



**TURN PASSION
INTO PURPOSE
WITH THE**

**NONPROFIT
SKILLS®: STRATEGIC
PLANNING
CERTIFICATE**

WHY EARN THE NONPROFIT SKILLS®: STRATEGIC PLANNING CERTIFICATE?

Being passionate about working in nonprofit organizations or for a particular nonprofit means that you believe in the vision. Understanding and knowing how to help the organization develop a plan to make that vision actionable makes you a valuable resource within any nonprofit.

WHAT WILL I LEARN?

Completing the strategic planning certificate prepares you to:

- Choose appropriate outcomes and indicators to measure the impact of your programming
- List different data collection tools used to measure results, and describe best practices for analyzing and interpreting data
- Explain the roles and tasks associated with strategic planning and describe how the process varies depending on the size and type of organization
- Formulate strategic goals and pair them with appropriate SMART objectives
- Use project management tools to create documents that outline tasks, roles, and responsibilities
- Identify risks and plan how to respond to potential challenges
- Explain how to align mission and vision with organizational culture, goals, and values
- Identify target audiences and explain how to adapt strategic plan communication

For more information and a complete list of courses, visit:

CAREER PATHS

The U.S. Bureau of Labor Statistics (BLS) expects that overall employment of nonprofit jobs such as social and community service managers, public relations, and fundraising is projected to grow between 6% and 9% from 2022 to 2032, faster than the average for all occupations. Common nonprofit leadership career paths or growth opportunities include:

Social and Community Service Manager

As a Social and Community Service Manager, your responsibilities would typically center around working with community members and other stakeholders to identify necessary programs and services. You may also oversee administrative aspects of programs, and analyze data to determine their effectiveness.

Fundraising Manager

As a fundraising manager, you would be in charge of developing and managing campaigns that bring in donations from various sources. This can include a number of different responsibilities, such as identifying and interacting with potential donors through connection strategies ranging from fundraising events to crowdsourcing campaigns to public relations.

Donor Relationship Manager

The Donor Relationship Manager is an important part of an organization's development team, with responsibilities focused on maintaining relationships with donors and prospects, and developing stewardship plans. You would also oversee the creation of digital ad print materials for sponsorship cultivation and donor recognition.

The Nonprofit Skills®: Strategic Planning certificate is available 100% online.

The courses included in the certificate carry:

CFREs | IACET CEUs | HRCI Credits | ATD CI Credits | SHRM PDCs

For more information and a complete list of courses, visit: