

Take your organization from
GOOD *to* GREAT.

2010
Nonprofit
LEARNING PROGRAM

Training for board members and executive directors
of nonprofit organizations

Information and application for 2010
Application deadline: FEBRUARY 1, 2010

sponsored by

Northwest Corner Fund

a fund of

Berkshire Taconic Community Foundation

You lead a good organization. Are you ready to make it great?

The Nonprofit Learning Program provides nonprofit managers and board members with intensive training in best practices in governance, leadership and fund development and donor communication. The program will increase your organization's productivity, strengthen its sustainability and help you better accomplish your mission.

The Northwest Corner Fund will fully underwrite the participation of up to six northwest Connecticut nonprofits in the 2010 Nonprofit Learning Program. Since it was created in 2005, the program has trained 140 board and staff leaders of 35 organizations.

This year, yours could be one of them.

PROGRAM HIGHLIGHTS

- Four training sessions with Simone Joyaux, a nationally recognized consultant in nonprofit management and governance.
- \$2,000 grant at the program's conclusion to help you implement lessons learned.
- Comprehensive resource manual with handouts, worksheets, sample policies, job descriptions, analysis tools and more.
- Opportunities to share experiences with and learn from peers.
- Telephone and e-mail access to Simone Joyaux throughout the program.
- An annual refresher workshop for program participants to review progress and discuss challenges.

NEW THIS YEAR!

- Donor communications training with communications expert, Tom Ahern.
- Two private, full-day consultations with Simone Joyaux for your board after the group training is completed.

You will learn to:

- Define the roles of board members, executive directors and staff.
- Engage board members in fundraising and governance.
- Build lasting relationships with donors and constituents.
- Launch successful fund development and donor communications initiatives.

“I never left saying, ‘I know that,’ or ‘Gee, that was a waste of time.’”

WHAT YOU NEED TO KNOW TO APPLY

Effective long-term change is only possible if your entire organization is committed to learning the necessary skills and tools. As a participant of the Nonprofit Learning Program, you must:

- Create a 4-person team to participate in all components of the program. The team must include your executive director, two key board members and your development officer, if you have one. If you don't have a development officer, the fourth participant may be a staff person, board member or active volunteer.
Please note: board members participating in the training should remain on their boards for at least two years after the program to implement the change process.
- Attend all four 3-½ hour training sessions between April and May. (See training session dates on the following page.) Only organizations whose teams fully participate in all sessions will receive the \$2,000 post-training grant.
- Convene two board meetings for the two-day consultations with Simone Joyaux. All board members must attend so that the board can discuss learnings and adopt changes.
- Read the assigned handouts between sessions to assess your progress.
- Actively share ideas during the training sessions.
- Regularly transmit “lessons learned” to your full board and staff.
- Sign a confidentiality agreement and hold in confidence specific information shared by other participants.

“I subscribe to Simone’s method. It’s spot-on practical and makes sense. It gave us a new development strategy.”

“The program gave the board confidence to understand what their jobs and roles were, and it clarified what I should be focusing on. We know what to do now.”

DATES FOR 2010 TRAINING SESSIONS

Training sessions will be 4-7:30 p.m. on the following dates at the Wake Robin Inn, 106 Sharon Road (Rte. 41) in Lakeville, CT. A light dinner will be served.

- Tuesday, April 6
- Tuesday, April 20
- Tuesday, May 11
- Tuesday, May 25

ELIGIBILITY

To be eligible to apply, your organization must:

- Be incorporated as a 501 (c)(3) organization or operate under the auspices of a 501 (c)(3) organization.
- Have operated with active programming for at least three years.
- Provide services to the residents of Bantam, Canaan, Colebrook, Cornwall, Cornwall Bridge, Falls Village, Goshen, Kent, Lakeville, Lime Rock, Litchfield, Norfolk, Salisbury, Sharon, Taconic, Warren, West Cornwall or Winchester, CT.
- Not be a public school, town or municipality.
- Not include in its constitution, by-laws or practice, discrimination against a person or group on the basis of age, race, national origin, ethnicity, gender, disability, sexual orientation, political affiliation or religious belief.

SELECTION CRITERIA

The advisory committee of the Northwest Corner Fund reviews each application and selects the participants of the Nonprofit Learning Program through a competitive process based on the following criteria:

- Potential impact of the program on the organization.
- Willingness of the organization's board and executive director to be flexible, change and grow.
- Commitment to participate actively in each component of the program.
- Organization's impact on the communities in the Northwest Corner.

Preference will be given to organizations that have not already participated in the program.

HOW TO APPLY

Submit one copy of a completed application form and accompanying documents. Additional application forms are available at berkshiretaconic.org/nonprofits or by contacting Emily Bronson at Berkshire Taconic Community Foundation, at 413.528.8039, extension 115.

