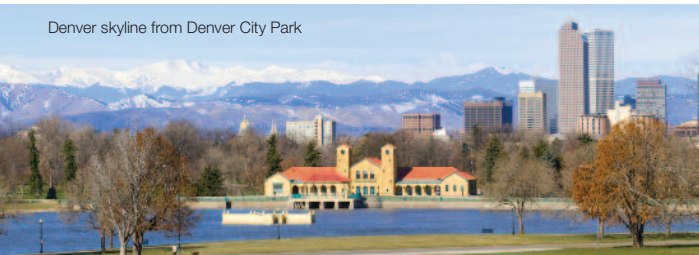


CHRISTIAN NONPROFIT LEADERSHIP ACADEMY

Tues., Sept. 20 – Fri., Sept. 23, 2011
Renaissance Denver Hotel
Denver, Colorado

Denver skyline from Denver City Park



*Become a Credentialed Christian
Nonprofit Leader!*



Credentialed Christian Nonprofit Leader

A new Credentialed Christian Nonprofit Leader (CCNL) is available (Sept. 1, 2011) through CLA and Azusa Pacific University (APU) in the areas of resource development and financial management. Register for CCNL online prior to the Christian Nonprofit Leadership Academy in Denver, and receive a full 40 points towards the 100 needed for certification when you attend two full 10-hour courses on-site!

Visit www.ChristianLeadershipAlliance.org/CCNL to learn more or register.

Building Steward Leaders!

The CLA Christian Nonprofit Leadership Academy is the nation's most in-depth educational event for the leaders of today's Christian ministries!

This dynamic new CLA Academy is built upon the model of our highly successful Steward Leadership Summits. In fact, we continue to offer all the resource development content of those summits, and more! This event is now an Academy that will offer courses in multiple topics. This year we have introduced the first of those new topics — financial management. In future years we hope to add additional tracks such as human resource development, communications, board governance and more.

This year's academy will feature cutting-edge insight from a highly qualified and experienced faculty in two tracks: **Resource Development and Financial Management** (see reverse side for class offerings).

Distinctives of the CLA Christian Nonprofit Leadership Academy:

Steward-Leader Focused

We believe that God has called us to be stewards of time, talent and treasure.
(1 Peter 4: 10)

Biblically Based

We believe in filtering cutting-edge principles through the prism of God's Word.
(2 Timothy 3: 16, 17)

Transformational

We believe in God's transforming work in the hearts of those we are called to serve. (Romans 12:2)

Relational

We believe in professional community-building, encouragement and accountability. (1 John 1:7)



Register today!
To Receive the Best Rates

To learn more or register visit
www.christianleadershipalliance.org/academy
or contact CLA at (949) 487-0900, ext. 118.

www.ChristianLeadershipAlliance.org/Academy

CHRISTIAN NONPROFIT LEADERSHIP ACADEMY CURRICULUM

Financial Management Track:

The new Financial Management track is designed for CEOs, CFOs, ministry financial managers, treasurers, accountants, executive pastors and others engaged in ministry financial management.

Tuesday/Wednesday Courses (10-hour courses)

- 1. Investment Policies and Strategies in a Changing Economy**
Review the best practices in ministry investment policies and winning investment strategies that your ministry should consider in today's uncertain economy.
- 2. Tax and Legal Issues for Christian Nonprofits**
Today, ministry financial management professionals face incredibly complex tax and legal issues. Review topics such as: criteria for 501(c)(3) status, unrelated business income, charitable solicitation registration, income tax and information filing requirements and much more.
- 3. Financial Analysis, Monthly Closing Procedures and Presentation of Financial Data**
Learn to effectively analyze and understand nonprofit financial data, and communicate that information to the organization's leadership, board of directors and external users of financial data.

Thursday/Friday Courses (10-hour courses)

- 4. Introduction to Risk Management for NPOs**
Proper risk management should be a part of every ministry's strategic plan and integral day-to-day operations. We will study the roles of the board, CEO and financial manager in nonprofit risk management, and how to assess financial risks.
- 5. Biblical Foundations of Financial Management**
How money is earned, used and reported is the most authentic and effective demonstration of an organization's mission, vision, values and goals. This course explores personal spiritual formation regarding money, organizational culture and Biblical teaching.
- 6. Accounting Basics for Ministries**
This basic accounting principles class is designed to provide an overview of how the accounting is done for a ministry and what the requirements are for presenting financial information for the primary account balances. It is a very high level perspective that will allow individuals throughout an organization to obtain a general understanding of accounting information.

Resource Development Track:

The Resource Development track features content previously offered at the "Steward Leadership Summit," and is designed for ministry CEOs, pastors and all ministry resource development professionals.

Tuesday/Wednesday Courses (10-hour courses)

- 1. Biblical Foundations of Development**
This course will focus on the spiritual formation of the steward, and will unpack and examine God's call that we become steward leaders.
- 2. Major Donor Development**
Explore the six steps of major donor development — research, romance, request, recognition, recruitment and reporting.
- 3. Introduction to Development**
Examine the basics of successful fundraising for both old and new members of the development team.
- 4. Social Media Strategies: Building High-Value Donor Relationships**
Explore the nine practical steps to connect with high value donors using the most current technologies.
- 5. Special Events and Targeted Fundraising Campaigns**
Gain insights on ways to make your special events a highly successful part of your development strategy.
- 6. Mission Possible: Succeed in Missions and Ministry Funding Today!**
The shifting landscape of global missions requires a new resource development model. Explore successful models!
- 7. Donor Perceptions: How Brand Perception Impacts Your Income**
Maximize fundraising efforts by compellingly communicating your ministry to generate brand response and donor loyalty.

Thursday/Friday Courses (10-hour courses)

- 8. Biblical Foundations of Development**
This course will focus on the spiritual formation of the steward, and will unpack and examine God's call that we become steward leaders. (Repeated)
- 9. Fundraising Planning in a New Economy**
Learn to create your strategic fundraising program in light of the changes in today's economy.
- 10. Dynamic Direct Response Strategies**
Make immediate improvements to your ministry's donor cultivation with face to face and direct response strategies.
- 11. The Age of Engage: Donor Engagement in a 2.0 World**
Explore the fast-changing marketplace and even faster-changing donor behaviors that drive engagement across multiple channels.
- 12. Estate and Gift Design: The Major Donor Connection**
Uncover keys to designing effective estate and giving plans, including the nexus between planned giving and major donors.
- 13. Foundation Funding and Grants**
Discover ways to increase your ministry's funding through corporate and private foundation grants.
- 14. Capital Campaign Strategies**
This course will take students from pre-campaign all the way to the fulfillment phase of a capital campaign.

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