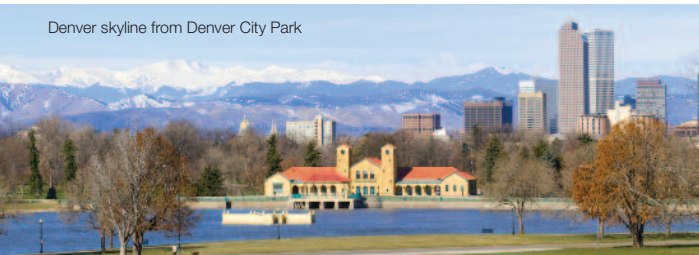


# CHRISTIAN NONPROFIT LEADERSHIP ACADEMY

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

Denver skyline from Denver City Park



**Earn Certification in  
Christian Nonprofit Leadership!**



Certification in Christian Nonprofit Leadership

A new Certification in Christian Nonprofit Leadership (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](http://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](http://www.christianleadershipalliance.org/academy)**

**(Registration available by May 16th, 2011)**

**or contact CLA as (949) 487-0900, ext. 118.**

**You can also fax in the attached registration form at (949) 487-0927.**

**[www.ChristianLeadershipAlliance.org/Academy](http://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. Accounting Basics for Ministries**  
Explore the essentials for managing ministry finances. Learn the most critical changes and issues facing financial managers, and the keys to establishing effective accounting and cash-flow systems.
- 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. Health Care Cost, Controls, Trends and Approaches**  
Explore new approaches to developing a health and welfare strategy for your ministry. Discover keys to improving employee benefits at an affordable cost.
- 6. 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.

## *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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