PROGRAM SITES

NORTH CAROLINA
Duke University
Charlotte
Asheville

VIRGINIA
Danville
Petersburg

Mission: To strengthen the capacities of people, organizations, and networks within the nonprofit sector

CONTENTS

Duke Certificate in Nonprofit Management...........4–5
Individual Courses ........................................6–7
NPM Intensive Track Program .........................9
Executive Certificate in Nonprofit Leadership ....10
Custom Training ............................................5
Information Sessions (FREE) ..........................2
Frequently Asked Questions ...........................8
Happy New Year from the Nonprofit Management Staff!

The Duke University Nonprofit Management program curriculum offers a structured and rigorous grounding in the establishment, operation, and continuation of a successful nonprofit. Our curriculum reflects a comprehensive evaluation of the needs of the changing nonprofit sector. Managing a nonprofit has developed in new and exciting ways. The Duke Certificate in Nonprofit Management provides recipients the skills to navigate this changing environment successfully.

The program builds on the unique combination of the following:
• Great content, that is both current and relevant
• Broad-based curriculum covering a wide spectrum of the nonprofit sector
• Excellent instructors with practical nonprofit experience and varied teaching experience
• Networking built on the in-class experience and co-learning with your fellow students
• Plus the Duke University commitment to excellence

In this brochure please find information on the following:
• Individual Classes
• Online Courses
• Certificate in Nonprofit Management
• Nonprofit Management Intensive Track Program
• Executive Certificate in Nonprofit Leadership Program
• Custom Training

Our administrative offices are open Monday–Friday, from 8:00 am until 5:00 pm. Call 919.668.6742 or other staff below with questions or to inquire about classes/programs. The brochure, classes, and program schedules are on our website, learnmore.duke.edu/nonprofit.

Mary Sherk, Program Coordinator
mary.sherk@duke.edu, 919.681.1025

Ivy Burch, Program Assistant
ivy.burch@duke.edu, 919.668.6742

Nancy Love, MPA, Director
nancy.love@duke.edu, 919.668.6743

OUR PROGRAMS

CERTIFICATE IN NONPROFIT MANAGEMENT

The Certificate in Nonprofit Management requires 72 hours of coursework and includes:
• 5 Core courses (30 hours)
• 5 Key Elective courses (30 hours)
• General Electives, Special Topics in Nonprofit Management, or Online courses (12 hrs)

For curriculum information, see pages 4–5.

INDIVIDUAL NONPROFIT MANAGEMENT COURSES

Individual courses may be taken on a non-Certificate basis. See pages 6–7.

ONLINE COURSES

We offer 4 Online courses. Students may apply a maximum of 12 Online course hours toward the Duke Certificate in Nonprofit Management. See page 7.

NONPROFIT MANAGEMENT INTENSIVE TRACK PROGRAM

2020 Duke University: March 9–16; June 8–15; September 14–21
Charlotte (Gardner-Webb University): May 4–7 & 18–21
Asheville (UNC–Asheville): August 10–17


EXECUTIVE CERTIFICATE IN NONPROFIT LEADERSHIP PROGRAM*

October 12–16, 2020
Applications accepted January 6 through September 11, 2020

The Executive Certificate in Nonprofit Leadership offers experienced nonprofit professionals the opportunity to increase their capacity for effective entrepreneurial leadership. See page 10.

* Application required: Students must apply and be accepted before registering. Applications for the 2020 class are accepted through September 11, 2020.

CUSTOM TRAINING

The Duke Nonprofit Management Program will design, develop, and deliver custom training to you. Partners determine training needs, goals, delivery location, and participant eligibility. See page 5.

INFORMATION SESSIONS

Free Information Sessions are offered at sites listed below to help prospective students get the most from the Nonprofit Management Program. Learn about:
• Curriculum, Course selection, Earning the Certificate in Nonprofit Management, Individual courses
• Registration, Networking opportunities, Costs, and Class locations
• Programs—including the Executive Certificate in Nonprofit Leadership, and the Nonprofit Management Intensive Track

Before enrolling in the Nonprofit Management Program, we recommend that you attend an Information Session; however, it’s not a requirement.

