



**Without question  
the best  
workshops I've  
attended.**

**Upbeat, practical  
information that  
can be used  
immediately!**

- Linda Hayes

*Faith Coalition for the Common Good*

## **CHAMPAIGN, ILLINOIS :: PARKLAND BUSINESS TRAINING Thursdays May 12 - July 21**

**20 high-energy 2-hour interactive workshops filled with practical tips and techniques for nonprofits on fundraising, grantwriting, communications, planning, metrics, and more. Incredibly valuable for nonprofit staff, board members, and volunteers!**

Thursday, May 12

**Low-cost, High-impact Marketing (12:30-2:30PM)  
Raising More Money (3-5PM)**

Thursday, May 19

**Storytelling for Nonprofits (12:30-2:30PM)  
Awesome Fundraising Letters (3-5PM)**

Thursday, May 26

**Photography for Nonprofits (12:30-2:30PM)  
NEW! Videography for Nonprofits (3-5PM)**

Thursday, June 2

**Amazing Special Events (12:30-2:30PM)  
NEW! Volunteer Recruitment & Management (3-5PM)**

Thursday, June 9

**NEW! Databases to Fuel Your Mission (12:30-2:30PM)  
NEW! Technology to Make your Nonprofit Life Easier (3-5PM)**

Thursday, June 16

**NEW! Evaluating & Measuring What Matters (12:30-2:30PM)  
NEW! Using Metrics & Stats to Tell your Story (3-5PM)**

Thursday, June 23

**Nonprofit Funding Myths/Researching Grants (12:30-2:30PM)  
Cultivating Grantmakers/Beyond the Basics (3-5PM)**

Thursday, June 30

**Does Your Website Make the Grade? (12:30-2:30PM)  
Making Facebook Really Work for your Nonprofit (3-5PM)**

Thursday, July 14

**NEW! Social Media for Nonprofits (12:30-2:30PM)  
NEW! Crowdfunding for Nonprofits (3-5PM)**

Thursday, July 21

**NEW! Boards that Rock...and Work! (12:30-2:30PM)  
The Nuts & Bolts of Strategic Planning (3-5PM)**

**Concrete examples that encourage  
organizations to turn advice into action.**

**These courses are without a doubt the  
most worthwhile I have attended!**

- Katie Thomas

*Wesley Food Pantry*

**Just \$29 per class!**

**Or take the whole series for  
*do good* certification!**

Full class descriptions on back and at [www.dogoodconsulting.org](http://www.dogoodconsulting.org)

**Sign up!**

**217-351-2235 or [businessstraining@parkland.edu](mailto:businessstraining@parkland.edu)  
[www2.parkland.edu/businessstraining/nonprofittraining.htm](http://www2.parkland.edu/businessstraining/nonprofittraining.htm)**

*Classes are held at Parkland College Business Training  
1315 N. Mattis, Champaign, IL*

For non-registration inquiries, contact Laura at **do good Consulting**  
at 217-778-1687 or [laura@dogoodconsulting.org](mailto:laura@dogoodconsulting.org).

Classes are taught by the  
award-winning nonprofit  
veterans at **do good Consulting**



