



**Nonprofit
Leadership
Alliance**

Our World. Only Better.

Investing in Talent for Today and Tomorrow

Presenter



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Vice President of Marketing and Development

Getting to Know You

What is your title?

- a) President/CEO/ED
- b) C-Suite Exec
- c) Manager/Director
- d) Coordinator/Asst.

What is keeping your organization from being as successful as it could be?


- a) Lack of resources (money)
- b) Capacity of staff and/or organization isn't investing in talent
- c) Lack of strategy
- d) Connections (Warren Buffett doesn't sit on your board, either?)

Agenda

- About the CNP – and why leadership development matters
 - Mary DeMar, CNP
 - Scott Woodfill, CNP
- Nonprofit Leadership Alliance resources
 - Internship Best Practices
 - CNP Workforce Program
 - Leaderosity

It Actually all Matters

- Connections matter
 - Financial resources matter
 - Strategy matters

 - Yes, we need more resources, connections, etc. – but our pathway starts inside our organization with staff recruitment and development.
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Nonprofit Leadership Alliance

Top-Rated Universities



Nonprofit Partners



Working to Reduce Poverty in America.



Volunteers of America®

Students and CNPs

500

Average # of credentials awarded annually

2,500

Alliance students in the pipeline

10,000+

CNPs since 1948



Leadership Track for Students

According to independent research conducted by LinkedIn (April 2014), CNPs are **seven times more likely** to rise to director or higher levels than their non-CNP peers. Other findings:

- ▶ **CNPs get promoted:** More than one in four CNPs have a position of director or above at their current employer.
- ▶ **CNPs have ambition:** Top job titles among CNPs include executive director, founder, volunteer, CEO and president.
- ▶ **CNPs are versatile:** Top industries with CNPs include nonprofit organization management, higher education, education management, hospitals and health care.

Meet our CNPs

Meet Mary DeMar, CNP

- Nonprofit Leadership Alliance at Wright State University
 - **Developing drive and passion:** I didn't want to work for a profit-driven corporation that doesn't care about its employees
 - **Community:** Other students shared the same passion
 - **Learning:** Acquired specialized skills: grant writing, public administration
 - **Internship:** Gained invaluable experience at a local non-profit
- Certified Nonprofit Professional (CNP) designation
 - **Job hunting:** Offered professional experience right out of college
 - **Career:** Began at Goodwill Easter Seals in volunteer management and fundraising
 - **Professional development:** Used the network of alumna and networking as resources



Meet Scott Woodfill, CNP


- Nonprofit Leadership Alliance at Grand Valley State University
 - **Service-Learning:** Traveled with numerous students as a part of NLA on a service learning trip to New Orleans, LA after Hurricane Katrina.
 - **Student Based Learning:** Having a set group of similar students to learn from and with was incredibly helpful.
 - **Work-Essential Skills:** Learning to actually write program metrics and budgets that could be used to provide real reports to board members.

- CNP and NextGen Scholarship Winner
 - **Relationships and Networking:** This continues to be the most rewarding aspect of the CNP program for me. Leveraging those relationships for jobs and selling software now.
 - **NextGen Scholarship:** My internship I accepted with this award directly led me to accepting a job 4 years later with Alpha Sigma Phi Fraternity in fundraising and development.



Internships

The Alliance Internship Program

- ▶ Applied learning is a hallmark of the CNP.
 - ▶ Provides both the nonprofit and student with a tremendously valuable experience.
 - ▶ The Alliance connects our students to internship opportunities at our workforce partners.
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Laying the Foundation for Success

A mutually-beneficial internship program has these features:

- ▶ The nonprofit has an internship supervisor who oversees daily work and ensures the training and accommodations prepare him/her for success. The supervisor also ensures requirements from the partnering college or university are met.
- ▶ Internships are more successful for the student and the nonprofit if they are paid. Unpaid internships pose both an equity and risk issue for the organization.

Laying the Foundation for Success

A mutually-beneficial internship program has these features:

- ▶ The nonprofit works with the university to review requirements that students must achieve.
- ▶ The organization treats the intern as a staff member. Have a written job description, follow standard job applications, provide a dedicated work space, invite interns to staff meetings, expose them to board meetings and give performance feedback regularly.

Earning the CNP

CNP Workforce Track

- ▶ Completely online, dynamic learning experience
- ▶ Eight courses:
 - ▶ *Management and Leadership of the Nonprofit Sector*
 - ▶ *Nonprofit Marketing and Communications*
 - ▶ *Cultural Competency and Diversity*
 - ▶ *Nonprofit Budgeting and Financial Management*
 - ▶ *Nonprofit Fundraising and Resource Development*
 - ▶ *Nonprofit Governance and Volunteer Management*
 - ▶ *Designing Nonprofit Programs for Long-term Sustainability*
 - ▶ *Nonprofit Trends and Innovation*

Not Your Average Online Program

- ▶ **Engaging learning environment keeps students enrolled:** Course completion rate is >80% (average for comparable programs is <20%)
- ▶ **Application infused throughout:** In addition to service learning and professional experience, learners create professional portfolio
- ▶ **Peer-to-peer learning**
- ▶ **Immediate recognition:** Digital badges encourage completion



Meet a Student

Kylie Nealis

**National Organizer,
Fair Trade Colleges
and Universities**



“What I especially love about the CNP Workforce Program is the feasibility of completing the courses while working full-time. The course workload and structure make it manageable to balance alongside my job. What sets it apart from other online programs is how connected you feel to a community of other learners and how accessible the course facilitator is – this is a crucial aspect of any online program.”

Other Staff Development Resources

Leadersity

- ▶ Leadersity provides social-impact organizations with a highly-effective and easy-to-use online learning platform to train staff, volunteers and clients.



Full Suite of Services

- ▶ Learning platform
- ▶ Content development
- ▶ Instructional design
- ▶ Seamless enrollment and e-commerce
- ▶ Customized landing page with CMS
- ▶ Course facilitators
- ▶ Technical support for learners and facilitators



Closed Cohorts or Open to Public

Some of Our Content Partners

- ▶ LEAD Academy – supplements face-to-face
- ▶ Pepperdine University – supplements face-to-face
- ▶ 501(c) Services – *Effective Staff Supervision* course starts September 24, 2018 (offered to public)
- ▶ Independent Sector – *Ethics & Accountability* course starts January 2019 (offered to public)

Join the Movement

Take Advantage of the Benefits

- ▶ Connections to campus partners and the Alliance's network of 12,500+ students and CNPs for recruiting volunteers, interns, donors and employees.
- ▶ 20% staff discount for all online education programs (CNP Workforce Track, Leaderosity courses).
- ▶ Additional resources such as "Internship in a Box" guide, free professional development webinars, national employment data, etc.



Not a Member?

- National partnerships start at \$3,000 (benefits apply to all affiliates in your network)
- Independent member fee is \$250 for organizations with an operating budget under \$2M. \$500 for all others.
- NEON clients receive a 25% discount if you join by September 15, 2018. Email christa@nonprofitleadershipalliance.org for code.

Q/A

- Connect to us on LinkedIn:
 - Mary DeMar
 - Scott Woodfill
 - Christa Beall Diefenbach
- For more information, visit www.NonprofitLeadershipAlliance.org