

Content Map for 22 E-Learning Lessons on the www.strengtheningnonprofits.org Website

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Acquiring Public Grants	<ul style="list-style-type: none"> ▪ Overview ▪ Assessing Your Readiness ▪ Acquisition Process ▪ Planning Your Proposal ▪ Writing the Proposal ▪ Submittal Process ▪ Getting Funded ▪ Summary 	<ul style="list-style-type: none"> ▪ More Information: Research funding agencies to stay current on opportunities that could contribute to your organization. ▪ Tip: Before seeking additional funding, ask a few important questions. ▪ More Information: Check the Code of Federal Regulations. ▪ Tip: Be considerate in how and when you hire a consultant. ▪ More Information: Make a plan to write the proposal. ▪ Tip: Follow these tips for writing a great grant proposal. ▪ Don't Forget: Take the time to complete this proposal checklist. ▪ Don't Forget: Learn from those who were successful applying for the award. 	<ul style="list-style-type: none"> ▪ Required Attachments Checklist ▪ Writing a Great Grant Proposal Checklist

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Analyzing Data and Communicating Results	<ul style="list-style-type: none"> ▪ Overview ▪ Statistics ▪ Analysis and Data ▪ Communicating Results ▪ Summary 	<ul style="list-style-type: none"> ▪ Self Check: Test your knowledge of descriptive statistics. ▪ More Information: A simple pie chart can help display information. ▪ More Information: An example of capacity index scores displayed in a two-variable plot. ▪ Tip: Use the web-based marketing tool, Constant Contact, to communicate your results to your target audience. ▪ www.constantcontact.com 	<ul style="list-style-type: none"> ▪ None
Building Multiple Revenue Sources	<ul style="list-style-type: none"> ▪ Overview ▪ Revenue Sources ▪ Goals and Resources ▪ Income Strategy ▪ Select a Source ▪ Revenue Source Plans ▪ Evaluate Results ▪ Summary 	<ul style="list-style-type: none"> ▪ More Information: Consider your options for fundraising outline. ▪ Explore: Explore the elements of a SWOT analysis. ▪ More Information: Pick an income strategy that works for your organization. ▪ Explore: Explore potential revenue-generating sources. ▪ More information: Complete a revenue source plan. ▪ More information: Consider both internal and external factors. 	<ul style="list-style-type: none"> ▪ Goals and Financial Resources Worksheet ▪ Managing Public Grants Glossary ▪ Revenue Source Plan Template ▪ Part 1 of the Revenue Source Primer ▪ Part 2 of the Revenue Source Primer ▪ Revenue Strategy Comparison Table ▪ Revenue Source Diagnostic Tool ▪ SWOT Worksheet ▪ Systems Area Summary ▪ Web 2.0 Report Card

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Collaborating and Sharing Resources Online	<ul style="list-style-type: none"> ▪ Overview ▪ Getting Started ▪ Google Apps ▪ Zoho Wiki ▪ Next Steps ▪ Summary 	<ul style="list-style-type: none"> ▪ Tip: The report card and feature comparison table will help you identify the right tool. ▪ More information: Google Docs lets users edit one document, rather than working on multiple versions. ▪ Tip: Send a monthly newsletter through your Google Groups membership list. ▪ More information: This video provides an overview of Google Sites. ▪ More information: Explore Zoho Wiki. ▪ Self-check: Test your knowledge of online collaboration tools. 	<ul style="list-style-type: none"> ▪ Action Plan Template ▪ Feature Comparison Spreadsheet ▪ Report Card
Conducting a Community Assessment	<ul style="list-style-type: none"> ▪ Overview ▪ Needs and Assets ▪ Define the Scope ▪ Determine Collaboration ▪ Collect Data ▪ Findings, Priorities, Action ▪ Share Findings ▪ Summary 	<ul style="list-style-type: none"> ▪ More Information: The Community Toolbox ▪ Explore: Watch and consider the ways these community issues are interconnected. ▪ More Information: MOU ▪ More Information: Secondary Sources ▪ More Information: Data Collection Plan ▪ More Information: Key Findings ▪ More Information: Action Plan ▪ Tip: Review these tips for conducting a community assessment. 	<ul style="list-style-type: none"> ▪ Action Plan Template ▪ Data Collection Plan ▪ Key Findings Worksheet ▪ Sample MOU ▪ Sources of Secondary Information