# Nonprofit Excellence Training Series: Course Curriculum

Class	Description	Date	Time
<b>Low-cost, High-impact Marketing for Nonprofits</b>	In this high-energy, results-focused workshop, you'll learn the best low-cost, high-impact marketing and outreach ideas for nonprofits. This workshop will focus on easy yet highly effective ideas for increasing visibility, raising awareness, boosting volunteerism, and even driving in donations. Learn how to align the proper media with the right audiences, and learn techniques ranging from storytelling to social media to print and electronic, online communications. We'll also discuss branding, message development and media relations. You'll pick up tips to make your communications pop, your fundraising awaken, and your board and staff engaged and excited.	Thursday May 12	12:30-2:30PM
<b>Fundraising that Works: Getting Grassroots Gifts</b>	Stop chasing the fundraising unicorn with this practical workshop focused on ways to raise money that really work. Fundraising isn't magic, but does take a bit of mission muscle, and we'll show you the most effective, high-impact things you can do right now to start raising more money today. From \$50 donors to major gifts, learn how and why people give, how and when to ask who, and other useful tips to make your fundraising sing.		3-5PM
<b>Storytelling for Nonprofits</b>	Captivating storytelling is a most powerful tool nonprofits have at their disposal. But finding – and telling – great stories isn't a forte all have. In this session, you'll learn to take every day happenings around you and weave them into persuasive, engaging stories to engross audiences of all kinds across a plethora of platforms including from e-newsletters to posters to social media.	Thursday May 19	12:30-2:30PM
<b>Show-stopping Fundraising Letters</b>	The traditional mailed appeal letter remains one the most powerful fundraising tools nonprofits have. But the competition is fierce, and there are ways to fly out and ways to hit a grand slam. Learn to get your fundraising letter to the top of the pile and the donations flowing in.		3-5PM
<b>Photography for Nonprofits</b>	It's never been more important to use great photos to showcase nonprofit work. You don't need a fine arts degree or a \$1,000 camera to be an A+ photog. Start taking vibrant, story-driven pictures using the simple techniques we'll teach and show you in this class on the devices you already have in your pocket or hand. Make your website, marketing, and social media sing!	Thursday May 26	12:30-2:30PM
<b>Videography for Nonprofits</b>	Videos can bring the public into your nonprofit world like nothing else. Without breaking the bank, how does your group craft a powerful video story that effectively combines words, dynamic photography, emotional music, and informative graphics to grab viewers and move 'em to action? We'll cover when to do it yourself and when to hire out, and what to plan for with each option. Whether you want video for the web, crowdfunding, social media, or a presentation, we've got tips and tactics to make this process engaging and affordable.		3-5PM
<b>Creating Amazing Special Events</b>	Golf outings, galas, -A-Thons, oh my! Do special events really work? You'll learn why and when to hold events, whether to hold fundraising or friendraising events, and create events so memorable they'll create buzz, a following, and more than a couple bucks. We'll send you back to work with inside tips, techniques, and tricks for pulling off flawless events.	Thursday June 2	12:30-2:30PM
<b>Volunteer Recruitment &amp; Management</b>	Volunteers are the lifeblood of nonprofit work. They fuel programs, are our best donor prospects, and are in prime position for leadership. Learn great ways to recruit new volunteers and how to train, motivate, keep, and recognize 'em. We'll cover volunteer management and communications and affordable tools, resources, and technologies to make this work a snap.		3-5PM
<b>Databases to Fuel Your Mission</b>	Drowning in a sea of spreadsheets filled with event attendees, years of volunteers, and donor records rife with missing data? We'll show you our favorite databases for donor, volunteer, client, and event management. We'll give overviews of each system, recommendations based on needs, comparison charts, and how to choose the right one for your needs and budget.	Thursday June 9	12:30-2:30PM
<b>Technology to Make Your Nonprofit Life Easier</b>	We'll show you the coolest, easiest-to-use, and most helpful technology tools that can make your nonprofit life easier and not break the bank. From email marketing to graphic design to videoconferencing to workspace collaboration, we'll focus on free and low-cost tools that pack a real punch and don't require eons of training.		3-5PM
<b>Evaluate &amp; Measure What Matters in Nonprofits</b>	It's easy to get lost in numbers, floating in a sea of data available in our organizations to monitor, measure, and share. But it's never been more important to stay competitive and compliant, and demonstrate the value of our work. In this workshop you'll learn the best ways to evaluate your impact, who to involve, and how and when to use process and outcome metrics. We'll also show you how to use this data to strengthen your work and build a team focus on outcomes and impact.	Thursday June 16	12:30-2:30PM
<b>Using Metrics &amp; Statistics to Share Your Story</b>	Building on the information you learn in the Evaluating & Measuring What Matters workshop, this session will help you understand the metrics and statistics of your organization and how to share that information in ways that engage and excite donors, funders, elected officials, and other constituencies. Techniques we'll cover include storytelling, videos, graphs, social media, and more.		3-5PM
<b>Nonprofit Funding Myths/Researching Grant Opportunities</b>	We'll discuss the realities of grant seeking and dispel common funding myths. Learn to make strategic decisions related to grants. We'll teaching you how to access announcements for upcoming grant opportunities, use online tools to search for public and private grantmakers, and narrow your search to find the "best fit", using your time wisely for grant pursuits.	Thursday June 23	12:30-2:30PM
<b>Cultivating Grantmakers &amp; Beyond Grant Basics</b>	Learn to make a good impression with potential grantmakers, strategies for cultivating those relationships, and increasing your chances of being invited to submit a proposal. Then we'll move on to teach you tricks of the trade for completing a competitive—and compelling – grant proposal and to set your nonprofit apart from the others.		3-5PM
<b>Does Your Website Make the Grade?</b>	In today's digital world your website is often the first and only communication you have with visitors. Does it build relationships? Engage donors and volunteers? In this hands-on, interactive workshop, we'll take a critical look at your website, analyzing for content, clarity, and image, as well as navigation, accessibility, and keywords. BRING YOUR LAPTOP PLEASE.	Thursday June 30	12:30-2:30PM
<b>Making Facebook Work for Your Nonprofit</b>	Done right, Facebook can help put your group on the proverbial map. Done wrong, it can languish, leaving you looking behind-the-times. In this hands-on, interactive workshop, learn the latest tricks and tips for using personal and organizational Facebook pages to maximize your nonprofit's impact. Invigorate board, staff, public, and client engagement, and learn to use Facebook settings to drive engagement. BRING YOUR LAPTOP PLEASE.		3-5PM
<b>Social Media For Nonprofits</b>	Figuring out which social media to use for your nonprofit and how to use them well can make your head spin. Which tools should you be using? What should I post? How often? Is it all a waste of time, or can it really further our mission? Learn the how and why of the most popular platforms, who's using what, and the best tips for each to maximize your impact.	Thursday July 14	12:30-2:30PM
<b>Crowdfunding</b>	The newest way to create brand awareness and raise money is here. Is your organization is ready for crowdfunding? If so, how long it will take, what platform should you choose, what results can you expect, and how do you make it work? If you want to see if crowdfunding can benefit your cause, this class is for you.		3-5PM
<b>Boards that Rock...and Work</b>	Board members are often passionate about their group's mission, but it takes more than that to govern a nonprofit well. Board members must understand individual and collective roles and their obligations, ranging from management to fundraising to ambassadorship. Learn the best tips for board recruitment, training, and communication, and strategies for dealing with challenges and challenging people. Learn to build a strong, empowered, energized board.	Thursday July 21	12:30-2:30PM
<b>Planning to Succeed</b>	Dusty, outdated plans and a board that groans when you bring up strategic planning? Well-done plans are as critical to your nonprofit's journey as an engine and gas are to your next trip. We'll discuss the types of plans you should have, the nuts and bolts of solid plans, structures and processes that engage, and how to get your board to say "let's do it!"		3-5PM