriting Series—Attend all 3 for a discount!*

**2. Is This Worth My Time? How to Decide When to Pursue a Grant**

**Date**  
 Thursday, April 22  
 9:30 am – 12:30 pm

**Fee**  
 \$45 for members  
 \$65 for non-members

**Special Offer!**  
 Attend Workshops 2, 3 & 4  
 \$125 for members  
 \$170 for non-members

**For**  
 Nonprofit administrators and grantwriters

Most nonprofit administrators are flooded with emails about potential grants. How do you decide whether a grant is worth your time and effort in this climate of limited resources? A matrix with criteria for evaluating whether to apply for a particular grant will be presented. Then we will use the matrix on an actual request for proposals so you will have hands-on experience applying it.

*Karin E. Wandrei, PhD, LCSW, is the Executive Director of the Mendocino County Youth Project and a consultant in private practice. She has extensive experience writing federal, state, county, United Way, and foundation grants.*

**3. Writing a Well-Crafted Letter of Inquiry**

**Date**  
 Wednesday, May 5  
 9:00 – 11:00 am

**Fee**  
 \$30 for members  
 \$50 for non-members

**Special Offer!**  
 Attend Workshops 2, 3 & 4  
 \$125 for members  
 \$170 for non-members

**For**  
 Grantwriters or any staff who write grants

More and more foundations request a short Letter of Inquiry (LOI) as an introduction to your agency or program. If the letter is compelling and well-crafted, you may get a chance to submit a more extensive proposal application. You might even get a grant award from your LOI! In this fast-paced workshop, learn to write a LOI to that makes foundations want to learn more about you. Find out how to invite readers into your world, point out telling details, and ask your readers to use their senses to listen, to smell, to hear and to see what you do. Become skilled at making every word count as you tell your organization's story—concisely and passionately—in just two pages.

*Karen D'Or, MA, Grant Writer and Fund Raising Consultant, is a seasoned researcher, writer, and fund raiser with more than twelve years of experience in the nonprofit sector, and fifteen years in private industry. She researches and writes winning proposals helping organizations communicate their stories persuasively to earn grants from foundations, government agencies and corporate giving programs. For more, please visit, [www.karendor.com](http://www.karendor.com).*

**4. Proposal Writing: A Step-By-Step Approach**

**Date**  
 Tuesday, May 25  
 9:30 am – 4:30 pm

**Fee**  
 \$80 for members  
 \$110 for non-members

**Special Offer!**  
 Attend Workshops 2, 3 & 4  
 \$125 for members  
 \$170 for non-members

**For**  
 Entry level grantwriters

U.S. foundations give more than \$40 billion in grants every year. In order to qualify, nonprofits must submit proposals that are compelling and well-written. Topics covered include:

- research tools for finding your best grant prospects
- the introductory letter—how to grab a grantor's interest
- elements of a full proposal
- budgeting—how to ask for what you need
- the important role of your board of directors in grant seeking

This workshop includes a writing exercise to give you the experience of drafting a portion of a proposal.

*Judy Kumofsky has worked with nonprofits since 1974. As a senior staff member of the Sierra Club, Greenbelt Alliance, and Yosemite Restoration Trust, Judy gained substantial experience requesting money from foundations, individuals, businesses, and government agencies. A consultant since 1998, her clients have included arts, civil rights, education, environmental, health, and social service nonprofits from Sonoma to Santa Clara Counties and elsewhere in the country. Judy has led workshops for The Foundation Center and Association of Fundraising Professionals, and teaches the graduate-level proposal-writing course at Sonoma State.*



*This intermediate-level workshop will help you identify prospects, cultivate relationships, and solicit donors during uncertain economic times!*

**5. Major Gifts: Developing and Deepening Your Relationships with Major Donors**

**Date**  
Tuesday, May 4  
9:30 am – 1:00 pm

**Fee**  
\$65 for members  
\$85 for non-members  
(includes copy of presenter's workbook, *Planning and Implementing Your Major Gifts Campaign*—a \$31 value!)

**For**  
Executive directors, board members, and development staff involved with raising money from individual donors

Determination, persistence, and innovation are the cornerstones of sustaining a winning major gifts program no matter what is happening in the economy. This workshop is for organizations that already have established individual gift programs and have major donors, but want to expand or improve their program through more effective methods. Topics include:

- identifying and rating potential new donors
- inspiring your volunteers to be effective when donors may not be able to give as much as before, if at all
- identifying cultivation opportunities
- preparing for the solicitation while recognizing donors' personal situations

Participants receive a copy of Suzanne Irwin-Wells' book, *Planning and Implementing Your Major Gifts Campaign* from the Jossey-Bass Excellence in Fund Raising Workbook Series.

