



# ESSENTIAL MANAGEMENT SKILLS FOR NONPROFITS

## SERIES OVERVIEW

Are you new to a management position or the nonprofit sector? Do you want to enhance your management skills and explore new techniques to effectively lead your organization or department? If so, then this new series is developed specifically for you!

This series of classes is developed to help you gain an overall understanding of the current trends, opportunities and challenges, as well as key functional areas and responsibilities within nonprofit organizations.

With case study discussions related directly to current issues and industry guest speakers, you will leave each class with the ability to apply your in-class learnings to your workplace. Class sizes are limited and enable you to establish a network of colleagues and mentors who can provide resources and referrals through your career.

With the benefit of feedback and input from your peers and instructor, your capstone project enables you to identify and resolve or improve a current workplace issue that you may already be facing.

## SERIES TOPICS INCLUDE:

- Overview of the nonprofit sector
- Nonprofit management fundamentals
- Strategic thinking
- Strategic communications
- Financial management
- Program development and evaluation
- Building collaborations and partnerships
- Capstone project

## LOGISTICS AND FEES:

- Dates: Feb. 12 - April 16, 2025  
Feb 12\*, 19, 26; March 5\*, 12, 19, 26\*; April 2, 9, 16\*  
\*Onsite at CSUSM
- Time: 8:30 a.m. - 12:00 p.m.
- Location: Online and at CSUSM
- Series Fee: \$1,056

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A PROGRAM PARTNERSHIP WITH:



**Alliance for  
Regional Solutions**

Connecting North County

**SERIES BEGINS FEB. 12, 2025**

**REGISTER TODAY TO RESERVE YOUR SEAT!**

Questions: [professionaldevelopment@csusm.edu](mailto:professionaldevelopment@csusm.edu)

California State University  
**SAN MARCOS**

Extended  
Learning

# ESSENTIAL MANAGEMENT SKILLS FOR NONPROFITS

## CLASS TOPICS:

### Overview of the Nonprofit Sector

- History and role of the nonprofit sector
- State of the San Diego nonprofit sector
- Future evolution of the sector

### Nonprofit Management Fundamentals

- Responsive and customer value orientation
- Utilizing marketing, solution orientated and evidence based approaches

### Strategic Thinking

- Strategic positioning for success
- Critical thinking
- Time management and goal setting strategies

### Effective Staff Communications and Supervision

- Productive communication and conflict management
- Team building and empowerment
- Effective meeting management

### Resource Development (Fundraising/Grants/Contracts)

- Prospecting and identifying resources
- Creating an effective case statement
- Successful grant writing skills

### Financial Management

- Basics of nonprofit finances
- Financial tools and reports
- Budgeting, forecasting and analysis

### Program Development and Evaluation

- Identifying, planning and implementing programs
- Evaluating program performance and impact
- Utilizing data analysis effectively

### Building Collaborations and Partnerships

- Building capacity and coalitions
- Aligning purpose and advocacy strategies
- Team building and coalition building

### Leadership and Governance Issues

- Leading with authenticity
- Relating to administration and the board
- Ethical considerations

### Capstone Project

## COMMENTS ABOUT THE PROGRAM

### STUDENT FEEDBACK

- "I love how everything I learned directly translated to the workplace."
- "The handouts covering different planning models were great resources."
- "Guest speakers were outstanding! They were very interesting and helpful with offering different perspectives."
- "I have improved knowledge of diversification of funds and innovation related to financial program planning."
- "Guest speakers were so willing to share their best practices and challenges."

"North County Lifeline works hard to build on the talents of our long-term employees and give them opportunities for growth in leadership within the organization. The CSUSM Essential Management Skills for Nonprofits has been a successful learning opportunity for helping our emerging leaders to strengthen their understanding of the nonprofit sector and the unique leadership skills required within it!"

**DON STUMP**

EXECUTIVE DIRECTOR, NORTH COUNTY LIFELINE