



**CENTER FOR EXECUTIVE AND
PROFESSIONAL DEVELOPMENT**

College of Business



CPAs & Consultants | Wealth Management

Nonprofit Management Institute

Advancing Your Mission Through Individual and Organizational Growth



Jim Croft, PhD

UNL MBA Faculty

Principal, JWCCG

Lead Facilitator of the Nonprofit Management Institute



Emre Unlu, PhD, CFA

Professor of Finance at UNL

Paul C. Burmeister Professor of Investments

Executive Director of Center for Executive and Professional Development

START TURNING IDEAS INTO ACTION



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Overview

- Inaugural year of the Institute
- 3 independent certificate programs:
 - Topics
 - Nonprofit Management (**September 13th & 14th**)
 - Nonprofit Financial Management (**October 4th, 5th, 11th & 12th**)
 - Nonprofit Fundraising (**November 1st & 2nd**)
- Highlights of learning experience
 - Recognized facilitators and guest speakers
 - Less is more: Focusing on what matters
 - Participant-centered & interactive
 - More info at go.unl.edu/nonprofitinstitute

The logo for HBE, consisting of the letters 'HBE' in a bold, blue, sans-serif font.

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Nonprofit Management Executive Certificate

Format

- In-person
- 2 full days (Sep 13 & 14)

Topics Covered

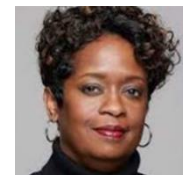
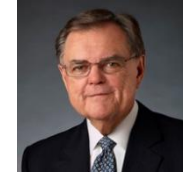
- Managing a Nonprofit
- The Executive Director
- The Nonprofit Workforce
- Working with the Governing Board
- Marketing and Communications
- Fundraising
- Strategic Planning
- Finance and Accounting

Facilitators

- Jim Croft, PhD
- Bela Barner, MBA
- Matthew W. Charlton, PhD
- Ashley Ramchandani, MPP
- Katy Scrogin, PhD

Guest Speakers

- Aakriti Agrawal
- Jei Bingham, EdD
- Kevin Miles
- Vincent Pettinelli
- Shawn VanDerziel





Nonprofit Financial Management Executive Certificate

Format

- Virtual
- 4 half-days (Oct. 4,5,11,&12)

Topics Covered

- Nonprofit Accounting and Financial Statements & A Case Study
- Making Sense of the Numbers
- The Outside Audit
- IRS Form 990
- Financial Planning and Budgets- Operating budget Case Study
- Cash Management - Cash Budget Case Study

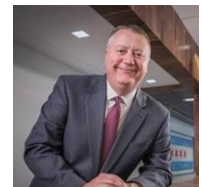
Facilitators

- Jim Croft, PhD
- Katy Scrogin, PhD



Guest Speakers

- James Honan, EdD
- Scott Steffens, CPA



Nonprofit Fundraising Executive Certificate

Format

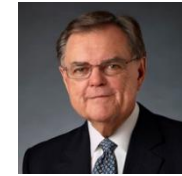
- In-person
- 2 full days (Nov. 1 & 2)

Topics Covered

- Fundraising Planning
- How to Ask for Money
- The Annual Fund Campaign
- Prospect Research
- Working with Major Donors
- Planned Giving
- Corporate Giving
- Fundraising Events

Facilitators

- Jim Croft, PhD
- Matthew W. Charlton, PhD
- Katy Scrogin, PhD
- Patti Tuomey, EdD





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Program Fees & Discounts

- Registration links and other details
 - go.unl.edu/nonprofitinstitute
- \$650 per registrant
 - Registration fee includes
 - Copyrighted content and instruction
 - Supplies
 - Breakfast, lunch, snacks and parking
- HBE Partners Discount of \$150 off
 - Discount code at registration: **HBEPARTNER22**



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Thank you!

Contact us:

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