*Suzanne Irwin-Wells is a fundraising consultant whose firm, Irwin-Wells Associates, specializes in major gifts, capital and endowment campaigns, development audits, staff coaching and board training. Suzanne has been in fundraising for over 40 years, 25 of them as a consultant. Recent clients include the Lindsay Wildlife Museum, The Marine Mammal Center, Marin Community Food Bank, and the ACLU. She has also taught major gifts and capital campaign fundraising at several universities including UC Santa Cruz, USF, and Golden Gate University. In 2002 Jossey-Bass and The Fund Raising School co-published her workbook Planning and Implementing Your Major Gifts Campaign as part of their Excellence in Fund Raising Series.*

**6. Fundraising 101**

**Date**  
Wednesday, May 12  
9:00 am – 12:00 pm

**Fee**  
\$45 for members  
\$65 for non-members

**For**  
Anyone new to fundraising

Are you new to fundraising? Does your organization need to move beyond spaghetti feeds and grants? In this highly interactive seminar, find out what works (and doesn't work!) in the world of fundraising. Learn about a wide variety of fundraising techniques including: membership campaigns, online giving, appeal letters, special events, and (gasp!) how to ask for money face-to-face.

*Diane Brown is a consultant and trainer with The Non-Profit Assistance Group of Sebastopol (www.NonProfitAssistance.com) and has over 25 years of experience helping boards and staff with board development, strategic planning, and fundraising. She is also an instructor in Nonprofit Management at Sonoma State University and the University of San Francisco.*

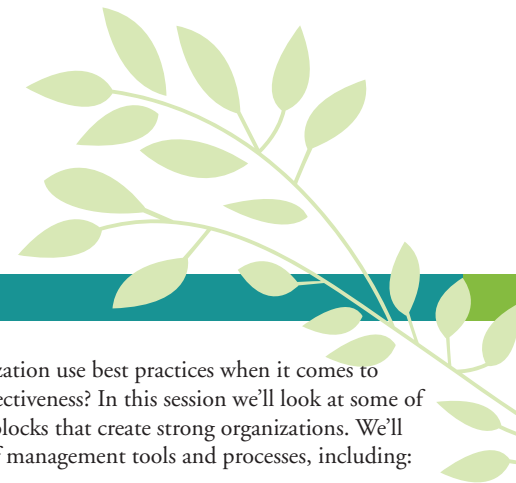
**7. An Orientation to the Foundation Directory Online**

**Date**  
Tuesday, June 1  
4:00 – 5:30 pm

**Fee**  
\$10 for both members and non-members

**For**  
Anyone wanting to use the Foundation Directory Online who has not used it before

Want to learn how to target potential grant sources for your agency? Join us for an orientation on how to use the Foundation Center's Directory Online, which provides complete profiles on grantmakers and their recent grants, listing over 98,000 foundations, nearly 1,400 corporate giving programs, and descriptions of more than 1.6 million recent grants. We request that anyone wanting to use the Foundation Directory at the Volunteer Center attend one of these orientations. A brief overview of other resources available at the Resource Center is also provided.



**NONPROFIT MANAGEMENT**

**8. The Art of Good Governance: Best Practices for Organizational Effectiveness**

**Date**  
Thursday, May 13  
8:30 am – 12:00 pm

**Fee**  
\$45 for members  
\$65 for non-members

**For**  
Executive directors, managers, and board members

Does your organization use best practices when it comes to organizational effectiveness? In this session we'll look at some of the key building blocks that create strong organizations. We'll review a variety of management tools and processes, including:

- policy management
- defining board vs. staff responsibilities
- risk management overview
- effective meeting management and
- proper documentation and recordkeeping

*Debra Schoenstein is a Senior Partner with LeaderAlliance, a management consulting firm specializing in improving human systems. She has spent the last 30 years successfully managing and consulting on a wide variety of organizational performance improvement efforts both domestically and internationally in the private, nonprofit and government arenas. Deb has trained many boards through the Resource Center's Basic Training for Board Members.*



### 9. Nonprofit Accounting Update

**Date**  
Tuesday, May 18  
9:00 – 10:30 am

**Fee**  
\$20 for members  
\$25 for non-members

**For**  
Finance directors or managers

This session is designed for the CFO or head of finance at your nonprofit organization. As we all know, accounting for nonprofits is unique, but there is always something new. Last year you had to deal with new rules associated with Fair Value and Accounting for Endowments (if you were lucky enough to have an endowment!). We will explore what more you need to know for 2010 and help you navigate the accounting “library” to stay current on the impact these new pronouncements have on your financial statements.