TELECONFERENCE INFORMATION SESSIONS—Register to receive call-in information

Friday, January 17, 12 to 1 pm • ID 0199-152
Monday, February 24, 12 to 1 pm • ID 0199-150
Friday, March 27, 12 to 1 pm • ID 0199-153
Friday, May 15, 12 to 1 pm • ID 0199-151

To register for an Information Session, please go to learnmore.duke.edu/nonprofit/certificateprogram and expand the section on Information Sessions.
THANKS & APPRECIATION

The Nonprofit Management Program thanks the following organizations for their generosity. Their support makes it possible for the Program to offer courses throughout North Carolina and at designated locations. Our partners and supporters include, but are not limited to, the following:

North Carolina
Blue Cross Blue Shield of NC Foundation
Community Foundation of NC East
Community Foundation of Western NC
CooperRiis Healing Center
El-Sistema USA
Exceptional Children’s Assistance Center (ECAC)
Gardner-Webb University (Charlotte)
Goodwill Industries
Guilford Nonprofit Consortium
Haywood Community College
Isothermal Community College
Kate B. Reynolds Charitable Trust
Mayland Community College
MindEdge
NC Center for Nonprofits
NC Department of Commerce
NC Helping Hands Initiative
NC Training and Technical Assistance Center
North Carolina
The Outer Banks Community Foundation
Polk County Community Foundation
Rabon Foundation
Triangle Residential Options for Substance Abusers (TROSA)
UNC–Asheville
United Way of Asheville/Buncombe County
United Way of Charlotte (UCWW)
Wells Fargo Foundation
Western Carolina Community Action
Western NC Pathways Foundation
Virginia
Danville Community Foundation
Institute for Advanced Learning and Research
The Cameron Foundation

NONPROFIT MANAGEMENT PROGRAM partners with . . .

The Cameron Foundation (Petersburg, VA)
The Cameron Foundation sponsors “Nonprofit Capacity Building Redesign—Connecting Capacity to Impact” for nonprofits (custom training). Participants enroll online via the foundation’s website on a first come, first serve basis, until the classes are full. Classes are offered at 228 S. Sycamore St, Petersburg, VA. The board and staff of the Foundation identified several goals to be accomplished in the redesigned approach to capacity building. Capacity building goals are (1) to provide the appropriate level and intensity of resources to meet each nonprofit organization’s need and current capacity; (2) to achieve measurable improvement in leadership, management, governance, sustainability, and overall ability to deliver impactful services; and (3) to strengthen the sector systemically by creating stronger networks of service providers, within and across categories of service delivery. For information, call or e-mail Jill Coleman, Vice-President for Programs, 804.732.8900, jillc@camfound.org.

Community Foundation of NC East
The Community Foundation of NC East is proud to offer scholarship opportunity to executives in the nonprofit sector to attend the 2020 Duke Executive Certificate in Nonprofit Leadership. The one-week scholars’ program will be offered in October 2020. The Foundation will begin accepting applications from qualified candidates beginning June 1, 2020. For more information about the program, contact Melissa Spain, CEO, The Community Foundation of NC East via email at melissaspain@gmail.com.

Danville Regional Foundation (Danville, VA)
The Danville Regional Foundation sponsors the Duke Nonprofit Management Intensive Track Program and the Nonprofit Capacity Building Training Series. Training is available to nonprofits in Danville, also including Pittsylvania County (VA) and Caswell County (NC). For information, or to register, contact Starling McKenzie, Senior Program Officer, Danville Regional Foundation, smckenzie@drfonline.org, 434.483.4273.

Guilford Nonprofit Consortium (Nonprofit Management Institute)
The Guilford Nonprofit Consortium sponsors the Nonprofit Management Institute at High Point University. Participants may apply up to 30 hours of credit toward the Duke Certificate in Nonprofit Management. A fee of $25 per course hour applies. The Institute is an educational and training program designed to meet the professional development needs of local nonprofit professionals. The Guilford Nonprofit Consortium’s director must approve/sign course attendance and indicate the course and hours attended. For information about the Institute, contact Bill Hayes, Director, bhayes@guilfordnonprofits.org, 336.851.2746 or 336.202.4309.

North Carolina Center for Nonprofits
The NC Center for Nonprofits’ annual statewide conference is the premier annual event for North Carolina’s nonprofit sector. Participants receive exposure to national, cutting-edge speakers, access to high-quality information, and networking opportunities. Participants who attend the conference may apply 12 hours (6 hours each day) toward the Duke Certificate. A fee of $25 per course hour applies. For questions, call the Duke Nonprofit Management Program at 919.681.1025.
**CERTIFICATE IN NONPROFIT MANAGEMENT**

**Core Areas**
- Nonprofit—Board Development/Governance 12 hours*
- Nonprofit—Financial Management 12 hours*
- Nonprofit—Fundraising 12 hours*
- Nonprofit—Human Resource Development 12 hours*
- Nonprofit—Planning & Evaluation 12 hours*

**General Electives/Special Topics/Additional Key Electives/Online Courses** 12 hours

**TOTAL HOURS REQUIRED** 72 hours

*Includes the 6-hour Core Course and one 6-hour Key Elective

---

**Core Course Nonprofit—Board Development/Governance** (6 hours)

**Key Electives** (6 hours each)
- Developing an Engaged Board of Directors
- Fundraising: Coaching the Nonprofit Board to Make the Ask
- Running Effective Meetings

Participant must complete 12 course hours in this category (including the core course). Courses address the board's roles and responsibilities, nonprofit system of governance, board structure, recruiting board members, board operations, insight into how boards evolve, and trends in nonprofit governance.

