

## Financial Success for Nonprofits

The nonprofit world is changing fast. While competition for donors and clients heats up, organizations are being asked to focus on results. Because of this, demand is high in the nonprofit sector for financial leadership.

The Certificate in Nonprofit Financial Success prepares nonprofit leaders and aspiring leaders to focus on mission while achieving financial sustainability. Whether you're working at a well-established nonprofit or a startup, Professor Grasso's experience as a nonprofit leader prepares you to use financial statements and ratios, establish board governance and strategic leadership, raise funds and generate alternative revenue sources, and make strategic programmatic changes.

Students who successfully complete all 4 courses in this certificate program receive a Financial Success for Nonprofits Certificate from Cornell University's College of Human Ecology.

Cornell's College of Human Ecology will also give .6 Professional Continuing Education Units (CEUs) to each student who successfully completes each course.

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### Inside the Program

- Courses begin every 2 weeks, so you can start whenever you're ready. You can take the courses back to back or take time off between your courses.
- Students spend approximately 3-5 hours per week on each course
- Lectures, text transcripts, readings, discussions, and projects are accessible 24 hours a day for three weeks each.
- Courses include multiple choice quizzes and instructor-moderated discussions. A final project is required for each course, allowing you to practice what you've learned in a real-world context.
- Expect plenty of opportunities for collaboration and networking with fellow participants both during and after your courses.

### Who Should Enroll

Leaders, administrators, new board members; decision-making program staff; CEOs and executive directors without a formal finance background from a range of types of nonprofits, and lawyers who serve the nonprofit sector.

**Each course is two weeks long, so you can finish your certificate in as little as 2 months.**

To register today,  
visit: [www.ecornell.com/nao](http://www.ecornell.com/nao)

## Financial Success for Nonprofits

### What You'll Learn:

- Use accounting statements and financial analysis to assess the financial strength of your organization.
- Maintain the financial health and equilibrium of an organization through appropriate use of budgeting, financing and cash-flow management.
- Obtain financial backing and community support through fundraising and alternative revenue sources.
- Build, manage, and lead organizational governance through the lifecycle of the organization.

### Certificate Courses:

#### Assessing Nonprofits using Financial Statements and Ratios (CIPA511)

It's crucial that you learn to assess the health and stability of your nonprofit using financial statements and ratios. Learn to interpret income statements, balance sheets, and cash flow statements while using financial ratios to check the health of your organization by analyzing cash reserves, debt burden, and expenses. These assessments and analyses will help guide your organization's financial strategy.

- Apply basic financial principles to nonprofit management
- Calculate financial ratios to further understand your organization's financial condition

#### Determining Appropriate Budgeting, Debt Financing, and Cash Flow (CIPA512)

Learn how to position your organization against competition by using analytical frameworks to make smart budgeting and financing decisions. You'll learn how to:

- Prepare an operating budget and manage cash flow to meet your organization's financial obligations
- Use debt financing analysis to evaluate the health of your organization's finances and management

#### Fundraising and Revenue Generation (CIPA513)

Learn the fundamentals of fundraising, lobbying, grant writing, and working with foundations while using social networking, marketing, and branding to increase revenue.

- Apply fundamental fundraising principles to your organization's strategy and make marketing, branding, social media, and communication strategies work to your advantage
- Analyze the planning and execution of a capital campaign to improve your own campaigns

#### Strategically Governing the Organization (CIPA514)

Learn to manage your nonprofit's lifecycle pattern with proper governance structure, board membership, and RAPID decision-making methods. You'll learn to lead your team through organizational decline and even rebirth into a stronger and better nonprofit.

- Build governance for an organization in the startup, rapid growth, even the decline phase of an organization
- Use stakeholder theory to manage the rebirth of an organization through alliances, mergers, and acquisitions.