

## All About NPDCSNJ

In the business of "doing good," the question of what it takes to be a great organization is often unasked and unanswered. Executive directors must be resourceful in meeting the needs of their constituents, generating enough income to keep programs running and accomplish all this while keeping board members engaged and informed.

Board members often feel frustrated by the pull of fund-raising and operational demands that distract them from their passion of "making a difference" in the community.

Corporate leaders and individual philanthropists make generous investments in nonprofit organizations that serve a diverse group of people and institutions. Yet, a sizable portion of their contributions often funds overhead expenses.

The Nonprofit Development Center of Southern New Jersey offers ideas, resources and training for nonprofit executives, staff and board members. It was formed to increase donors' "social return on investment" and to stimulate new sources of philanthropy in the region.



c/o Center for Innovation and Entrepreneurship  
South Jersey Tech Park at Rowan University  
107 Gilbreth Parkway, Suite 103 • Mullica Hill, NJ 08062-4446  
856-256-4271 • npdcsnj.org

### NPDCSNJ Board of Directors

**Michael Willmann**  
WMSH Marketing Communications  
Chairman of the Board

**Robert D'Intino, Ph.D.**  
Rowan University  
President

**Wanda P. Hardy**  
WP Hardy Consulting LLC  
Vice President

**Patricia Bruder**  
Linchpin Solutions, LLC  
Vice President

**Brian Keller**  
TD Bank, Treasurer

**Stephen M. Kozachyn, III**  
Rowan University  
South Jersey Tech Park  
Secretary

**Reynold P. Cicalese, III, CPA, MST**  
Alloy Silverstein

**Tiffany Wagner Donio**  
Archer & Greiner, PC

**Rob Harrington**  
Manna Design

**Frances A. McElhill, Esq.**  
Archer & Greiner, PC

**Jenny Ryan**  
SNJ Business People

**Kevin Watsey**  
NJ American Water

**Ira Weissman**  
Idea Innovations



# Capacity Building 2012: Technical Assistance for Non Profit Organizations

*Presenting Sponsor:*



**Wednesday, October 3, 2012**  
*South Jersey Tech Park @ Rowan University*

**Wednesday, November 7, 2012**  
*Wells Fargo 40 Main Street, Toms, River, New Jersey*

**Central New Jersey**  
*Date and location to be announced*

## Capacity Building 2012: Technical Assistance for Non Profit Organizations

**Wednesday, October 3, 2012** ■ *South Jersey Tech Park @ Rowan University*

**Wednesday, November 7, 2012** ■ *Wells Fargo 40 Main St., Toms, River, NJ*

**Central New Jersey** ■ *Date and location to be announced*

With limited budgets available to meet the demands of accountability, transparency, and effectiveness, nonprofit professionals at every level need to find practical ways to run a successful nonprofit organization.

Meeting the challenge is made easier when founders, staff and board members have the working knowledge to manage an effective nonprofit organization.

Developing an understanding of board governance, fiscal responsibility, marketing, fundraising, grant writing and volunteer management is essential to achieving a level of excellence.

Whether you are the founder, staff or board member of a nonprofit organization, you want your organization to be the best. Acquiring the skills and core knowledge that will enable you to succeed in fulfilling your mission is important. Learn the top 10 things you need to know in the area of board governance, fiscal management and responsibility, marketing, fundraising, grant writing and volunteer management to create and manage an effective nonprofit organization.

This seminar, presented by the Nonprofit Development Center of Southern New Jersey, will help you develop a diverse and well balanced knowledge of non profit management and operations that will prepare you to manage an effective non profit organization bring your vision of helping others to fruition and achieve a level of excellence.

### Key Activities:

- Panel Presentation
- Q & A
- Individual Consultation

### Attendees will leave with:

- Instructional Materials

**For more information or  
to register: Visit [npdcnj.org](http://npdcnj.org)  
or call Steve Kozachyn  
at 856-256-4126.**

## Schedule:

**8:00 AM to 8:30 AM**

Continental Breakfast

Registration, Networking, Sign Up for Individual 15-Minute Consultation

**8:30 AM to 11:00 AM**

### Panel of Experts and Q&A

#### ■ **Moderator: Wanda P. Hardy**

Managing Principal, WP Hardy Consulting LLC

#### ■ **Board Governance**

*Frances A. McElhill, Esq.—Archer & Greiner*

Develop an understanding of the responsibilities of a Board of Directors. Examine accepted “best practices” in use by successful BODs.

#### ■ **Fiscal Responsibility**

*Glen J. Walton, CPA, Partner*

*Bowman & Company LLP*

The oversight and responsibility of financial management rests with the Board of Directors and staff. Learn the core principles of fiscal management and how budgeting empowers and protects the organization and programs in times of financial conflict.

#### ■ **Marketing for Success**

*Michael Willmann—CEO, WMSH Marketing Communications*

Enhancing the image of an organization to increase awareness, funding opportunities and volunteerism is the goal of every nonprofit organization. Learn how to effectively market your organization and manage your NPO brand to increase funding, media attention, clients and volunteers. Understand both strategic and tactical alternatives. Examine impact and uses of social media.

#### ■ **Fund Development**

*Robin Todd, CFRE, Director of Development*

*Samaritan Healthcare & Hospice*

A successful fund development plan starts with a diversified fundraising and grant writing strategy. Learn the fundamentals of fundraising, the advantages and disadvantages of various approaches, and the key elements to developing professional, “winning” grant applications.

#### ■ **Volunteer Management**

*Ira Weissman, Idea Innovations*

Volunteers are critical to the success of nonprofit organizations. Volunteer Managers must manage the complexities and challenges of utilizing volunteers to help a Non-Profit organization succeed. Learn what goes into a successful volunteer management program.

#### ■ **The Role of Advocacy in a High-Performing Organization**

*Linda M. Czipo, Executive Director, Center for Non-Profits*

We’ll discuss how advocacy and public policy can play a vital role in advancing your organization’s mission. You’ll also hear an update about some of the current and emerging policy issues facing New Jersey’s non-profits.

**11:00 AM to 12:00 PM:**

Individual 15-Minute Consultation with Presenter of Choice