



THE WAKE FOREST UNIVERSITY CERTIFICATE IN

# Business Essentials for Nonprofit Organizations

## Build a reliable foundation for your nonprofit

The Business Essentials for Nonprofit Organizations is a skill-building certificate course designed to strengthen the strategic business capacity of students and professionals pursuing careers in the nonprofit sector or those interested in updating their knowledge and skills.

- Does your nonprofit have a good business plan? If you had one when you started, maybe it is time to take a fresh look. Maybe you are still on target, but circumstances have changed, rendering your plan inadequate for the times. A good strategy is imperative in moving your nonprofit forward.
- Budgeting and finance, recruitment, community relationships, volunteers, reputation and legal compliance are just a few of the facets of successfully operating a nonprofit organization. A firm foundation of business essentials and strategic 'know-how' is a must for nonprofit organizations to confidently navigate today's marketplace.

## The Certificate in Business Essentials for Nonprofit Organizations

is a nine-session course offered at the WFU Charlotte Center. Classes are open to the community. Nonprofit board members, staff and volunteers are encouraged to attend. Classes cover a range of topics essential to the governance and management of nonprofits.

### What you'll learn:

- How to think strategically using critical questions to develop a successful strategy
- Best practices for governance and legal compliance for nonprofit organizations
- Nonprofit budgeting and finance, including finance terminology
- Recruitment, retention, development and evaluation of staff and volunteers

Students have two years to complete all nine classes. After finishing all sessions, participants will receive a certificate of completion from Wake Forest University.



WAKE FOREST UNIVERSITY  
**CERTIFICATES**  
PROGRAM

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