**Core Course Nonprofit—Financial Management** (6 hours)

**Key Electives** (6 hours each)
- Basic Accounting for Nonprofits
- Cost Allocation for Nonprofits
- Financial Reporting for Nonprofits
- Fresh Approaches to Securing Business Support

Participant must complete 12 course hours in this category (including the core course). Courses cover financial management and topics integral to nonprofit fiscal management. Gain an understanding of the broader finance realm of nonprofit organizations.

**Core Course Nonprofit—Fundraising** (6 hours)

**Key Electives** (6 hours each)
- Grant Writing
- Marketing for Nonprofits
- Telling Great Stories to Advance Your Cause

Participant must complete 12 course hours in this category (including the core course). Courses provide those involved in fundraising an array of skills taught by instructors who coordinate special events, write grants, make personal asks, manage campaigns, and work in developing planned giving initiatives.

**Core Course Nonprofit—Human Resource Development** (6 hours)

**Key Electives** (6 hours each)
- Employment Law for Nonprofits
- Volunteer Engagement
- Creating High Performance Teams
- Coaching for Top Performance

Participant must complete 12 course hours in this category (including the core course). Courses address ways to better lead nonprofit staff, how to deal with issues of attracting, recruiting, retaining, motivating, supervising employees, and project planning designed to ensure your nonprofit is compliant with state and federal law.

---

Duke Nonprofit Management Program offers a structured and rigorous grounding in the establishment, operation, and development of a successful nonprofit. The curriculum reflects a comprehensive evaluation of the needs of the changing nonprofit sector. Managing a nonprofit has developed in new and exciting ways—the Certificate in Nonprofit Management provides the skills to navigate successfully.

Nonprofit courses are designed for those working in and with the nonprofit sector:
- Paid Staff
- Volunteers
- Philanthropists
- Boards of Directors
- Nonprofit Leaders
- Faith-based Communities
- Those Transitioning from the Private Sector

Earning the Duke Certificate in Nonprofit Management requires completing 72 hours of instruction:

<table>
<thead>
<tr>
<th>Hours</th>
<th>Courses</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>5 Core Courses (each course is 6 hours long)</td>
<td></td>
</tr>
<tr>
<td>+30</td>
<td>5 Key Electives (each course is 6 hours long)</td>
<td></td>
</tr>
<tr>
<td>+12</td>
<td>any combination of General electives, additional Key Electives, Special Topics, Online Courses</td>
<td></td>
</tr>
<tr>
<td><strong>72</strong></td>
<td><strong>Total</strong></td>
<td></td>
</tr>
</tbody>
</table>

The Program is designed to take 2 years to complete. Students progress at an individual rate based on number of classes taken.

**NOTE:** Individual courses may be taken by prospective students not interested in earning a Certificate.

[learnmore.duke.edu/nonprofit](http://learnmore.duke.edu/nonprofit)
Core Course **Nonprofit—Planning & Evaluation** (6 hours)

**Key Electives** (6 hours each)
- How to Start a Nonprofit
- Performance Measurement for Nonprofit Organizations
- Sustainable Strategic Planning for Nonprofits

Participant must complete 12 course hours in this category (including the core course).Courses address several aspects of planning and delivery in nonprofit organizations. The changing internal and external landscape requires ongoing re-evaluation of the organization’s structure, its scale, its personnel, its programs, and so on.

