

CURRICULUM

INTRODUCTION TO GRANT RESEARCH

Identifying grants that fit with your organization; flexibility in the grant research process

INTRODUCTION TO GRANT WRITING

Common myths about the grant process, preparing the request for proposal, analyzing and responding to the RFP

ADVANCED GRANT WRITING

Program planning and evaluation, defining your program or service and writing a grant proposal

SPECIALIZED WRITING TECHNIQUES FOR GRANTS

The front matter of the grant proposal; common errors made in preparing response to a request for funding

TECHNICAL WRITING

Technical writing skills; writing process of preparing a technical document

WRITING ESSENTIALS

Four components of writing; planning, composition and grammar techniques

GRAMMAR ESSENTIALS

Grammar, syntax and parts of speech; rhetoric and argumentation

BUDGETING ESSENTIALS

The concept of budgeting; factors to consider in budgeting

FUNDRAISING FUNDAMENTALS

Locating funding sources; types of fundraising including, foundation and government grants, annual giving campaigns and corporate sponsorships

NONPROFIT MANAGEMENT AND GOVERNANCE

Management and leadership; organization and development

STRATEGIC MANAGEMENT IN OPERATIONS

Definitions and business models, categories and strategies; strategic planning models

FINANCIAL AND ACCOUNTING MANAGEMENT FOR NON-PROFITS

Importance of financial statements and ratios; balance sheets, income statements and statements of cash flows

MARKETING MANAGEMENT

Marketing goals, planning and mix; technology and implementation

LEGAL ISSUES IN OPERATIONS

Agency, employment and torts law; intellectual property

ORGANIZATIONAL LEADERSHIP AND DECISION MAKING

What is a leader?; leadership theories, decision making and empowerment

PERSUASIVE COMMUNICATION

Knowing the audience; the power of listening

NEGOTIATING STRATEGIES

Types of negotiations; steps, tools and preparation for negotiating