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Creating and Implementing a Data Collection Plan	<ul style="list-style-type: none"> ▪ Overview ▪ Data Collection Methods ▪ Validity and Reliability ▪ When and How ▪ Quality and Volume ▪ Summary 	<ul style="list-style-type: none"> ▪ Tip: Pretest data collection instruments ▪ Explore: Which data collection method should you use? ▪ Self-check: Test your knowledge of validity and reliability. ▪ More Information: Use a checklist to craft your data collection design. ▪ Tip: Organize data using Microsoft Excel. 	<ul style="list-style-type: none"> ▪ Data Collection Design Checklist ▪ Data Collection Plan Worksheet ▪ TA Survey Template

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Creating Your Sustainability Plan	<ul style="list-style-type: none"> ▪ Overview ▪ Getting Started ▪ Build Your Case ▪ Partnership Strategies ▪ Maintaining Partnerships ▪ Resource Development ▪ Summary 	<ul style="list-style-type: none"> ▪ Tip: Facilitate a community asset mapping project to determine community needs. ▪ Tip: The Targeting Your Audience template will help you communicate to donors why they should care. ▪ Tip: The Selling Your Organization template will help you communicate to donors why you make a difference. ▪ Tip: The Sharing Your Vision template will help you communicate to donors your plans for the future. ▪ Tip: The Organization Costs template will help you group expenses by gift amount. ▪ Tip: Develop a partnership agreement to ensure both sides share a vision of how the partnership will work. ▪ Explore: Identify characteristics of partnerships in order to develop strategies for maintenance. ▪ More Information: The Raise-Funds.com website provides helpful information about starting an endowment campaign. 	<ul style="list-style-type: none"> ▪ Organizational Costs ▪ Partnership Maintenance ▪ Sample Partnership Agreement ▪ Sustainability Planning Questions ▪ Selling Your Organization ▪ Sharing Your Vision ▪ Targeting Your Audience ▪ Tips for Presenting ▪ Who to Partner With

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Developing a Plan for Outcome Measurement	<ul style="list-style-type: none"> ▪ Overview ▪ Getting Started ▪ Understanding Outcomes ▪ Logic Models ▪ Performance Indicators ▪ Summary 	<ul style="list-style-type: none"> ▪ More Information: Analyze your staffing needs. ▪ More Information: Use if/then statements to identify outcomes. ▪ Self-check: Test your understanding of logic models. ▪ More Information: Indicators support larger outcomes. ▪ More Information: Targets and comparative standards turn indicators into measurable goals. 	<ul style="list-style-type: none"> ▪ Outcome Development Checklist ▪ Sample Logic Model
Establishing Community Partnerships	<ul style="list-style-type: none"> ▪ Overview ▪ Community Involvement ▪ Promote Networking ▪ Summary 	<ul style="list-style-type: none"> ▪ Explore: Implementing the practice of promoting community involvement. ▪ Tip: Share the responsibility for hosting training and meetings. 	<ul style="list-style-type: none"> ▪ Creating a Shared Workplan ▪ Joining Interagency Organizations ▪ Sharing Responsibility for Training Requirements

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Identifying and Developing Donors	<ul style="list-style-type: none"> ▪ Overview ▪ Where Is the Money? ▪ Identifying Donors ▪ Developing Donors ▪ How to Make the Ask ▪ Keeping the Momentum ▪ Summary 	<ul style="list-style-type: none"> ▪ Reminder: Who gives the money; who gets the money? ▪ Explore: Explore the prospect tiers surrounding your organization. ▪ More Information: These forms can help you organize your prospects with prospective donors. ▪ More Information: Position your cause so your prospect can relate to it. ▪ More Information: The Heifer Project creates a narrative for each donation. ▪ More Information: There are a variety of ways to recognize your donors. 	<ul style="list-style-type: none"> ▪ Master Prospect List ▪ Prospect Record

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Leading a Nonprofit Organization	<ul style="list-style-type: none"> ▪ Overview ▪ Executive Director ▪ Strategic Plans ▪ Human Resources ▪ Board of Directors ▪ Finance and Fundraising ▪ Leadership ▪ Management Tools ▪ Summary 	<ul style="list-style-type: none"> ▪ Tip: Self-assessment is a great way to prepare yourself to lead an organization. ▪ Tip: Maintaining a checklist of essential documents can help you track your onboarding progress. ▪ More Information: Idealist.org is a great way to locate an external consultant. ▪ More Information: Try these staff alignment and trust-building activities to strengthen the relationships within your team. ▪ More Information: An organized meeting agenda can maximize board meeting productivity. ▪ Self-check: Try gauging your understanding of the differing responsibilities of the board and the executive director. ▪ More Information: Develop a funding matrix to determine your anticipated revenue from each source. ▪ More Information: Determine your leadership style with the Leadership Assessment Tool. ▪ Tip: Periodically evaluating your team’s project can help keep a project on track. 	<ul style="list-style-type: none"> ▪ Board Meeting Agenda Template ▪ Funding Matrix ▪ Leadership Assessment Tool ▪ New Executive Director Checklist ▪ Self-Assessment tool ▪ Staff-Alignment Tool ▪ Team Status Check-in