In addition to successfully completing the core requirements, students will need to complete an additional 12 hours, in any combination of the following:
- General Electives
- Special Topics
- Key Electives (additional)
- Online Courses

**General Electives** (6 hours each)
General elective courses may be offered at nonprofit sites based on training needs in the area and requests from participants. A course description and course objectives are available for each course. Two to eight general elective courses may be offered each term.
- Advanced Grant Writing
- Community Engagement & Collaboration
- Constructive Conflict Resolution
- Designing Quantitative & Qualitative Data Collection Instruments for Nonprofit Organizations
- Ethical Issues in Nonprofit Management
- Event Planning for Nonprofit Organizations
- Fundraising for Spiritual Communities
- How to Get Grants to Fund Programs
- How To Lead Group Meetings: Tools for Guiding Discussion & Decision Making
- How to Manage Your Time & Reduce Your Stress
- Individual Donor Development
- Leading and Cultivating New Leaders
- Leading Others through Performance Management
- Managing Multiple Priorities & Your Time
- Motivating Nonprofit Employees
- Nonprofit Professional’s Role as Change Agent
- Public Speaking: Speak Up for Your Nonprofit
- Risk Management
- Social Media
- Strong Boards for the Long Haul
- Writing a Nonprofit Business Plan

**Special Topics in Nonprofit Management** (3 hours each)
Special Topics in Nonprofit Management courses may be offered at nonprofit sites based on training needs in the area and by request of participants. A course description and course objectives are available for each course. Other courses may be added based on training needs.

**Online Courses (General Electives)**
- Principles of Marketing for Nonprofit Organizations (4 hours)
- How to Read a Nonprofit Financial Statement (4 hours)
- Budgeting for Nonprofit Organizations (4 hours)
- Introduction to Nonprofit Management (5 hours)

All courses are appropriate for individuals or representatives from organizations of any size or developmental stage, whether you are new or experienced in the nonprofit field. For greatest impact, we encourage multiple representatives from an organization to attend together, if possible.

**Custom Training**
Let Duke Nonprofit Management design, develop, and deliver custom training to meet the training needs of your foundation, company, or organization. Partners determine their training needs, where training is to be offered, who is eligible, and the goals they want to accomplish. Our team will work with you to customize content for a one day training, a certificate program, or a long term capacity building series.

**Training Areas include but are not limited to:**
- Board Governance & Development
- Financial Management
- Fundraising
- Grant Writing & Compliance
- Human Resources
- Planning & Evaluation
- Social Enterprise
- Nonprofit Leadership
- Succession Planning

**Cost**
Cost of training is dependent on the amount of customization requested, length of training, number of participants, and delivery site.

**Request Training**
Contact Nancy Love at nancy.love@duke.edu or call 919.668.6743. Let us design, develop, and deliver custom training to you.
Individual Courses at Duke University

Telling Great Stories to Advance Your Cause
Key Elective: Fundraising
Kelly Lee
Duke University • ID: 0805-023
Friday, February 21, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Grant Writing
Key Elective: Fundraising
Anne Willson
Duke University • ID: 0056-052
Tuesday, February 25, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Nonprofit—Planning & Evaluation
Core Course: Planning & Evaluation
Sarah Heinemeier
Duke University • ID: 0574-048
Thursday, February 27, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Nonprofit—Fundraising
Core Course: Fundraising
Ruth Peebles
Duke University • ID: 0812-060
Tuesday, March 3, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Fundraising: Coaching the Nonprofit Board to Make the Ask
Key Elective: Board Development/Governance
Melissa LeRoy
Duke University • ID: 0588-031
Friday, March 13, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Nonprofit—Financial Management
Core Course: Financial Management
Melissa LeRoy
Duke University • ID: 0816-056
Saturday, March 14, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Nonprofit—Board Development/Governance
Core Course: Board Development/Governance
Jeanne Allen
Duke University • ID: 0818-059
Friday, March 20, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Nonprofit—Human Resource Development
Core Course: Human Resources
Robert Kenney
Duke University • ID: 0813-055
Monday, March 23, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Individual Donor Development
General Elective
Ruth Peebles
Duke University • ID: 0820-022
Tuesday, March 24, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Designing Quantitative & Qualitative Data Collection for Nonprofit Organizations
General Elective
Sarah Heinemeier
Duke University • ID: 0077-007
Thursday, March 26, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Coaching for Top Performance
Key Elective: Human Resources
Robert Kenney
Duke University • ID: 0476-014
Friday, May 1, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Sustainable Strategic Planning
Key Elective: Planning & Evaluation
Anne Willson
Duke University • ID: 0370-026
Thursday, May 7, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Employment Law for Nonprofits
Key Elective: Human Resources
Larry Warner
Duke University • ID: 2274-008
Thursday, April 16, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Running Effective Meetings
Key Elective: Board Development/Governance
Jeanne Allen
Duke University • ID: 2539-004
Friday, April 17, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Event Planning for Nonprofit Organizations
General Elective
Sarah Gindes
Duke University • ID: 0055-016
Monday, April 27, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Parking at Smith Warehouse: Fees include a $10 one-day parking pass for each class held at Smith. Questions? Call 919.668.6742 or visit learnmore.duke.edu/nonprofit.

