

Community Action Partnership

Capacity Building Grant

Summary Training Schedule

Grant Year 2007-2008

Category Guide:

CE - Community Engagement

IT - Information Technology

OD - Organizational Development

PD - Program Development

RD - Revenue Development



Date	Time	Duration	Cat	Ref ID	Location	Title	
06/05/08	9:00 AM	1.5 hours	IT	IT_01	CAP	Software Evaluation & Selection	CCBG Staf
06/12/08	9:00 AM	1.5 hours	IT	IT_02	CAP	Data Management Using FMPPro/Access	CCBG Staf
07/10/08	9:00 AM	1.5 hours	RD	RD_01	CAP	Determining your "Audit Readiness"	Linda Kach
07/17/08	9:00 AM	2.0 hours	CE	CE_01	CAP	Video Marketing Your Organization	BC Sound
07/24/08	9:00 AM	2.5 hours	IT	IT_03	CAP	Basic Web Creation using iWeb or Front Page	James Blei
07/29/08	5:30 PM	3.0 hours	OD	OD_01	VC	Basic Training for Board Members	Debra Sch
08/07/08	9:00 AM	3.0 hours	IT	IT_04	CAP	Web Branding via Effective Content Management	John Keny
08/19/08	5:30 PM	3.0 hours	OD	OD_02	VC	Recruit & Retain Your Dream Board	Diane Brov
08/26/08	12:00 PM	1.5 hours	IT	IT_05	CAP	Looking at VOIP Phone Technology	Vendor Sp
08/27/08	9:00 AM	3.0 hours	PD	PD_01	CFSC	Pre- application workshop for Community Foundation Grants	CFSC
09/10/08	9:00 AM	3.0 hours	OD	OD_03	VC	Assessing Your Organization & Preparing for Strategic Plannin	Michele Rc
09/25/08	9:00 AM	TBD	PD	PD_02	CAP	The 5th Annual Dialogue on Poverty	Kai Nissley
10/02/08	9:00 AM	3.0 hours	OD	OD_05	VC	Building & Sustaining Effective Coalitions	Pat Landru
10/16/08	9:00 AM	3.0 hours	OD	OD_06	VC	Leading Together as a Partnership	Christophe
11/06/08	9:00 AM	1.5 hours	RD	RD_02	CAP	Create & Present Easily Understood Financial Information for E	Meridith Ci
11/12/08	9:00 AM	1.5 hours	CE	CE_02	CAP	Spruce Up Your Marketing Collateral	PH Creativ
11/19/08	9:00 AM	3.0 hours	RD	RD_03	CAP	Engaging Your Board in Financial Analysis	Linda Kach

REGISTRATION IS REQUIRED TO ATTEND

Sessions at Community Action Partnership

1300 North Dutton Avenue, Santa Rosa (Training Room)

Contact: Rita Peterson

ccbghostaff@capsonoma.org

707 544-6911 x1091

Sessions at the Volunteer Center of Sonoma County

153 Stony Circle, Ste 100 Santa Rosa

Contact: Chris Cram

CCram@volunteernow.org

707 573-3399x 115

Community Action Partnership

Community Capacity Building Grant

Training Schedule

Grant Year 2007-2008

We are pleased to announce our “capacity” Training Schedule for this grant cycle. Community Action Partnership is contracting with the Volunteer Center of Sonoma County to assist in the planning and delivery of the board and organizational specific sessions.

Training topics listed in this schedule have been identified and created through the 2007-2008 RFP submissions and/or our organizational onsite assessments.

*All sessions are open to any organization who submitted an RFP for the 2007-2008 Capacity Building Grant regardless of the size of your organization or your funding result. Seating is limited and be reserved on a first come basis. Every workshop listed on this schedule is being offered at **NO CHARGE**.*

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Web Links:

Current information about the 2007-2008 training sessions may be accessed from the capacity building link on the Community Action Partnership website at http://www.capsonoma.org/CCBG/CCBG_nav.htm. The site will be operational on Friday, June 20, 2008.

Technical Assistance:

If your organization could benefit from one-on-one technical assistance you may take advantage of that as well. Details about our T&A offerings can be discussed by calling our CCBG team at 707 544-6911 x1091.

Determining Your “Audit Readiness”

July 10, 2008 – 9:00 am to 10:30 am

Location: Community Action Partnership

Whether your agency has been through the audit process or you know you will be facing an audit in the future – this session will review what you need to be ready. Our speakers have extensive non-profit audit experience and will give you some handy tips to make the audit process go smoothly.

Trainer Linda Kachiu, CPA Zainer Rinehart Clarke provides training and expertise in the tax exempt arena, which includes charitable institutions, trade associations, and private foundations. Linda is the lead director for the firm’s technology. Linda is active in local community organizations, such as the Sonoma County Economic Development Board and its related Foundation and the Sonoma County Food and Wine Center.

Topics List:

- Assessing your audit readiness
- Who benefits from the audit
- What auditors look for
- Improving your audit results

Video Marketing Your Organization

July 17, 2008 – 9:00 am to 10:30 am

Location: Community Action Partnership

With an increasingly tech savvy donor profile – video marketing could be on your horizon. You may want to find out what is involved in creating a video marketing piece for your website as well as a communication tool for donor appeals.

