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# COMMUNITY FOUNDATION'S BOSLER ACADEMY

**ENROLL IN ALL 7 WORKSHOPS FOR \$300 - a \$50 SAVINGS!**

**WORKSHOP LOCATION: PENN HIGHLANDS COMMUNITY COLLEGE RICHLAND CAMPUS  
FOR DETAILS AND TO REGISTER: 814.262.3813**

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## LEADERSHIP DEVELOPMENT

This workshop serves as a foundational investigation of leadership with emphasis on application and skill development. The goal of the workshop is to assist you to become a more informed and effective leader in your intended work and community setting. The following foundational topics in leadership are included: overview of key leadership theories and models, differences between management and leadership, followership, influence, and power, and an introduction to leadership coaching.

Thursday, May 19, 8:30am-10:30am, \$50

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## GRANT WRITING & DEVELOPMENT

Learn how to raise needed funds by discovering how and where to look for potential funders. Explore how to network and develop true partnerships with funders, organize a successful campaign, and put together a complete proposal package. This workshop is designed for nonprofit organizations, schools, religious institutions, and municipalities seeking grants from foundation, corporate, government, and individual donors. It's also an excellent primer for those wishing to become grant writing consultants or community grant writing volunteers.

Thursday, June 23, 8:30am-10:30am, \$50

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## BOARD DEVELOPMENT & GOVERNANCE

In order to be successful, nonprofit organizations require strong leadership from their Board of Directors. The board's responsibility is to oversee the effectiveness of management policies and decisions, including the execution of its strategies. This course addresses the following topics: the board's role and responsibilities, the board and the executive director's relationship, financial and legal responsibilities of the board, and how to recruit and select good board members.

Thursday, July 28, 8:30am-10:30am, \$50

*The Bosler Academy is funded, in part, by the Community Foundation for the Alleghenies' Benjamin Bosler Fund. Through the Bosler Academy, a series of capacity building courses will be offered at a reduced rate for nonprofit and governmental agencies to aid them in becoming more effective, sustainable, and strategic organizations.*

## FUNDRAISING

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This workshop offers an overview of fundraising trends, concepts, and strategies.

You will gain an understanding of how fundraising works, and learn how to design contributed revenue programs for charitable nonprofit organizations.

Major topics include donor motivation, communicating your organization's worth to donors, and selecting effective fundraising strategies based on an organization's individual circumstances. You will learn how to raise funds from individuals, foundations, and corporations. Issues of ethics in fundraising will also be explored.

Thursday, August 25, 8:30am-10:30am, \$50

## STRATEGY & STRATEGIC PLANNING

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This workshop covers topics of mission, goal, strategy formulation, strategy implementation, and strategy evaluation. You will develop a long range planning approach balancing short term and long term goals. Discover how to develop and improve your organization's competitive advantage, improve your ability to integrate key functional areas into a unified strategic plan, enhance your understanding of the impact of changes in the external environments on executive decisions, and sharpen your ability to make quality, reasoned business decisions.

Thursday, September 22, 8:30am-10:30am, \$50

## MARKETING

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This workshop will enable you to understand the advanced principles of marketing and public relations with the purpose of applying them as part of the strategic planning knowledge base required of any high-level non-profit executive. You will learn how to begin to develop a marketing plan, and how to use a wide variety of tools including social media, websites, newsletters and e-mail marketing, and media advisories.

Learn branding and messaging techniques in support of your organization's fundraising efforts and the latest trends.

Thursday, October 27, 8:30am-10:30am, \$50

## ETHICS & SOCIAL RESPONSIBILITY

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The purpose of this course is to help you improve your ability to make ethical decisions in business by providing a framework that can be used to identify, analyze, and resolve ethical issues in business decision making. In addition, business ethics and social responsibility are important parts of an organization's business strategy. Issues such as conflicts between personal values and organizational goals, the role of sustainability in business strategy, and the development of ethics programs and an ethical culture in an organization will be discussed.

Thursday, November 17, 8:30am-10:30am, \$50

**Enroll in all 7 workshops for \$300 - a \$50 savings!  
Get started today by calling 814.262.3813.**