Need to search by date? See the calendar on page 8
Full course descriptions at learnmore.duke.edu/nonprofit/certificateprogram

Materials Fees are due at the start of class. Please bring exact amount. Receipt given by instructor upon request. Personal checks are not accepted.
Basic Accounting for Nonprofit Managers
Key Elective: Financial Management
Jenna Hunter
Duke University • ID: 0080-020
Monday, May 11, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Developing an Engaged Board of Directors
Key Elective: Board Development/Governance
Jeanne Allen
Duke University • ID: 2538-004
Friday, May 15, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

How to Start a Nonprofit
Key Elective: Planning & Evaluation
Jenna Hunter
Duke University • ID: 0098-018
Tuesday, May 12, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Grant Writing
Key Elective: Fundraising
Ruth Peebles
Duke University • ID: 0056-053
Tuesday, May 19, 9 am to 4 pm
Smith Warehouse, Bay 6, Room B173
$150 (6 hrs); Materials fee: $10; 1-hr Lunch

Networking is a major part of your course experience. We suggest that you bring business cards and brochures to share with other class participants.

Online Courses

Principles of Marketing for Nonprofit Organizations
Online Course • ID: 0190-026
$95 (4 hrs); General Elective

How to Read a Nonprofit Financial Statement
Online Course • ID: 0191-026
$95 (4 hrs); General Elective

Budgeting for Nonprofit Organizations
Online Course • ID: 0192-026
$95 (4 hrs); General Elective

Introduction to Nonprofit Management
Online Course • ID: 1660-010
$110 (5 hrs); General Elective

Online Courses are available year round except June 24–30, the close of Duke University’s fiscal year, and can be started at any time.

A maximum of 12 hours of Online Courses may be applied toward the Certificate in Nonprofit Management.

To demo online classes, visit learnmore.duke.edu/nonprofit.

See how self-paced Online Courses can enrich your Certificate training!

NC Center for Nonprofits presents
Statewide Conference for North Carolina’s Nonprofits
2020 Dates and Location TBA
ncnonprofits.org | 919.790.1555

Participants who attend the conference may apply 12 hours of credit (6 hours each day) toward the Duke Certificate. A fee of $25 per course credit hour applies.

For questions about the credit, call the Duke Nonprofit Management Program at 919.681.1025.

DUKE UNIVERSITY ADA POLICY
Duke University welcomes individuals with disabilities to its programs, services, and activities. If you anticipate needing reasonable accommodations or have questions about physical access to any of the courses or Information Sessions listed within this Nonprofit Management Program brochure, please send an e-mail to nonprofit@duke.edu at least 30 days in advance of the date (indicate “ADA Policy” in the title).
**COURSE CALENDAR**

### February

**Telling Great Stories to Advance Your Cause** • Key Elec • 0812-060  
Tuesday, March 3, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Grant Writing** • Key Elec • 0056-052  
Tuesday, February 25, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Nonprofit—Planning & Evaluation** • Core • 0574-048  
Thursday, February 27, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

### March

**Nonprofit—Fundraising** • Core • 0812-060  
Tuesday, March 3, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Fundraising: Coaching the Nonprofit Board to Make the Ask** • Key Elec • 0588-031  
Friday, March 13, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Nonprofit—Financial Management** • Core • 0816-056  
Saturday, March 14, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Nonprofit—Board Development/Governance** • Core • 0818-059  
Friday, March 20, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Nonprofit—Human Resource Development** • Core • 0813-055  
Monday, March 23, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Individual Donor Development** • Gen Elec • 0820-022  
Tuesday, March 24, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Designing Quantitative & Qualitative Data Collection for Nonprofit Organizations** • Gen Elec • 0077-007  
Thursday, March 26, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

### April

**Employment Law for Nonprofits** • Key Elec • 2274-008  
Thursday, April 16, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Running Effective Meetings** • Key Elec • 2539-004  
Friday, April 17, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Event Planning for Nonprofit Organizations** • Gen Elec • 0055-016  
Monday, April 27, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

### May

**Coaching for Top Performance** • Key Elec • 0476-014  
Friday, May 1, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Sustainable Strategic Planning** • Key Elec • 0370-026  
Thursday, May 7, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 6

**Basic Accounting for Nonprofit Managers** • Key Elec • 0080-020  
Monday, May 11, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 7

**How to Start a Nonprofit** • Key Elec • 0098-018  
Tuesday, May 12, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 7

**Developing an Engaged Board of Directors** • Key Elec • 2538-004  
Friday, May 15, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 7