*Geralyne Mahoney leads the Nonprofit Services Group in the CPA firm of Burr Pilger Mayer. With over 25 years in the field, Geralyne has extensive experience working with nonprofit organizations and their boards on accounting and auditing issues. She has worked with local and national organizations on nonprofit financial related issues. Geralyne is also currently serving as the Treasurer for Impact100 Sonoma, and is an active member of the governance and finance committees for Hanna Boys Center and Boys and Girls Clubs of Sonoma Valley, respectively.*

### 10. Disaster Planning for Nonprofits

**Date**  
Thursday, May 20  
9:00 am – 12:00 pm

**Fee**  
\$45 for members  
\$65 for non-members

**For**  
Any staff responsible for disaster planning for their organization

Is your agency ready for the next big one? Disaster preparedness is an essential planning function for those of us living in earthquake country. This workshop reviews the basic considerations behind developing a comprehensive disaster plan for your organization, and will include time to do some hands-on work on your plan. In addition, you'll leave this session with a handy guide to take back to your organization.

*Phyllis Onstad, a consultant working with community-based organizations and government, has over 14 years of experience in program planning, facilitation and training in the field of disaster services, with a specialty in disaster volunteer management. Ms. Onstad has conducted trainings on disaster volunteer management and disaster planning for nonprofits for the Volunteer Center as well as other community-based organizations in the U.S. Currently she is working on a number of projects related to disaster volunteer management and capacity-building for disaster collaborations, as well as grant-writing, organizational development issues and disaster planning for vulnerable populations.*

### FREE Informational Session on How to Reduce Your Telecom Bill

**Date**  
Tuesday, April 20  
12:00 – 1:30 pm  
Please RSVP to Chris Cram  
at 573-3399, x115 or email  
ccram@volunteernow.org

If your business hasn't had a telecom audit in the last 18 months, you are probably paying 20% too much. In this session, you will learn about new, lower priced services and “bundles” for businesses and non-profits.

*Bring your lunch and we'll provide drinks and dessert!*

### 11. Basic Training for Board Members

**Date**  
Thursday, April 29  
5:30 – 8:30 pm

**Fee**  
\$45 for members  
\$65 for non-members

**For**  
Board members and executive directors

Serving as a board member of a nonprofit entails both responsibilities and rewards. This workshop, which is designed for new and current board members, offers an overview of responsible board governance. Topics covered include:

- basic roles and responsibilities for board members
- finance and fundraising
- board recruitment and development
- community relations and marketing

Join a group of your peers to learn how to be most effective in your role as a board member.

*Diane Brown is a consultant and trainer with The Non-Profit Assistance Group of Sebastopol ([www.NonProfitAssistance.com](http://www.NonProfitAssistance.com)) and has over 25 years of experience helping boards and staff with board development, strategic planning, and fundraising. She is also an instructor in Nonprofit Management at Sonoma State University and the University of San Francisco.*

**Want to have this training offered on-site for your board? Please call Jean Bertelsen at 573-3399, x116.**

## MANAGING PEOPLE

### 12. Advanced Volunteer Management: Kick It Up A Notch!

**Date**  
Thursday, April 15  
9:00 am – 12:00 pm

**Fee**  
\$45 for members  
\$65 for non-members

**For**  
Experienced volunteer managers who have previously attended volunteer management workshops

So, you've taken some workshops, and tried new techniques for working with volunteers. Come share your experiences as we address the latest challenges for volunteer leaders. We'll look at what's working, and where you're getting stuck. Then, as a group, we'll work through solutions! This class is for staff who are experienced in working with volunteers, and want to take it to the next level. We'll kick it up a notch and—BAM!—you'll be reinvigorated to change the world!

*Becky Lunders is a consultant in the areas of leadership development, people management and training. She knows that the powerful combination of passion and purpose can change lives. Becky worked in the nonprofit sector for many years, specializing in volunteer management. She has her own consulting business, teamWorks, which takes her from Sonoma County to Australia. Becky is a dynamic trainer who will leave you energized and excited to make a difference.*

*Spring Training for Volunteer Managers! A Special Series...attend all 3 for a discount!*

Invest in yourself... and your volunteers will benefit! Invest in your volunteers... and your events, programs and services will benefit! Learn how to achieve success through others by becoming a more effective volunteer manager. Learn how to lead others and get the job done, and have fun at the same time!

