

# Management Development Institute

The Support Center  
of Chicago

*Co-Sponsored by:  
American Can Company Foundation,  
The Chicago Small Business Development Center,  
The Small Business Administration and  
The Junior League of Chicago, Inc.*

## The Chicago Small Business Development Center

### THE BUSINESS CENTER

Chicago City Wide College  
420 N. Wabash Avenue, Suite 703  
Chicago, IL 60611

## The Management Development Institute . . .

. . . is a project of the Support Center of Chicago. It is a workshop series which addresses a wide range of nonprofit management issues. Offered twice each year, the series is designed to help nonprofit Boards and staff and small businesses

develop the people, tools and resources needed to make their organizations more efficient, effective and dynamic. MDI presenters represent some of the best professional talent and nonprofit expertise in the Chicago area.

## The Support Center. . .

. . . was founded in 1972 as a center for nonprofit management assistance. Since then, through consulting and training services, we have helped hundreds of nonprofit organizations, including arts, health and community groups, to become better able to achieve their goals. The Support Center of Chicago is one of eleven Support Centers located throughout the country. This network has developed an unparalleled bank of experience and resources in nonprofit management.

The Support Center  
53 W. Jackson, Suite 1436  
Chicago, Illinois 60604  
☎ (312) 461-9300

The Support Center is a publicly supported tax-exempt organization as described in Section 501(c)(3) of the Internal Revenue Code. Charitable contributions to the Support Center are tax deductible.

## Special Thanks:

Registration fees cover only a part of the cost of the Management Development Institute. The Support Center wishes to thank those corporations, foundations and individuals whose contributions of general support to our programs have, in part, enabled us to offer this series. In addition, we would specifically like to thank the following organizations for their support.

### AB Dick Family Foundation

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## The Support Center Network:

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14 Beacon Street, Suite 408  
Boston, MA 02108  
(617) 227-5514

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& Development of San Francisco  
75 Lily  
San Francisco, CA 94102  
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3052 Clairmont Drive, Suite H  
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500 Jefferson, Ste 1910  
Houston, TX 77002  
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Newark, NJ 07102  
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New York, NY 10036  
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Providence, RI 02903  
(401) 521-0710

Support Center of Washington, D.C.  
1410 Q Street NW  
Washington, D.C. 20009  
(202) 462-2000

# OCTOBER 20 to NOVEMBER 7

## How to Ask for Donations in Person and Feel Great about It

130,000,000 individuals donated \$74 billion last year. Each one of those individuals had to be asked before they gave; otherwise, they probably would not have donated anything. Learn why people give, why people say no, who gives and when to ask, how to prepare the donor before your visit, how to match your approach to the donor's way of thinking, how to motivate yourself and your staff to do the asking, how to deal with "NO" from potential donors, and how to read verbal and non-verbal communication.

9:30-4:00, B

Denis Greene

## Long-Range Planning

In an increasingly competitive environment, planning is the key to any non-profit's growth and survival. After this workshop you will be able to develop sound plans for your organization's future. Topics include: evaluating program options; defining the organization's vision, purpose and mission; format and processes to use in planning; roles of the executive, other staff and board members in planning; and the place of funding and budgeting strategies in the planning process.

9:30-4:00, B

Denis Greene

## Basic Bookkeeping

This workshop will cover the processing of financial transactions from their initial occurrence, to the recording of deposits or received for deposits, to the preparation of financial statements. Topics include: the basic accounting equation; the basic accounting cycle; the chart of accounts; the basic accounting journals; the preparation of basic financial statements; and the use of a financial calculator.

9:30-4:30, E

## Evaluating the Quality of Programs

Learn a basic method of setting up an easy-to-use yet thorough and comprehensive approach to evaluating your agency's programs. This workshop will provide an introduction to evaluation in terms of program goals and objectives.

1:00-5:00, B

Sharon Bruce

## Fundraising Management Systems

Don't let donors slip through the cracks. Implementing Fundraising Management Systems will enhance gift and pledge collection and strengthen relationships with volunteers. Charts, worksheets and processes will be presented and discussed. Development programs of all sizes will benefit from this workshop.

9:00-12:00, B

John Pruehs

## Fundraising & Prospect Research

This workshop will focus on conducting funding research and fundraising planning for your agency, including how to identify prospective funders and how to research these funding prospects.

1:00-4:00, B

Karen Colasimo

John Pruehs

## Donors and Donations

This is your opportunity to share your knowledge about the future of the field.

The morning session will feature speakers from the various types of foundations. Speakers include Adam Clement, Merrilee Egan, and John Pruehs.

The afternoon session will feature speakers who appropriately choose what to fund. Case studies will be presented. Speakers include Laurina Esperanza and Merrilee Egan.

The poontime speaker, Verna Egan, will share with you some of his fundraising tips.

9:00-3:00, D

John Pruehs

Laurina Esperanza

Merrilee Egan

Verna Egan

Lunch will be provided. L

## Basics of Direct Mail Fundraising

This workshop will present an overview of the basics of direct mail fundraising. Topics include: resources and organization required to be successful; how to measure the success or failure of your direct mail program; methods for tracking and improving results; and how to decide whether your organization is ready to start a direct mail program.

9:00-1:00, B

Susan Wakefield

## The Auditor is Coming!

Learn how to negotiate with the auditor. Strategies will be presented on how to ensure an audit meets your organization's needs, and not just the needs of the auditor. Topics include: purpose and type of audits; how audits can be different; how to prepare for an audit; and how to choose an auditor.

2:00-5:00, B

Anne Culton Ruzicka

## Bookkeeping II

The workshop will help you tailor a barebones bookkeeping system to the needs of your organization. Topics include assumptions and principles of accounting, such as cash vs. accrual, fund/functional reporting, and capitalization and depreciation of assets; and the concepts and mechanics of fund accounting and cost allocation. Bring a calculator.

9:30-4:30, E

Cynthia Reed

## Talking Straight

This workshop is for people who want to participate in a more straight talk conversation. Topics include: offering praise and appreciation; stating wants and needs; and resolving conflict.

9:00-12:00, B

John Pruehs

Merrilee Egan

Verna Egan

Lunch will be provided. L

## Cross-cultural Communication

It is imperative to train staff to be aware of cultural differences in communication rather than liabilities. It is important to recognize and understand their nature and to communicate effectively with them. This workshop will explore the impact on communication of culturally diverse employees and how to manage their expectations; and help you to develop a cross-cultural communication strategy.

1:00-4:00, B

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constructive criticism,  
nd changing behavior.  
Joyce Millman

### Communications

hagers and staff to be  
and turn it into assets  
workshop helps partici-  
ally-related problems,  
develop skills to deal  
to analyze culture's  
key factors influencing  
cient behavior and  
communication skills.

James P. Troxel

## Room Locations

- A. Monadnock Building  
53 W. Jackson, Room 826
- B. Dirksen Federal Building  
219 S. Dearborn, Room 1220
- C. Dirksen Federal Building  
219 S. Dearborn, Room 280
- D. Klucynski Federal Building  
230 S. Dearborn, Room 3864
- E. Arthur Young and Company  
1 IBM Plaza  
36th Fl. Training Room

## Marketing your Organization

This workshop will cover basic marketing theory and will help you to 1) clarify your marketing position; 2) determine what services you should offer, and where; 3) determine the most effective promotion and advertisement for your services; and 4) provide an overview of market research strategies and how to apply them.

9:30-4:00, B

Al Rosenbloom

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## Working with the Media: Press Relations for Non-profits

This workshop will cover a wide range of PR techniques, emphasizing effective procedures for working with local media. The following topics will be covered: writing press releases, cultivating feature stories, orchestrating a press conference, and working with broadcast reporters and producers. Bring samples of your current materials.

9:30-12:30, B

Sara Vljacic

## Effective Written Communications

This workshop is for anyone who writes letters, memos, proposals and reports. It will help you reduce writing time; condense your materials; organize details and data; and improve your clarity.

1:30-4:30, B

Virginia McCullough

## How to Write a Marketing Plan

Key components of a marketing plan are reviewed in this workshop. Workshop participants will analyze mission statement, interpret demographic data, and assess the impact of budget constraints on strategy formation. They will then apply these concepts to both a comprehensive case study and to their own organizations.

9:30-4:00, B

Al Rosenbloom

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## Writing Marketing Materials

A review of marketing communication theory and good copywriting principles will begin this workshop. Then participants will critique sample literature and write PSAs, direct mail letters, agency advertising, and other appropriate written correspondence for their own agency.

9:30-4:00, B

Al Rosenbloom

# 7

## Team Building Problem Solving

will look at a team approach to  
problem solving. You will have the opportunity to  
identify factors which both facilitate and hinder the  
problem solving process. Through activities and  
discussion you will identify the dynamics and  
steps involved in effective team problem solving.  
You will also develop strategies for developing and  
managing teams within your own organization.

9:30-4:00, B

Donald Soule  
Bernie Schwartz

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