**Grant Writing** • Key Elec • 0056-053  
Tuesday, May 19, 9 am to 4 pm, Smith Warehouse, Bay 6 . . . . . 7

---

**FAQs**

**What are the benefits of the Duke Nonprofit Management Program?**  
This program builds on the unique combination of the following:  
- great content that is both current and relevant  
- broad-based curriculum covering a wide spectrum of the nonprofit sector  
- excellent instructors with practical nonprofit experience and varied teaching experience  
- networking built on the in-class experience and co-learning with your fellow students  
- plus the commitment to excellence of Duke University

**Where is the Program located?**  
We are at the Duke Smith Warehouse, 114 S. Buchanan Blvd., Bay 6, 1st Floor, Durham NC 27708. Our mailing address is Nonprofit Management Program, Campus Box 90708, Durham, NC 27708. Phone: 919.668.6742

**Who are the instructors?**  
The instructors are established practitioners and scholars from a variety of disciplines within the nonprofit sector. Several hold the Duke Certificate in Nonprofit Management or the Duke Executive Certificate in Nonprofit Leadership.

**Who are the students?**  
They are persons currently employed in nonprofit positions, executives from outside the nonprofit sector, persons starting a nonprofit, philanthropists, and persons who volunteer for an organization. Sector represented are not limited to: social service nonprofits, arts, membership organizations, foundations, trade associations and faith communities. The program draws students from around the U.S. and abroad. Students choose the Duke NPM program for its high quality, networking opportunities, and practical “real world” approach.

**How much do courses cost?**  
Individual, one-day, 6-hour classes cost $150, including parking. A materials fee of $10 is payable to the instructor on the day of class.

**May I take Nonprofit Management courses if I don’t intend to earn a certificate?**  
Individual courses may be taken on a non-Certificate basis. All classes are open to the public at the standard course fee.

**How do I get started in the Program?**  
Visit our website at learnmore.duke.edu/nonprofit or call Nonprofit staff at 919.668.6742. You may also register online or call Registration at 919.684.6259 (for credit card users only). Free information sessions are available (see page 2).

**How can I check my Certificate status?**  

For more information visit learnmore.duke.edu/nonprofit
Participants from across the world enroll in the Duke Nonprofit Management Intensive Track Program. Classes are designed to give nonprofit professionals the skills and expertise needed to succeed in the sector.

**Key Facts**
- 34 participants are accepted into each program held at Duke.
- The Intensive Track explores 8 key areas of nonprofit management.
- Instructors are established practitioners and scholars from a variety of disciplines.
- Participants in the *regular program* complete the requirement for the Certificate in Nonprofit Management in 8 days.
- *Custom training programs vary, based on sponsors' needs.
- Classes in the *regular program* are held from 9 am to 4 pm each day.
- Pre-reading assignments are sent to registered students within 30 days of the class start date.

**Locations**

**Regular Program**
- **Duke:** The Hilton Durham near Duke University, 3800 Hillsborough Rd, Durham, NC 27705
- **Charlotte:** Gardner-Webb University/Charlotte, 8030 Arrowridge Blvd, Charlotte, NC 28273
- **Asheville:** UNC–Asheville, Reuter Center, 1 Campus View Rd, Asheville, NC 28804

**Custom Training**
- **Virginia:** Danville Regional Foundation, Institute of Adv. Learning and Research, 150 Slayton Ave, Danville, VA 24540; 434.483.4273

**Registration**

**Regular Program**
- Note registration start dates and ID# for each program
- Online: [learnmore.duke.edu/nonprofit/intensivetrack](http://learnmore.duke.edu/nonprofit/intensivetrack)
- Phone: 919.684.6259 (M–F, 8 am to 5 pm ET)

**Custom Training (see page 5)**
- Danville Regional Foundation (VA): To register or for questions, call Starling McKenzie, 434.483.4273

**Fee $2,250 (Regular Program)**
Includes tuition, program materials, drinks, and lunch on designated days (TBA). Students are responsible for their own lodging (including making reservations) and other expenses.

**Cancellation Policy**

**Regular Program:** $200 of your tuition is nonrefundable. Refunds allowed (minus the $200 administrative charge) if request is received in writing by end of day on the date listed below for each program. To submit a cancellation or transfer request, address an e-mail to learnmore@duke.edu. No refunds and no transfers after the dates stated below. **Custom Training:** Call the number indicated above.

