

ESSENTIAL MANAGEMENT SKILLS FOR NONPROFITS

SPECIAL WORKSHOP

COST:



\$0

This is a no-cost event

FORMAT:



Fully Online

Zoom based

DATE:



Wed. Oct. 23

10-11:30 a.m.

REGISTER

www.csusm.edu/el/ars



IN PARTNERSHIP WITH:



**Alliance for
Regional Solutions**

Connecting North County

MANAGING & LEADING NONPROFIT ORGANIZATIONS: POSITIONING FOR SUCCESS

Looking for new ways to fulfill your mission?

Wondering how to begin positioning for program and organizational success?

Are you resetting your practices to engage and respond to your clients' and customers' values and expectations?

This no cost 1.5-hour workshop will provide a brief overview on important principles and practices to maintain and grow services in challenging times.

Topics include:

- Developing an Entrepreneurial Organization & Innovation Mindset
- Utilizing Corporate Culture to Change Perceived Realities
- Strategically Positioning for Success
- Understanding and Using Marketing Techniques
- Cultivating Leadership Throughout the Organization
- Entrepreneurial Nonprofits - The Time is Now!

FACILITATOR: DOM BETRO



Dom Betro, CSUSM Lecturer/FSA Organization CEO (Retired)

Dominick Betro is a faculty member in the Department of Human Development who teaches Human Service Management, Leadership and Social Entrepreneurship at CSU San Marcos and previously San Bernardino. He was a key contributor to the development of various Non-Profit Management Certificate programs for UC Riverside and other non-profit related programming. On June 30, 2018, after 33 years at the agency, Dom retired from the position of CEO of the Family Service Association, one of the leading non-profit human service organizations in the Inland Empire. He is an active lecturer at various universities including the University of Notre Dame and La Sierra University and developed and teaches the Alliance for Regional Solutions and CSUSM partnership program, Essential Management Skills for Nonprofits.

LOGISTICS & FEES

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