Trainer Jon Jones

Jon Jones is the owner of Lunarparcel Media. As a specialist in the field of digital media, Jon devotes his efforts especially for the benefit and enrichment of families, non-profit organizations, and community building efforts.

Topics List:

- Why share your message through media?
- Considerations for an effective presentation
- Feasibility
- Technical issues and cost of production

Basic Web Design Featuring iWeb or DreamWeaver

July 24, 2008 – 9:00 am to 11:30 am

Location: Community Action Partnership

If you will be creating or maintaining your organization’s website this session will cover some tools you will need to understand the web design process. Note this session will focus MORE on

use of the web editing software vs. web content. We are offering a separate content session on August 7, 2008.

Trainer James Bleifus - has taught Macs for over four years, and more specifically turned to coaching these past two. Previously, he was a Creative (Trainer) for Apple Computer. James has found a particular talent and satisfaction in assisting seniors and school teachers. Ever the serious student, he continuously follows new programs, updates, and products for the benefit of his clients, and is currently in the process of filming a video manual about Apple's iWeb program.

Trainer Elena (Scotty) Baney – Scotty serves as Community Action’s IT Department Manager. She holds AS Computer Science from SRJC and BS Information Technology Management from Golden Gate University. Scotty is skilled in numerous database and web programming applications as well as computer operating systems. She provides IT consulting through the Technical Assistance area of the grant.

Topics List:

- Securing and hosting your domain, & other legal issues
- Pre-planning your site using site mapping or story boarding
- Webpage design elements & objects using iWeb or Dreamweaver
- Customizing the page themes
- Publishing the Website

Basic Training for Board Members

July 29, 2008 – 5:30 pm to 8:30 pm

Location: Volunteer Center of Sonoma County – Classroom A

This workshop, which is designed for both new and current board members, offers an overview of responsible board governance. Topics covered include: basic roles and responsibilities for board members, finance, fundraising, board development, community relations and marketing. Join a group of your peers to learn how to be most effective in your role as a board member.

Trainer Debra Schoenstein, a Senior Partner with LeaderAlliance, has spent the last 30 years successfully managing and consulting on a wide variety of organizational performance improvement efforts both domestically and internationally in the private, nonprofit and government arenas. Deb has trained many boards through the Volunteer Center's Basic Training for Board Members.

Web Branding via Effective Content Management

August 7, 2008 – 9:00 am to 10:30 am

Location: Community Action Partnership

Is it time to reassess the effectiveness of your website? We will cover how you can assess the effectiveness of your web content and review actual examples of sites that hold the viewers interest and move them to action. This session will cover the trends in “Web 2.0” using World Wide Web technology and design that enhances creativity, information sharing, and, most notably, collaboration among users.

Trainer To Be Announced

Topics List:

- Assessing your organization site
- Defining goals for your site
- Understanding & designing for Web 2.0 trends

Recruit & Retain Your Dream Board

August 19, 2008 – 5:30 pm to 8:30 pm

Location: Volunteer Center of Sonoma County – Classroom A

Where do you find savvy, dedicated people to govern your organization, and how do you develop them into effective board members? In this workshop, discover how to: analyze your board profile to determine your needs, move from nominating committees to development committees, develop a winning recruitment strategy, locate the best candidates, and develop an effective orientation for new board members.

Trainer Diane Brown is a consultant and trainer with the Non-Profit Assistance Group of Sebastopol (www.NonProfitAssistance.com) and has over 25 year of experience helping boards and staff with board development, strategic planning, and fundraising. She is also an instructor in Nonprofit Management at Sonoma State University and the University of San Francisco.

Looking at VOIP Phone Technology

August 26, 2008 – 12:00 pm to 1:30 pm

Location: Community Action Partnership

During our onsite assessment process we found many organizations who were seeking upgrades to their phone systems. We would like to introduce you to the functionality of “VOIP” or voice over IP technology. A VOIP communication system provides your phone services over internet technology with a vast set of features like voice mail, caller seeking, conference calling, faxing and much more. AND you can literally “slash” your monthly phone charges.

This session will be presented by 2-3 VOIP system vendors showing their primary feature sets and discussing comparable pricing.

Assessing Your Organization & Preparing for Strategic Planning

September 10, 2008 – 9:00 am to 12:00 pm

Location: Volunteer Center of Sonoma County – Classroom A

In this hands-on workshop, we will utilize several business analysis tools, including completing a SWOT analysis to help with strategic planning, both short and long term. SWOT - strengths, weaknesses, opportunities and threats - is a focused way to look at your business or program. We'll also look to the 4A's structure of strategic planning: 1) Aim - what are the short and long term goals? 2) Assess - do you know what you need to know to complete the SWOT analysis? 3) Activate - are you using all your strengths to take advantage of identified opportunities? and 4) Apply - what are the action steps you need to make it all happen? All participants will leave with at least the beginning pieces of a strategic plan and a list of next steps to insure completion.