**13. Growing Volunteer Leaders**

**Date**  
Wednesday, April 21  
9:00 am – 12:30 pm

**Fee**  
\$50 for members  
\$70 for non-members

**Special Offer!**  
Attend Workshops 13, 14 & 15  
\$130 for members  
\$190 for non-members

**For**  
Volunteer managers and others responsible for managing volunteers

Volunteers want to lead. If you put them in the right position, clarify their role, and set clear expectations, they will succeed. This workshop will focus on where to find these volunteer gems and what to do with them once you've got them.

*Becky Lunders is a consultant in the areas of leadership development, people management and training. She knows that the powerful combination of passion and purpose can change lives. Becky worked in the nonprofit sector for many years, specializing in volunteer management. She has her own consulting business, teamWorks, which takes her from Sonoma County to Australia. Becky is a dynamic trainer who will leave you energized and excited to make a difference.*

**14. Don't Burn Out... Delegate!**

**Date**  
Wednesday, May 19  
9:00 am – 12:30 pm

**Fee**  
\$50 for members  
\$70 for non-members

**Special Offer!**  
Attend Workshops 13, 14 & 15  
\$130 for members  
\$190 for non-members

**For**  
Volunteer managers and other staff and/or volunteers responsible for managing volunteers

Just because you're in charge of the project, doesn't mean you have to do everything yourself. The art of delegation is complicated, but it's also a matter of survival for those who work with volunteers. Learn how to delegate to your volunteers and watch them thrive.

*Becky Lunders... see bio for workshop #13*

**15. Nurture Your Volunteers So They'll Keep Coming Back!**

**Date**  
Wednesday, June 16  
9:00 am – 12:30 pm

**Fee**  
\$50 for members  
\$70 for non-members

**Special Offer!**  
Attend Workshops 13, 14 & 15  
\$130 for members  
\$190 for non-members

**For**  
Volunteer managers and other staff and/or volunteers responsible for managing volunteers

You've got to empower volunteers to do their job, but there is a fine line between empowerment and leaving volunteers without the appropriate support. This session will dive into ways to nurture your volunteers and keep them engaged while providing benchmarks for accountability and appreciation along the way.

*Becky Lunders... see bio for workshop #13*



**16. How to Talk About Hot Topics without Getting Burned: Tools for Easing Difficult Conversations**

**Date**  
Tuesday, April 27  
9:00 am – 12:00 pm

**Fee**  
\$45 for members  
\$65 for non-members

**For**  
Executive directors, managers, supervisors or any staff wanting to learn how to handle difficult conversations

Have you ever put off initiating a conversation with an employee, colleague, client or vendor because you needed to raise a difficult issue? Have you watched as interpersonal conflict in the office got in the way of the work getting done? We are faced with difficult conversations every day. Sometimes we postpone them in an attempt to avoid hurt feelings, and only make the situation worse. Come learn and practice strategies for facing these conversations with more ease and effectiveness.

*Eris Weaver's career as a facilitator and group process consultant has grown directly out of her ten years of experience creating, living and working in cohousing. She leads workshops on consensus and other collaborative decision-making techniques, meeting facilitation, communication skills, and conflict resolution.*



### 17. Rules of Engagement: A Workshop for Supervisors and Managers

**Date**  
Tuesday, May 11  
9:00 am – 12:00 pm

**Fee**  
\$45 for members  
\$65 for non-members

**For**  
Managers and supervisors

While managers and supervisors are usually good at defining problem performance, it is not always easy to know how and when to approach an employee about his/her performance issues. This workshop will focus on effective methods to give employees feedback to achieve the desired changes. Topics covered include:

- assessing what kind of people are on your team
- developing practical steps for working with employees to enhance performance
- defining and putting into practice “The Two Minute Challenge” (for use when employees are on a dead-end road)
- recognizing and managing “side tracks” during interactions with employees
- identifying positive feedback applications for use back on the job

*Dena Lash is currently a private consultant providing training for businesses, non-profit organizations and schools. Ms. Lash, who maintains a passion for teaching, was adjunct faculty for University of San Francisco. For 16 years, Dena was the manager of Sonoma County Job Link, a One-Stop Career Center serving employers and job seekers. At the center she was responsible for the coordination of One-Stop operations and activities including training, program development, public relations and marketing of the center. In addition, Dena was the Assistant Director at Community Action Partnership in charge of a Community Capacity Building Grant.*

