THE CENTER FOR NONPROFIT STRATEGY AND MANAGEMENT
AT BARUCH COLLEGE (CUNY) SCHOOL OF PUBLIC AFFAIRS

PRESENTS

Consulting Day for New York City’s Nonprofit Community

Tuesday, March 18, 2014
8:30 p.m. – 4:00 p.m.
Baruch College, Newman Vertical Campus
Conference Center, 14th Floor
55 Lexington Avenue @ 24th Street

This complimentary event is a great opportunity to:

• Meet with a consultant and discuss the challenges facing your organization.
• Receive up to two appointments consisting of a free 45-minute one-on-one session.
• Network with over 100 leading nonprofit organizations in NYC.
• Attend one or two workshops led by experts in the nonprofit sector.

The cost is free and space is very limited.
Appointments are required and will be given on a first-come, first-serve basis.
Appointments and workshop registrations must be made in advance.
Note: Maximum two consultants in two focus areas and two workshops per attendee

For the full schedule and to RSVP, visit tinyurl.com/SPAconsultingday.

RSVP Deadline: March 11, 2014
Call (646) 660-6743 or (646) 660-6806 or email nonprofit.workshops@baruch.cuny.edu.
### WORKSHOPS

#### MORNING SESSION: 9:00AM – 12:00PM

The following consultants are available at these times by appointment only:

- **9:00AM – 9:45AM**
  - BOARD OF DIRECTORS ROLE
  - BOARD OF DIRECTORS
  - BUDGET/FINANCE & ACCOUNTING
  - CAPACITY BUILDING
  - ENTREPRENEURSHIP & SOCIAL ENTERPRISE
  - EXECUTIVE COACHING
  - EXECUTIVE DIRECTOR
  - FUNDRAISING
  - FUNDRAISING – THE ROLE OF THE BOARD IN GOVERNANCE
  - AND FUNDRAISING
  - HOW TO RECRUIT BOARD MEMBERS
  - LEGAL ISSUES – FUNDRAISING
  - LEGAL ISSUES – HOW TO START A NONPROFIT
  - LEVERAGING YOUR ORGANIZATION’S
  - STRENGTHS TO MAXIMIZE PHILANTHROPIC SUPPORT
  - MARKETING, DESIGN, BRANDING AND WEBSITE DEVELOPMENT
  - PROGRAM EVALUATION AND OUTCOMES
  - STRATEGIC ALLIANCES, COLLABORATIONS & MERGERS
  - STRATEGIC PLANNING
  - SUSTAINABLE COMMUNITY ECONOMIC DEVELOPMENT
  - VOLUNTEER MANAGEMENT

The following consultants are available at these times by appointment only:

- **10:30AM – 11:15AM**
- **11:15AM – 12:00PM**

#### AFTERNOON SESSION: 1:00PM – 4:00PM

The following consultants are available at these times by appointment only:

- **1:00PM – 1:45PM**
  - BOARD AND FUNDRAISING
  - BOARD OF DIRECTORS
  - BUDGET/FINANCE
  - CAPACITY BUILDING
  - CORPORATE FUNDRAISING
  - DONOR AND PROSPECT RESEARCH
  - FINANCIAL MANAGEMENT
  - FUNDRAISING AND RESOURCE MOBILIZATION
  - GRAPHIC DESIGN
  - FOUNDATION GRANTS
  - HUMAN RESOURCES,
  - ORGANIZATIONAL DEVELOPMENT & EXECUTIVE COACHING
  - MEDIA STRATEGY AND COMMUNICATIONS
  - MERGERS AND AFFILIATIONS
  - PROGRAM EVALUATION & OUTCOMES
  - PROJECTING YOUR WORK INTERNATIONALLY
  - SOCIAL ENTREPRISE
  - SOCIAL MEDIA
  - STRATEGIC PLANNING
  - VOLUNTEER MANAGEMENT

#### Description: Ever wonder how your organization’s website can be improved? In this interactive workshop, we’ll review actual participant’s websites. Learn the keys to a successful website, how to evaluate them, and get practical advice on making your website better. Participants who want their websites reviewed must submit their URL prior to the workshop.

### EVENT DESCRIPTIONS

#### THE NONPROFIT REVITALIZATION ACT OF 2013: WHAT ORGANIZATIONS IN NEW YORK STATE NEED TO KNOW

**Laurence Scot, MBA, CPA, Co-Founder and Co-Managing Partner Skody Scot & Co. CPAs**

**Description:** What are the implications of this new state law for board responsibility and for expediting nonprofit practices in New York?

#### HOW TO EVALUATE AND IMPROVE YOUR WEBSITE

**Peter Levinson, President and Creative Director, LevinsonBlock LLC**

**Description:** Ever wonder how your organization’s website can be improved? In this interactive workshop, we’ll review actual participant’s websites. Learn the keys to a successful website, how to evaluate them, and get practical advice on making your website better. Participants who want their websites reviewed must submit their URL prior to the workshop.