



## APRIL-JULY 2019 TRAINING CALENDAR

Support for the Center is provided by the following:



THE  
CHISHOLM  
FOUNDATION

**The Phil Hardin Foundation**  
To Improve the Education of Mississippians



W.K.  
KELLOGG  
FOUNDATION



## APRIL

**WEDNESDAY – 5, 12 & 19**

**SHARING YOUR STORY: SOCIAL MEDIA CONTENT  
AND PLANNING FOR NONPROFITS**

**11:30am – 12:30pm WEBINAR**

This webinar will provide attendees with opportunity to develop your organizations social media presence through intentional creation of content and planning. Mike Markley, webinar instructor, will provide attendees with strategies on how to take their social media to the next level. Attendees should have a good understanding of how to use Twitter, Facebook and Instagram.

**\$75 (for all three sessions)**

**THURSDAY—11**

**INTRO TO MAJOR GIFTS: MOVING ORDINARY DONORS TO  
EXTRAORDINARY LEVELS OF SUPPORT**

**9am-10:30am JACKSON**

Participants will understand how to identify major/legacy gift prospects among their existing donors and move them toward a higher level of support. Specific agenda items will include defining a major gift for your organization, managing and researching your donor base, cultivating selected prospects toward an “ask”, and post-gift stewardship.

**\$25 for Alliance Members and \$40 for Not-Yet Members**

**WEDNESDAY—17**

**DEVELOPING AND MEASURING MEANINGFUL OUTCOMES... (NOT OUTPUTS)**

**9am – Noon JACKSON**

An organization’s ability to understand, measure and communicate about its impact is more important than ever. Funding depends on it. So does internal decision-making. Yet many nonprofits still struggle with outcome measurement. Struggle no more! This workshop will cover what outcome measurement is (and what it is not); offering practical steps you can take right away.

**\$69 for Alliance Members and \$109 for Not-Yet Members**

**WEDNESDAY—24**

**CROWDFUNDING FOR SOCIAL GOOD**

**9am-4pm PEARL**

This workshop focuses on those doing good in the world. You will learn how you can change the world, how to be the spark that start’s a wildfire of positivity. Doing good requires money. Doing more good requires more money. You will learn how you can raise money for your organization and your cause. Become a model for measurable change starting from your decision to change the world.

**\$39 for Alliance Members and \$49 for Not-Yet-Members**

## MAY

**THURSDAY – 9**

**THE RIGHT WAY TO START A 501(C) 3 NONPROFIT**

**9am – 3pm JACKSON**

In this one-day workshop, you will learn the legal and practical steps to successfully organize and secure state and federal approval to operate as a tax-exempt organization. Participants will leave with a guidebook developed by Alliance MS valued at \$49 to take home.

**\$139 per person**

**WEDNESDAY - 15**

**INCREASING YOUR ORGANIZATION’S TRANSPARENCY WITH GUIDESTAR**

**9am – Noon GULFPORT**

Understanding how to use GuideStar will help other organizations, including potential funders, understand more about your organization.

- Did you know that your organization already has a presence on GuideStar?
- Did you know that funding organizations regularly use GuideStar, as part of due diligence?
- Did you know that you can significantly improve your presence on GuideStar—and in doing do, increase your organization’s appeal to potential donors and funders?

The Alliance has partnered with GuideStar on a campaign to help each of our member organizations claim and update their Nonprofit Profile.

**Free for Alliance Members and \$49 for Not-Yet Members (if you join Alliance within 60 days your \$49 fee will be deducted from your membership dues)**

**THURSDAY - 16**

**BOARD BOOT CAMP**

**9am – Noon**

**GREENVILLE**

**THURSDAY - 23**

**BOARD BOOT CAMP**

**9am – Noon**

**TUPELO**

A nonprofit board of directors is responsible for defining the organization's mission and for providing overall leadership and strategic direction to the organization. A nonprofit board actively sets policy and ensures that the organization has adequate resources to carry out its mission. Nonprofit boards need to strengthen their skills, engagement and leadership to adapt to increasing demands of this rapidly evolving environment. The *Board Boot Camp* workshop offers essential training for new and experienced board members, providing them with practical information, resources, and tools that they can use right away to further their organizations' missions.

