

Summer 2011 Courses

Classes marked with a ♦ are eligible for an early bird discount if full payment is received one week prior to the class. Call Shelby Gracey at 412-397-6009 for more details.

PRESENTATION CAMP

Instructor: Jeff Forster

Fee: \$65 for one class or \$125 for both classes (includes lunch!) ♦

Effective Presentations

Tuesday, June 28 from 9 a.m.–noon

There are few things worse than losing your audience. A narrative that lacks a human touch or a lack of audience interaction can contribute to wandering attention. In this workshop, we'll focus on planning and executing a presentation to maximize your audience's level of knowledge and interest in your topic. We'll discuss that optimal blend of facts and stories that make the experience memorable. Whether public speaking tops your list of fears or you want to take your presentation skills to the next level, this workshop will enhance your ability to present information in a way that engages your audience and moves them to action.

Presentation Visuals that Work

Tuesday, June 28 from 1–4 p.m.

Bullets are not only dangerous in guns. Although your presence and preparation make a huge impact on the success of a presentation's ability to inform and persuade, bad visuals can undermine your message. In fact, PowerPoint itself may have taught us bad habits. This class will help you create visuals that will make your facts, stories and ideas stick with your audience.

Event Planning Webinar

*Wednesday and Thursday, July 13–14
from 10–11 a.m.*

The key to a successful fundraising event or conference is PLANNING! Unfortunately, the planning process can seem overwhelming. Learn some tools and techniques that will help you keep from pulling out your hair when planning events of varying budget sizes.

Instructors: Cindy Leonard and Carrie Richards
Fee: \$25

Technology and Marketing Camp: Writing for the Web and Social Media

Tuesday, July 19 from 9 a.m.–4 p.m.

Writing content for your website is very different from other types of written communications, in large part due to the way people read it. Most of your written materials must be altered for use on a web page in order to make them readable and usable. Learn how to improve your written website content, increase your site's usability, and leverage your website as a communication tool in a fun, laid back workshop.

Instructor: Cindy Leonard
Fee: \$125 ♦

Social Media Camp: Planning and Strategy

Tuesday, August 2 from 9 a.m.–4 p.m.

Like any other project, using social media for your organization requires planning, strategy and management. Learn what you should consider before getting your nonprofit started in the social media realm, what to expect afterwards and how to keep the ball rolling. You will have the opportunity to work on a draft strategic plan for your organization's social media that you can take back to your office and refine. Knowledge of basic social media concepts and terminology are recommended but not necessary for attending this class. We will focus on planning and strategy rather than on "how to" use the social media tools.

Instructor: Cindy Leonard
Fee: \$125 ♦

ONGOING: Bagels and Bytes

Join your nonprofit techie colleagues as we continue our discussion of managing and maintaining your nonprofit's technology. Don't miss our special June session where we'll beat the heat and have breakfast on a boat! Visit <http://tinyurl.com/bagelsandbytes> for more information.

Allegheny/West: Wednesday, June 8 from 8:30–10 a.m. at RiverQuest (Cost: \$10)

Westmoreland: Tuesday, June 14 from 8–9:30 a.m. at King's Restaurant, (Home Depot Plaza), Greensburg *

Allegheny: Wednesday, August 3 from 8:30–10 a.m. at Rodef Shalom (Cost: \$10)

Westmoreland: Tuesday, August 9 from 8–9:30 a.m. at King's Restaurant, (Home Depot Plaza), Greensburg *

Sewickley: Thursday, August 11 from 8:30–10 a.m. at Eat n' Park, Sewickley *

* Breakfast cost is individual responsibility and not provided

CLINICS

Bayer Center clinics are your chance to schedule an hour of individualized, expert advice on topics of interest to your organization for only \$50 an hour. Have a legal question? Come to a clinic. Want a snappier website? Come to a clinic. Want to improve your bowling average? Practice... We can't do everything! But we can help with a lot. Take a look below.

Pinpoint Planning Clinic

Utilize a tailored and time-limited approach that provides quick analysis of critical operations in finance, fundraising, HR, legal issues, governance, and technology.

HR Clinic

HR policies and procedures need to be both fair and compliant. Make sure yours are both.

Employee Handbook Clinic

We'll do a complete review of your handbook and point out the sections which are missing or require revisions.

Emerging Organizations Clinic

Thinking of starting a nonprofit? We'll guide you through different options and the decision-making process.

Marketing Clinic

We'll take a look at your current marketing strategy and materials, and give you advice about where you should focus your energy.

Ask an Attorney Clinic

Meet with an attorney and discuss the issues that are on your mind at a very affordable price.

Bylaws Clinic

Bylaws are important in directing the board and the organization. We'll review your bylaws and give you suggestions for improvements.

Storytelling Clinic

An outsider to serve as guide and first audience can hone your stories into compelling tools in your communication strategy. Work on your stories with one-on-one help.

Does Your Website Work?

Your website's just fine, right? Our expert provides an honest (and gentle) assessment.

Dreamweaver Clinic

Great website idea, but no idea how to do it? Our maven helps you create the site of your dreams!

Now What? A Clinic on Access Databases

Bring a copy of your problematic database, and we'll help you make sense of it.

Presentation Clinic

There is always room to improve the visuals that we use to aid our presentations. Get the help you need to make that presentation sing!

Excel/Spreadsheet Clinic

Become the Excel magician you've always wanted to be!

Web 2.0 and Social Media Clinic

Whether you are attempting to use popular social media tools, need help setting up a blog or a wiki, or need assistance with social media strategy, we can help.

REGISTRATION

Please call Shelby Gracey at **412-397-6009** to register for a class, or you can register online at www.rmu.edu/bcnmregistration. Register early – the space is limited.

SCHOLARSHIPS

Scholarships of up to 50 percent of program costs are available to a limited number of participants. Call Shelby Gracey at **412-397-6009** to inquire.

LOCATION

All classes will be held at the Bayer Center for Nonprofit Management, 425 Sixth Avenue, Suite 2610 in downtown Pittsburgh, unless otherwise noted.

DISCOUNTS

Discounts are available for organizations that send three or more staff members to the same series or class, for individuals who register for three or more workshops at the same time, and for payments received at least one week prior to a scheduled class where noted. Call Shelby Gracey at **412-397-6009** to inquire.

WITHDRAWAL AND REFUND POLICY

A full refund will be granted if the Bayer Center is notified of withdrawal at least five business days prior to the start of the class.

FUNDERS

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Richard King Mellon Foundation	Highmark Blue Cross Blue Shield
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The Alcoa Foundation	Hunter Associates, Inc.
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