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Managing Crisis	<ul style="list-style-type: none"> ▪ Overview ▪ Preparing for Crisis ▪ Economic Downturn ▪ Loss of Funding Source ▪ Loss of Physical Assets ▪ Human Assets ▪ Employee Lawsuit ▪ Summary 	<ul style="list-style-type: none"> ▪ More Information: In the event of a crisis, having a crisis management plan can ease the rigors. ▪ More Information: Conducting an emergency fundraising campaign can help you to withstand an economic downturn. ▪ Self-check: Prepare your organization for the loss of a major donor by testing your knowledge. ▪ Tip: Electronic data plays a vital role in crisis management. ▪ More Information: The U.S. Small Business Association provides disaster assistance for all types of organizations. ▪ Self-check: Replacing a leader can be a difficult endeavor. ▪ More Information: The employment interview is a vital component in the hiring process. 	<ul style="list-style-type: none"> ▪ Sample Interview Guidelines

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Managing Public Grants	<ul style="list-style-type: none"> ▪ Overview ▪ Roles and Objectives ▪ Award Process ▪ Finances and Audits ▪ Property Management ▪ Revisions ▪ Funding and Closeout ▪ Summary 	<ul style="list-style-type: none"> ▪ Self-check: Test your knowledge of the roles of the individuals who manage a grant. ▪ More Information: Depending on the circumstances, Federal agencies may accept other forms of payment. ▪ More Information: Expenses associated with your project can be shared with your awarding agency. ▪ More Information: Property acquired with Federal funds must be insured. ▪ Tip: Good communication will help you reach an agreement about project changes. ▪ More Information: Any superfluous funds paid to your organization are considered a debt the government. 	<ul style="list-style-type: none"> ▪ Federal Cost Sharing Requirements ▪ Managing Public Grants Glossary
Online Tools for Data Management	<ul style="list-style-type: none"> ▪ Overview ▪ Salesforce ▪ QuickBase ▪ eTapestry ▪ Next Steps ▪ Summary 	<ul style="list-style-type: none"> ▪ More Information: The report card and comparison table will help you identify the right tool. ▪ Tip: Salesforce Custom Forms ▪ More Information: Quickbase has many reporting options. ▪ More Information: eTapestry has a robust email module for an additional fee. ▪ More Information: Roadmap of an Action Plan 	<ul style="list-style-type: none"> ▪ Feature Comparison Spreadsheet ▪ Report Card

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Partnerships: Frameworks for Working Together	<ul style="list-style-type: none"> ▪ Overview ▪ Meaning of Partnership ▪ Partnership Types ▪ Forming Partnerships ▪ Norms and Communication ▪ Managing the Partnership ▪ Challenges and Evaluation ▪ Transitions and Endings ▪ Summary 	<ul style="list-style-type: none"> ▪ Self-check: Check your understanding of partnership components. ▪ Self-check: Check your understanding of different types of partnerships. ▪ Tip: These checklists will help you launch and set up a partnership. ▪ Tip: This template can help you develop partnership norms. ▪ More Information: Read this case study about one organization’s communication efforts. ▪ Tip: This worksheet can help you develop a collaborative work plan. ▪ Self-check: Check your understanding of methods for managing partnerships. ▪ Tip: This checklist can help you monitor and evaluate your partnership. ▪ Self-check: Check your understanding of partnership transitions and endings. 	<ul style="list-style-type: none"> ▪ Communication Structures Case Study ▪ Evaluation Monitoring Checklist ▪ Potential Partner Checklist ▪ Setup and Maintenance Checklist ▪ Starting a Process Checklist ▪ Collaborative Workplan Worksheet ▪ Partnership Norms Template ▪ Technology Choices for Managing Your Partnership Project