**Refund Deadlines:**
- March 2020 Program: Friday, February 7
- May 2020 Program: Friday, April 3
- June 2020 Program: Friday, May 6
- August 2020 Program: Friday, July 10
- September 2020 Program: Friday, August 14

---

**March 9–16, 2020, at Duke**

**Monday through Monday • ID: 0194-052**

*Registration begins January 6; Refund deadline February 7*

**Tentative Schedule**
(Curriculum is similar for all Intensive Track programs)

- **Monday, March 9**
  **Nonprofit—Board Development/Governance**

- **Tuesday, March 10**
  **Nonprofit—Planning & Evaluation**

- **Wednesday, March 11**
  **Grant Writing & Compliance**

- **Thursday, March 12**
  **Evaluating Social Enterprise as a Strategy for Nonprofits**

- **Friday, March 13**
  **Sustainable Strategic Planning for Nonprofits**

- **Saturday, March 14**
  **Employment Law for Nonprofits**

- **Sunday, March 15**
  **Nonprofit—Financial Management**

- **Monday, March 16**
  **Nonprofit—Human Resource Development**

Classes start promptly at 9 am each day and end at 4 pm. To receive the Duke Certificate in Nonprofit Management, students must attend each class as scheduled. For updates, please check [learnmore.duke.edu/nonprofit/intensivetrack](http://learnmore.duke.edu/nonprofit/intensivetrack).

**Upcoming Intensive Track Programs:**

- **May 4–7 & 18–21, 2020, in Charlotte**
  **Monday through Thursday over two weeks • ID: 0194-054**
  *Registration begins January 6; Refund deadline April 3*

- **June 8–15, 2020, at Duke**
  **Monday through Monday • ID: 0194-055**
  *Registration begins January 6; Refund deadline May 8*

- **August 10–17, 2020, in Asheville**
  **Monday through Monday • ID: 0194-056**
  *Registration begins January 6; Refund deadline July 10*

- **September 14–21, 2020, at Duke**
  **Monday through Monday • ID: 0194-057**
  *Registration begins January 6; Refund deadline August 14*

Program schedules, course descriptions, learning objectives, and instructor bios at [learnmore.duke.edu/nonprofit/intensivetrack](http://learnmore.duke.edu/nonprofit/intensivetrack)
The Executive Certificate in Nonprofit Leadership offers high-impact training for seasoned nonprofit professionals whose leadership transforms organizations, communities, and lives.

October 12–16, 2020
Monday through Friday • ID: 0461-012
Registration begins March 9, 2020
Registration ends September 11, 2020
See the website for location and lodging information for the 2020 program.

Eligibility—Who Should Apply
- Applicants with a Duke Certificate in NP Management plus 3 years of management experience
- Applicants without a Duke Certificate in NP Management but who have 5 years of management experience

Application Process
- Application required: Students must apply and be accepted before registering
- Applications accepted through September 11, 2020
- Upon acceptance, student must register and pay in order to confirm a seat in the class
- Applications (online and downloadable) are at learnmore.duke.edu/nonprofit/executiveleadership or call 919.668.6743 to request an application
- 26 students are accepted into the program
- September 11, 2020—Deadline for applications
- September 11, 2020—Registration closes

Fee $4,250
- Includes tuition, course materials, snacks, beverages, and designated meals
- Students are responsible for lodging expenses
- Duke Certificate in Nonprofit Management graduates may qualify to receive an $800 scholarship. Apply and register early.
- Refunds: Refunds, minus a $200 administrative fee, allowed if a written request is received by midnight ET, September 11, 2020. Send e-mail to learnmore@duke.edu. No refunds after deadline date.

Transformational learning for experienced nonprofit leaders seeking to accelerate their impact in organizations and communities

learnmore.duke.edu/nonprofit/executiveleadership

The Executive Certificate in Nonprofit Leadership is a comprehensive program that offers experienced nonprofit professionals the opportunity to increase their capacity for effective entrepreneurial leadership through applied theoretical studies, executive skills training, and reflective practices in an interactive learning environment. Through this innovative curriculum, participants will:

- Develop a greater mastery of leadership skills and increase their confidence in applying these effectively in the nonprofit workplace
- Gain an awareness of emerging trends in the nonprofit sector, including social entrepreneurship, earned income ventures, public-private partnerships, and the evolving legal landscape
- Master reflective practices that enhance communications, foster understanding, and lead to results
- Develop skills to regain balance and remain centered in the face of complexity and chaos
- Enhance their network through an expanded leadership cohort of peers drawn from across the country
- Create a personal leadership plan to use their refined skills to take action on changes they wish to make in their organizations and communities

As a result of their participation, graduates will be better able to:

- Forge high-performing teams driven to achieve the mission of the organization
- Foster within their organizations the proven practices of high-impact nonprofits
- Adopt entrepreneurial competencies of opportunity orientation, innovation, resourcefulness, and adaptive persistence
- Lead strategic change within their organizations
- Work with other leaders across organizations, sectors, and stakeholder groups to capitalize on opportunities for synergy in addressing critical social issues

Graduates of the Executive Certificate Program will return home equipped with the knowledge and skills to manage in the fast-paced, resource-constrained, mission-driven environments that characterize today’s nonprofit sector.