### 18. Three Keys to Successful Supervision

**Date**  
Thursday, June 3  
9:00 am – 12:30 pm

**Fee**  
\$50 for members  
\$70 for non-members

**For**  
Executive directors,  
managers, and supervisors

The number one reason people leave their jobs is because of their supervisor. Come to this interactive workshop and learn three key practices that will enhance your supervision skills, lower turnover in your organization, and create a more productive workplace. This workshop is great for new supervisors and also gives seasoned supervisors a clear approach to making supervision more effective. The three keys listed below are deceptively simple but produce extraordinary results:

- relationships—learn the why and how of building relationships with those you supervise and the danger areas to avoid
- clear expectations—learn how to be clear about expectations from day one and beyond
- effective feedback—learn how to address what is working and what is not working

*Rita Sever has worked in nonprofits for over 20 years and in human resources for 18 years. She has an M.A. in Organizational Psychology and is a Certified Organizational Coach. She works as a consultant, coach and trainer with organizations, teams and individuals to make work more effective and fun.*

### 19. Sexual Harassment Awareness for Supervisors: Complying with California AB 1825 Law

**Date**  
Wednesday, June 9  
9:00 – 11:30 am

**Fee**  
\$35 for members  
\$55 for non-members

**For**  
Executive directors,  
managers, supervisors,  
and human resource staff

Supervisors must be familiar with harassment laws and prevention techniques. An employer is strictly liable for the harassing actions of its supervisors, as well as non-supervising co-workers, if it knew or should have known of the conduct and failed to take immediate corrective action. In addition, a supervisor who commits harassment against an employee can be personally liable for his or her own actions. This session complies with California AB 1825 law, which states that all organizations with 50 or more employees must train all supervisors in sexual harassment every two years, and that new supervisors must be trained within 6 months of hire. Topics covered include:

- a segment on understanding our comfort level with this issue to be better prepared to respond if and when an allegation arises
- an overview of what sexual harassment is
- a review of methods to prevent sexual harassment and maintain a positive work environment
- information on how to handle sexual harassment complaints

*Rita Sever... see bio for Workshop #18*

## COMMUNICATIONS

### 20. Reaching Your Audience with Social Media

**Date**  
Thursday, May 6  
9:00 am – 12:00 pm

**Fee**  
\$45 for members  
\$65 for non-members

**For**  
Staff or volunteers  
wanting to learn  
more about engaging  
stakeholders through  
social media

Do you wonder if your nonprofit is missing out by not being on Facebook or Twitter? Have you thought about blogging, but don't know how your nonprofit would benefit? The digital age has provided new tools for reaching an audience. No longer must a nonprofit rely on the traditional news media and paid advertising to share its story. This class will help you evaluate new media tools and decide what's right for you. You will learn:

- different types of social media and the benefits of each
- how to evaluate which social media tools make the most sense for your nonprofit
- examples of how nonprofit organizations are using social media
- first steps necessary to be successful with social media—and traditional media too!
- new opportunities for using press releases, they're no longer just for journalists
- resources to assist you in creating your social media presence

*Gina Cuclis is a national award-winning public relations consultant specializing in strategic communications for nonprofits, special districts, government agencies and professional service businesses. She helps organizations achieve their objectives by communicating the right message to the right people. She writes the blog “North Bay New Media,” <http://blog.cuclispr.com>, which provides case studies and public relations tips for communicating in today's changing media environment. She is also a former radio and television journalist. Gina's Twitter handle is @ginacuclis.*

# SPRING 2010 WORKSHOP CALENDAR

Monday

Tuesday

Wednesday

Thursday

Friday

## APRIL

April 19

April 20

Economic Stimulus Fund Opportunities and Grant Requirements *Pg. 1*  
  
How to Reduce Your Telecom Bill *Pg. 5*

April 21

Growing Volunteer Leaders *Pg. 7*

April 15

Advanced Volunteer Management: Kick It Up A Notch! *Pg. 6*

April 22

Is This Worth My Time? How to Decide When to Pursue a Grant *Pg. 1*

April 16

April 23

April 26

April 27

How to Talk About Hot Topics without Getting Burned: Tools for Easing Difficult Conversations *Pg. 8*

April 28

April 29

Basic Training for Board Members *Pg. 6*

April 30

May 3

May 4

Major Gifts: Developing and Deepening Your Relationships with Major Donors *Pg. 3*