This workshop will benefit organizations planning to submit an application for the 2008-2009 RFP!

Michele Rogers, M.A., is the Executive Director of the Early Learning Institute, (ELI) a Community Based organization for young children and their families. Ms. Rogers has more than 10 years of experience designing strategic planning retreats and workshops.

Create & Present Easily Understood Financial Information for Boards

September 16, 2008 – 12:00 pm to 1:30 pm

Location: Community Action Partnership

This session will explore different methods for redesigning or reformatting your agency financial data so your important financial knowledge can be more easily digested. This session is targeted to your executive and/or accounting staff.

Trainer Linda Kachiu, CPA Zainer, Rinehart Clarke provides training and expertise in the tax exempt arena, which includes charitable institutions, trade associations, and private foundations. Linda is the lead director for the firm's technology. Linda is active in local community organizations, such as the Sonoma County Economic Development Board and its related Foundation and the Sonoma County Food and Wine Center.

Trainer Meridith Cionci, CPA Zainer Rinehart Clarke is a CPA licensed in California, and has been practicing in public accounting since 1997. Her dynamic background varies from offering interim controller support for business clients to in-depth financial and tax analysis for individuals. She also specializes in exempt organizations including private foundations.

Topics List:

- Assessing the effectiveness of your current reporting
- How much is too much
- Use of basic financial reporting formats
- Spotlighting data important data trends

Spruce Up Your Marketing Collateral

September 23, 2008 – 12:00 pm to 1:30 pm

Location: Community Action Partnership

Are you looking to redesign and rebrand your brochures, business cards, flyers, website or other marketing pieces? Then this will be a great session for you to attend. Non-profits must compete in a cluttered world of advertising, and marketing images to communicate their message.

Design concepts and marketing venues that communicate your message, and reach new donors have changed dramatically. In this session we'll cover a variety of design and marketing tips that can help deliver your message.

Trainer Bruce Hettema is principal of P&H Creative Group - a Santa Rosa based advertising agency. He has 20+ years of experience in design, marketing and art direction. He also serves on the board of the YMCA.

Topics List:

- Defining your marketing message
- Use of logos and graphic elements
- Refining your message

- Grabbing the readers attention
- Explore marketing vehicles and opportunities

Building & Sustaining Effective Coalitions

October 2, 2008 – 9:00 am to 12:00 pm

Location: Volunteer Center of Sonoma County – Classroom A

This hands-on workshop is designed to help you strengthen the effectiveness of your current collaborative efforts and to help you implement tools for growing functional, sustainable, outcome-oriented coalitions.

We will address: identifying characteristics of a functional, sustainable outcome-oriented collaborative effort; how to assess your project; taking your coalition from start-up or stall-out to a strong and sustainable results-oriented group; tips for dealing with breakdowns, politics and conflict; and developing your coalition for the long haul. Please bring your specific needs, challenges, visions and desires related to coalitions and collaborative efforts.

Trainer Pat Landrum, MA, CCC has been facilitating collaborative efforts in business, healthcare, non-profit, government and community sectors for 30 years. She is the Executive Director of The Healthy Community Consortium in Petaluma.

Leading Together as a Partnership: Strengthening the Board/Executive Director/Staff Working Relationship

October 16, 2008 – 9:00 am to 12:00 pm

Location: Volunteer Center of Sonoma County – Classroom A

Leading as partnership and enhancing nonprofit governance and management means understanding and exercising complementary roles with clear boundaries as well as mutually agreed upon decision-making authority and lines of communication. This interactive workshop focuses on both a conceptual understanding and practical tools covering the following: strengthening understanding of board and executive director responsibilities; clarifying boundaries of responsibility and decision-making of board committees and staff members; enhancing lines of communication with the board and executive director; and sharing lessons learned and helpful approaches for strengthening the partnership of board and staff.

Trainer Christopher Szecsey has over 35 years experience as a local and international consultant, trainer, and facilitator, and has designed and conducted numerous training workshops on topics such as: board development, leadership, strategic planning, organizational learning, program development and evaluation, and Appreciative Inquiry applications. He has been a non-profit executive director and has served on three boards, and now is the board chair of a local nonprofit.

Engaging Your Board in Financial Analysis

October 23, 2008 – 5:30 pm to 8:30 pm

Location: Community Action Partnership

Our final session for this grant cycle will be targeted to your board members. Presentation of financial statements can be challenging for your board if they don't understand how to interpret

them. Our presenters will teach your board how to review basic financial statements and feel confident about their grasp. If you or your staff attended the session on designing your financial statements - this session will dovetail that earlier training.

Trainer Linda Kachiu, CPA Zainer, Rinehart Clarke provides training and expertise in the tax exempt arena, which includes charitable institutions, trade associations, and private foundations. Linda is the lead director for the firm's technology. Linda is active in local community organizations, such as the Sonoma County Economic Development Board and its related Foundation and the Sonoma County Food and Wine Center.

Topics List:

- Financial Statement Tools
- Identification of emerging trends
- How to ask in-depth questions for better understanding