Supporter—Blue Cross Blue and Shield of North Carolina Foundation

Supported in part by the Blue Cross and Blue Shield of North Carolina Foundation, the program was created in direct response to nonprofit managers, board members, and many of the more than 2,000 graduates of Duke University’s nationally acclaimed, renowned Certificate in Nonprofit Management Program. Composed of nationally known experts from Duke University and leading practitioners, our faculty provides interactive instruction, practical resources, and targeted feedback to enhance and expand participants’ skills in entrepreneurial nonprofit leadership.

$800 Scholarship for Duke Certificate in Nonprofit Management graduates!

Based on scholarship funds availability
How to Register

Online (for credit card only): Payment is processed as a secure encrypted transaction. learnmore.duke.edu/nonprofit.

By Mail: Fill out the registration form at right. Include check payable to "Duke University." Send to: Registration—Nonprofit Management, Duke Continuing Studies, Box 90700, Durham, NC 27708-0700.

By Fax: Fill out the registration form at right. Include enrollment, loan, and scholarship information. Fax to: 919.681.8235.

By Phone (for credit card users only): Have your completed registration form ready to refer to, including course ID numbers, and your credit card number with expiration date. Call: 919.684.6259.

It’s best to register more than two weeks before class. Many classes fill quickly! Registration is first-come, first-served.

Mark Your Calendar. Confirmation will be sent only by e-mail.

Refund and Transfer Requests

Refund and Transfer Requests must be in writing. To receive a refund minus a processing fee for each course dropped, or to transfer to a different course, we must receive your written cancellation request at least 2 weeks before the class begins for daily classes, or by the date listed for the Intensive Track (page 9) and Executive Leadership (page 10). Processing/Transfer fees are $20 for course fees under $1000 and $200 for course fees $1000 and over. There are no refunds for Online Courses.

To submit a cancellation request

• E-mail: learnmore@duke.edu
• Fax: 919.681.8235
• Mail: Duke Continuing Studies, Registration—Nonprofit Management, Box 90700, Durham, NC 27708-0700
• Include your name, address, phone number, course title, and date
• Refunds given in the manner in which you paid
• Failure to attend a class does not entitle you to a refund or replacement class.

Special Circumstances

Class is Filled/Waiting List: If you register for a class that is already full, you may choose to add your name to a waiting list. No payment is required at that time. If a space becomes available, you will be notified of the opening. If you decide to register, payment is due at that time. Persons who register by mail will have their payment refunded.

If We Cancel a Class: On occasion we have to cancel a course. If that happens, you will receive a full refund.

Bad Checks: If a check is returned for insufficient funds, we will charge a returned check fee of $35. Checks will not be resubmitted. The replacement payment must include the additional $35 and be in the form of cash, money order, or credit card.

Attendance Policy

For class hours to count toward the Duke Certificate in Nonprofit Management, you must attend 100% of the course enrolled in and be present when the instructor takes the attendance. There is no limit on the hours you may take in any term.

Student Age Requirement

The Nonprofit Management Program, a unit of the Duke Office of Continuing Studies, requires that students be at least 18 years of age to register for nonprofit classes. However, if you are younger than 18 years old but are a part of a nonprofit organization and wish to attend classes, contact the Nonprofit Management Program Coordinator at 919.681.1025 or the Director at 919.688.6743. Students are not matriculated Duke University students and university student privileges do not apply to Continuing Studies students.

Payment by Check

Check Number ................................ Please enclose a check payable to Duke University, and mail to: Registration—Nonprofit Management, Duke Continuing Studies, Box 90700, Durham, NC 27708-0700

Payment by Credit Card

Please register online with our secure, real-time registration system, by visiting our website at learnmore.duke.edu/nonprofit.

If you need assistance, please call our registration team at 919.684.6259 during normal business hours.

After registering, please save this brochure. It contains important information about your course dates, times, and locations.
October 12–16, 2020
Executive Certificate in Nonprofit Leadership
Transformational learning for experienced nonprofit leaders seeking to accelerate their impact in organizations and communities