May 5

Writing a Well-Crafted Letter of Inquiry *Pg. 2*

May 6

Reaching Your Audience with Social Media *Pg. 10*

May 7

May 10

May 11

Rules of Engagement: A Workshop for Supervisors and Managers *Pg. 9*

May 12

Fundraising 101 *Pg. 3*

May 13

The Art of Good Governance: Best Practices for Organizational Effectiveness *Pg. 4*

May 14

May 17

May 18

Nonprofit Accounting Update *Pg. 5*

May 19

Don't Burn Out... Delegate! *Pg. 7*

May 20

Disaster Planning for Nonprofits *Pg. 5*

May 21

May 24

May 25

Proposal Writing: A Step-By-Step Approach *Pg. 2*

May 26

May 27

May 28

## JUNE

June 1

An Orientation to the Foundation Directory Online *Pg. 4*

June 2

June 3

Three Keys to Successful Supervision *Pg. 9*

June 4

June 7

June 8

June 9

Sexual Harassment Awareness for Supervisors: Complying with California AB 1825 Law *Pg. 10*

June 10

June 11

June 14

June 15

June 16

Nurture Your Volunteers So They'll Keep Coming Back! *Pg. 8*

June 17

June 18



**General Information**

- Register online or use the form on the next page to register for workshops. Questions? Call 707-573-3399, x115.
- Unless otherwise indicated, all workshops are held at the Resource Center for Nonprofits at the Volunteer Center of Sonoma County, 153 Stony Circle, Suite 100, Santa Rosa, CA.

**Save Money!**

- Save 25% on workshop fees when your nonprofit becomes a member of the Volunteer Center. See information in shaded box below or on our website at [www.volunteernow.org](http://www.volunteernow.org) and click on 'membership'.
- 10% discount on each registrant's fee for groups of 3 or more from the same agency who register for the same workshop at the same time. Send all registration forms and payment in one envelope.
- Partial scholarships are available for both members and non-members if your agency's training funds are limited. Just call Chris Cram, x115 or Jean Bertelsen, x116 at 573-3399 to request an application. Funding for scholarships is provided by the Community Foundation Sonoma County.

**Cancellations**

- Any registrant choosing to cancel a workshop registration will receive a credit for a future workshop. We cannot issue refunds. Credits are issued only if the Volunteer Center is notified 2 working days before workshop. *If a participant is unable to attend, substitutions are encouraged.*

**Payment**

- Register online, or use the form on the next page to register by mail or fax. You can pay for workshops by check, cash or credit card. Make checks payable to Volunteer Center of Sonoma County. Fax registration forms to 573-3380 or mail form and check to the Volunteer Center, 153 Stony Circle, Suite 100, Santa Rosa, CA 95401.

**Become a Member of the Volunteer Center and SAVE on Workshop Fees!**

The Volunteer Center's nonprofit membership program provides more resources, more savings, and more opportunities for the nonprofits we serve. Membership Benefits include:

- discounts on workshop and conference fees
- room rental and event discounts
- member listing in Volunteer Center publications
- wine for events when available
- a link to your website via the Volunteer Center website

For more information or to become a member, visit our website [www.volunteernow.org](http://www.volunteernow.org) and download the membership application. You can also call Chris Cram at 573-3399, x115 or email Chris at [ccram@volunteernow.org](mailto:ccram@volunteernow.org)

**Annual Membership Fee** *(Based on Agency Budget)*

- Up to \$499,999; \$125 fee
- \$1,000,000 to \$4,999,999; \$225 fee
- \$500,000 to \$999,999; \$175 fee
- \$5,000,000+; \$275 fee

Name \_\_\_\_\_

Position \_\_\_\_\_

Organization \_\_\_\_\_

Member Agency    Non-member Agency   Agency Budget \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

I would you like to be added to the Resource Center's email list.

Mailing Address (check one)    Home    Work

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Workshop # \_\_\_\_\_ Date \_\_\_\_\_ \$ \_\_\_\_\_

Workshop # \_\_\_\_\_ Date \_\_\_\_\_ \$ \_\_\_\_\_

Workshop # \_\_\_\_\_ Date \_\_\_\_\_ \$ \_\_\_\_\_

Workshop # \_\_\_\_\_ Date \_\_\_\_\_ \$ \_\_\_\_\_

Total Enclosed \$ \_\_\_\_\_

**We don't like to cancel workshops, but sometimes it is necessary when pre-enrollments are low. Your registration might be the one that enables the training to be held. Please register early!**





# Volunteer Center OF SONOMA COUNTY

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## 2010 Corporate Partners