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Planning for, Securing, and Documenting In-Kind Donations	<ul style="list-style-type: none"> ▪ Overview ▪ Identifying In-Kind Donations Desired and Needed ▪ Relationship Building ▪ Documentation ▪ Acknowledging Your Donors ▪ Summary 	<ul style="list-style-type: none"> ▪ More Information: Creating a Wish List ▪ More Information: Tips for the Ask ▪ More Information: Calculating In-kind Donation Value ▪ More Information: Recognizing Donors 	<ul style="list-style-type: none"> ▪ None
Recruiting and Engaging Volunteers Online	<ul style="list-style-type: none"> ▪ Overview ▪ Getting Started ▪ Facebook Groups ▪ Meetup ▪ Next Steps ▪ Summary 	<ul style="list-style-type: none"> ▪ Tip: The report card and comparison table will help you identify the right tool. ▪ More Information: Learn about the features of a Facebook group page. ▪ More Information: Explore features of Meetup.com. ▪ Self-check: Test your knowledge of online recruiting tools. 	<ul style="list-style-type: none"> ▪ Feature Comparison Spreadsheet ▪ Report Card
Understanding Fee for Service Models	<ul style="list-style-type: none"> ▪ Overview ▪ Types of Models ▪ Identifying the Best Model for Your Organization ▪ Implementation ▪ Summary 	<ul style="list-style-type: none"> ▪ Tip: Signs and flyers are subtle way to ask for voluntary donations. ▪ Explore: Create awareness of the costs of services. ▪ Explore: Finding your break-even point helps you know what fees to charge. ▪ More Information: Can fee-for-service work for your organization? 	<ul style="list-style-type: none"> ▪ Can Fee-for-Service Work-Analysis

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Value Driven Donor Development	<ul style="list-style-type: none"> ▪ Overview ▪ Reframing Your Approach ▪ Value-Driven Approach ▪ Listen, Identify ▪ Understand Your Value ▪ Capture the Concept ▪ Summary 	<ul style="list-style-type: none"> ▪ Don't Forget: Learn how your expertise aligns with the needs of the potential funder. ▪ More Information: The hourglass concept describes how your efforts may vary. ▪ More Information: The three steps of value-driven donor development can transform your strategy. ▪ Tip: use the funding propriety template to chart aspects related to each potential funder. ▪ More Information: Use this template to align funders' needs with your strengths and create a value statement. ▪ Tip: Call out boxes communicate short and long term outcomes. 	<ul style="list-style-type: none"> ▪ Aligning Needs with Strengths Template ▪ Funder Priority Research Template ▪ Sample Concept Paper

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Virtual Meetings and Trainings	<ul style="list-style-type: none"> ▪ Overview ▪ Zoho ▪ Yugma ▪ GoToWebinar ▪ Dimdim ▪ Next Steps ▪ Summary 	<ul style="list-style-type: none"> ▪ More Information: The virtual meeting report card and comparison table will help you find the right tool. ▪ More Information: Zoho Signup and Meeting Setup ▪ More Information: Running a Meeting in Zoho ▪ More Information: Yugma Signup, Meeting Setup and Running a Meeting ▪ More Information: Yugma Whiteboard ▪ More Information: GotoWebinar Setup ▪ More Information: GoToWebinar Controls ▪ More Information: Features of Dimdim vary by account type. ▪ More Information: Roadmap of an Action Plan 	<ul style="list-style-type: none"> ▪ Action Plan ▪ Feature Comparison Spreadsheet ▪ Report Card

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Volunteer Recruitment and Management	<ul style="list-style-type: none"> ▪ Overview ▪ Defining Your Needs and Spreading the Word ▪ Interviewing to Find a Match ▪ Managing Volunteers ▪ Volunteer Engagement ▪ Summary 	<ul style="list-style-type: none"> ▪ More Information: Robert Egger discusses the benefits of having the right people in the right roles. ▪ Tip: These forms can help you recruit volunteers. ▪ More Information: Role playing scenarios can illustrate an applicant’s interpersonal skills and style. ▪ More Information: Calculate the value of your volunteers. ▪ Explore: Consider where, when, and how to recognize volunteers. 	<ul style="list-style-type: none"> ▪ Sample Volunteer Application Form ▪ Volunteer Inquiry Form ▪ Volunteer Position Description Worksheet and Sample

E-Learning Lesson	Chapters	Interactivities	Downloadable Handouts
Working with Consultants	<ul style="list-style-type: none"> ▪ Overview ▪ Deciding ▪ Preparing ▪ Selecting ▪ Hiring ▪ Managing ▪ Summary 	<ul style="list-style-type: none"> ▪ Self-check: Check your understanding of hiring a consultant. ▪ Self-check: Check your understanding of preparing to work with a consultant. ▪ More Information: Avoid these pitfalls when selecting a consultant ▪ More Information: Use the RFP Elements document and the Sample RFP to learn more about RFPs. ▪ Self-check: Check your understanding of the contract elements. ▪ More Information: This sample contract can help you create your own consultant contract. ▪ Self-check: Check your understanding of managing consultants. 	<ul style="list-style-type: none"> ▪ Interview Questions and Observations ▪ Key Contract Elements ▪ Reference Check Tips ▪ Elements of an RFP ▪ Sample Contract ▪ Sample RFP