THE BUSINESS OF *giving:* Establishing a Successful Nonprofit

Have you considered the idea of launching your own business, forming a nonprofit organization, or exploring volunteer opportunities?

While the desire to take action is a great starting point, transforming that desire into an actionable plan can feel overwhelming. Know that you CAN create your own dream job and today there are more options available than ever before.

In this course, differentiate the objectives and operations for for-profit and nonprofit organizations. Illuminate the essential nature of mission and values, business goals, target clients (both who and where), and how to execute your plan. Illuminate resources and guidance for grant writing and management. Learn branding techniques and terminology for establishing a strong brand identity so that you can stand out in the crowd. With a focus on the nonprofit entity, explore the advantages, challenges, and possibilities that exist for professionals working in non-traditional settings.

Crystal Spring, RDH
CrystalSpringRDH@gmail.com
CrystalSpringRDH.com
(406) 581-5293

LEARNING OBJECTIVES:

- Recognize the significance of brand: mission, vision and values
- Compare and contrast various business models
- Recognize the advantages and disadvantages of operating a nonprofit business
- Explore foundational components for excellence in nonprofit management

Suggested Audience:
Professionals and Entrepreneurs

Suggested Format:
Partial Day;
Lecture, Workshop, Keynote