**\$69 for Alliance Members and \$109 for Not-Yet Members**

**WEDNESDAY—22**

**DEVELOPING AND MEASURING MEANINGFUL OUTCOMES... (NOT OUTPUTS)**

**1pm – 4pm**

**GULFPORT**

An organization's ability to understand, measure and communicate about its impact is more important than ever. Funding depends on it. So does internal decision-making. Yet many nonprofits still struggle with outcome measurement. Struggle no more! This workshop will cover what outcome measurement is (and what it is not); offering practical steps you can take right away.

**\$69 for Alliance Members and \$109 for Not-Yet Members**

## **JUNE**

**WEDNESDAY - 5**

**HIDDEN TREASURES & LAND MINES IN YOUR FINANCES**

**8:30am – 12:30pm**

**HERNANDO**

An organization's financial plans should include budgets for both operating and for capital. Learn the basic concepts of accounting and bookkeeping.

This half-day workshop will help you better understand the following:

- Become familiar with financial statements
- Learn basic financial analysis
- Learn to develop reports for your board

**WEDNESDAY - 5**

**AVOIDING CONFLICTS OF INTEREST IN YOUR ORGANIZATION**

**1:30pm – 3:30pm**

**HERNANDO**

Conflicts of interest can create bad publicity, damage an agency's reputation and goodwill, and interfere with the organization's performance. It's critical that those who work with or for your organization (board, staff and contractors) to recognize and avoid conflicts of interest, particularly with regard to handling personal, financial and family interests.

**\$69 for Alliance Members and \$109 for Not-Yet-Members (for both workshops)**

**THURSDAY – 6**

**HIDDEN TREASURES & LAND MINES IN YOUR FINANCES**

**8:30am – 12:30pm**

**GREENVILLE**

An organization's financial plans should include budgets for both operating and for capital. Learn the basic concepts of accounting and bookkeeping.

This half-day workshop will help you better understand the following:

- Become familiar with financial statements
- Learn basic financial analysis
- Learn to develop reports for your board

**THURSDAY - 6**

**AVOIDING CONFLICTS OF INTEREST IN YOUR ORGANIZATION**

**1:30pm – 3:30pm**

**GREENVILLE**

Conflicts of interest can create bad publicity, damage an agency's reputation and goodwill, and interfere with the organization's performance. It's critical that those who work with or for your organization (board, staff and contractors) to recognize and avoid conflicts of interest, particularly with regard to handling personal, financial and family interests.

**\$69 for Alliance Members and \$109 for Not-Yet-Members for both workshops**

**TUESDAY - 11**

**INCREASING YOUR ORGANIZATION'S TRANSPARENCY WITH GUIDESTAR**

**9am – Noon**

**TUPELO**

Understanding how to use GuideStar will help other organizations, including potential funders; understand more about your organization.

- Did you know that your organization already has a presence on GuideStar?
- Did you know that funding organizations regularly use GuideStar, as part of due diligence?
- Did you know that you can significantly improve your presence on GuideStar—and in doing do, increase your organization's appeal to potential donors and funders?

The Alliance has partnered with GuideStar on a campaign to help each of our member organizations claim and update their Nonprofit Profile.

**Free for Alliance Members and \$49 for Not-Yet Members (if you join Alliance within 60 days your \$49 fee will be deducted from your membership dues)**

**WEDNESDAY – 12**

**LUNCH & LEARN: GRANT RESEARCH**

**11:45am – 1:00pm**

**GULFPORT**

Discover what funders are looking for in nonprofits seeking grants and how to find potential funders in this introductory training. Learn how to use Grants.gov and GrantStation.com among other grant seeking databases.

**\$25 Alliance Members and \$40 Not-Yet Members (includes lunch)**

**TUESDAY - 18**

**DEVELOPING AND MEASURING MEANINGFUL OUTCOMES... (NOT OUTPUTS)**

**9am – Noon**

**TUPELO**

An organization's ability to understand, measure and communicate about its impact is more important than ever. Funding depends on it. So does internal decision-making. Yet many nonprofits still struggle with outcome measurement. Struggle no more! This workshop will cover what outcome measurement is (and what it is not); offering practical steps you can take right away.

**\$69 for Alliance Members and \$109 for Not-Yet Members**

**JULY**

**THURSDAY – 11**

**GETTING GOVERNMENT GRANTS FOR YOUR ORGANIZATION**

**9:00am – 4:00pm**

**GULFPORT**

US Government agencies have hundreds of millions dollars to award to nonprofit organizations who can best achieve the goals and the mission of the agency. The federal grant money nonprofits receive is public, taxpayer money. That means the federal government is obligated to award grants to nonprofits through an open, transparent, and objective review process. But objective does not mean easy! Government grant applications are the most demanding to prepare and competition for government funding is fierce.

Workshop Goals:

- Understanding the requirements of the application process
- Learn from others who have been successful
- Make sure your goals are in line with the government agency, don't chase the money!
- Tell your story, explain the problem, and provide the solution

**\$139 for Alliance Members and \$209 for Not-Yet Members**

**THURSDAY – 18**

**MANAGING YOUR ORGANIZATION'S CASH FLOW IN AND OUT**

**8:30am – 12:30pm**

**TUPELO**

Effective cash flow management is essential. While standard nonprofit financial reports – the budget, income statement, and balance sheet – provide important management information, these statements alone do not tell whether there is enough cash on hand to pay for an unexpected heating repair, to take on a new program opportunity, or even to cover payroll next month. For this, effective cash flow management is essential.

**AVOIDING CONFLICTS OF INTEREST IN YOUR ORGANIZATION**

**1:30pm – 3:30pm**

**TUPELO**

Conflicts of interest can create bad publicity, damage an agency's reputation and goodwill, and interfere with the organization's performance. It's critical that those who work with or for your organization (board, staff and contractors) to recognize and avoid conflicts of interest, particularly with regard to handling personal, financial and family interests

**\$69 for Alliance Members and \$109 for Not-Yet-Members (for both workshops)**

**FOR MORE DETAILED INFORMATION ON OUR TRAINING CALENDAR:** PLEASE VISIT OUR WEBSITE AT [WWW.MSNONPROFITS.ORG](http://WWW.MSNONPROFITS.ORG), THEN CLICK ON THE "EDUCATION TAB", THEN ON THE "TRAINING CALENDAR" LINK

**HOW TO REGISTER FOR OUR WORKSHOPS:** REGISTER ONLINE AT [WWW.MSNONPROFITS.ORG](http://WWW.MSNONPROFITS.ORG) (PAY WITH CREDIT/DEBIT CARD OR ELECTRONIC CHECK). PLEASE REGISTER AT LEAST 2 WEEKS PRIOR TO SCHEDULED WORKSHOP DATE. THE CENTER RESERVES THE RIGHT TO CANCEL A CLASS IF MINIMUM ENROLLMENT IS NOT MET. FOR MORE INFORMATION, CALL THE CENTER AT 601-968-0061.

**REFUND AND CANCELLATION POLICIES:** CANCELLATIONS RECEIVED 7 DAY PRIOR TO WORKSHOP ARE ENTITLED TO A FULL REFUND (LESS A \$10 PROCESSING FEE). NO REFUNDS WILL BE ISSUED AFTER THAT. ALL CANCELLATIONS ARE ELIGIBLE TO RECEIVE A FULL CREDIT TOWARDS A FUTURE WORKSHOP WITHIN THE CURRENT CALENDAR YEAR.