APPLICATION DEADLINE

Applications must be received by 5 p.m., February 1, 2010. E-mail applications to ebronson@berkshiretaconic.org, mail to Emily Bronson Berkshire Taconic Community Foundation, 271 Main Street – Suite 3, Great Barrington, MA 01230-1972 or fax to 413.528.8158.

Applicants will be notified of the advisory committee's decision no later than March 1, 2010.

The Northwest Corner Fund and Berkshire Taconic Community Foundation are committed to fairness and confidentiality throughout the administration of this program.

“It had a fundamental impact: By-laws, policies, real fundamental things. We became more serious.”

PREVIOUS PARTICIPANTS

IN THE NONPROFIT LEARNING PROGRAM

21st Century Fund for H.V.R.H.S.
Canaan Child Care
Chore Service
Columbia County Council on the Arts
Columbia-Greene Humane Society
Cornwall Child Center
Cornwall Free Library
Crescendo, Inc.
EMS Institute
EXTRAS
Falls Village Day Care Center
Friends of Main Street Winsted
Goshen Players
Greenwoods Counseling Referrals
Habitat for Humanity NW CT
Hawthorne Valley Association
Housatonic Child Care Center
Housatonic Youth Service Bureau

Hotchkiss Library of Sharon
Hudson Area Association Library
David M. Hunt Library
Kent Children's Center
Kent Historical Society
Lebanon Valley Historical Society
Little Guild of St. Francis
Mental Health Association of
Columbia-Greene Counties
North East Community Center
Northwestern Connecticut AIDS Project
Older Women's League
Prime Time House
Salisbury Association
Sharon Day Care
Sharon Historical Society
Stageworks on the Hudson
TriArts Sharon Playhouse

SIMONE JOYAUX, PROGRAM FACILITATOR



Simone P. Joyaux, ACFRE, is an internationally recognized consultant and author specializing in nonprofit organizations. Her areas of expertise are fund development, board development, management and planning. She is a faculty member for the master's program in philanthropy and development at Saint Mary's University, author of *Strategic Fund Development: Building Profitable Relationships That Last* and co-author with Tom Ahern of *Keep Your Donors: The Guide to Better Communications and Stronger Relationships*.

For more information about the Nonprofit Learning Program, contact Emily Bronson at 413.528.8039 or any of the advisory committee members, or visit berkshiretaconic.org/nonprofits.

TOM AHERN, ABC

PRESIDENT, AHERN COMMUNICATIONS, INK.



Tom Ahern is one of North America's leading authorities on donor communications. The Council for Advancement and Support of Education named him a "Faculty Star," acknowledging the unusually high ratings his workshops receive. He specializes in bequest marketing; donor communications evaluations; direct mail; newsletter interventions and capital campaign case statements. He is the author of several books including *Seeing Through a Donor's Eyes* (2009).

NORTHWEST CORNER FUND

The Northwest Corner Fund builds stronger communities in northwest Litchfield County by supporting nonprofit organizations that serve Bantam, Canaan, Colebrook, Cornwall, Cornwall Bridge, Falls Village, Goshen, Kent, Lakeville, Lime Rock, Litchfield, Norfolk, Salisbury, Sharon, Warren and Winsted, CT. The Northwest Corner Fund is one of the eleven area funds of Berkshire Taconic Community Foundation. Members of the advisory committee for the Northwest Corner Fund are:

Joan Dunlop, *co-chair*, Lime Rock
Janet André Block, Salisbury
Chris Garrity, Kent
Elizabeth Shapiro, Sharon
Erin Selby, Lakeville

Elizabeth Monaco, *co-chair*, Sharon
George and Sandy Garfunkel, Taconic
Beth Isler, Salisbury
Patricia Redd Johnson, Lakeville

BERKSHIRE TACONIC COMMUNITY FOUNDATION

Berkshire Taconic Community Foundation was founded in Salisbury, CT in 1987. Since that time, Berkshire Taconic has distributed over \$10 million to benefit residents of the Northwest Corner of Connecticut through scholarships and grants for programs in the arts and education, health and human services, and environmental protection. Berkshire Taconic is the community foundation for Northwest Litchfield County, CT, Northeast Dutchess County and Columbia County, NY, and Berkshire County, MA, building stronger communities and improving the quality of life for everyone in its region. Berkshire Taconic is a 501 (c)(3) charitable organization.

Berkshire Taconic Community Foundation

271 MAIN STREET - SUITE 3 GREAT BARRINGTON, MA 01230-1972
T: 413-528.8039 F: 413-528.8158 info@berkshiretaconic.org www.berkshiretaconic.org



Berkshire Taconic Community Foundation is certified in compliance with the national standards of excellence established by the Council on Foundations.

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Updated for 2010:
NEW PROGRAM
NEW DATES