**Business planning for non-profits (Business Model Canvas for non-profit groups) 3.5-hour session (morning, afternoon, or evening)**

* Understand how to use a one-page business plan – the Non-profit business Model Canvas which is a comprehensive tool looking at different core functions of your organisation and their inter-connections with your core values in the centre.
* Design a new business model for a start-up organisation or an existing organisation.
* Analyse and update your current business model viability for the organisation, a programme, or a section of your business.

**Financial management & controls for non-accountants in non-profits 3.5-hour session (morning, afternoon, or evening)**

* Defining & understanding what financial management is
* Financial controls for your non-profit
* Comprehending & implementing planning & budgeting
* Recognising & controlling risk
* Ongoing bookkeeping
* Financial reporting to the board & other regulatory bodies

**Committee skills 1 day or 2 x 3.5-hour session (morning, afternoon, or evening)**

* The purpose of a committee (board)
* Investigating the best organisational set-up for your group
* Introduction to corporate governance concepts
* Exploring and understanding the expectations of and motivation for joining a group/committee membership.
* Achieving a better understanding of the roles and responsibilities of committee members (having role descriptions for committee members)
* Your behaviours during meetings
* Setting up and effectively running a committee meeting including
* Roles in a meeting,
* What is the purpose of a meeting?
* Necessary documents for a formal meeting, Meeting terminologies, Agenda
* Minutes of the meeting, appointing a minute taker and understanding the importance of reporting minutes. Distribution of minutes to members etc., Taking the minutes of the meeting, You as the minute taker
* Ensuring that the actions in the minutes are carried out.
* Planning an AGM & EGM (if needed)

**Employer skills for hiring personnel for non-profits 1 day or 2 x 3.5-hour sessions (morning, afternoon, or evening)**

* Understand how to implement the steps in the hiring process.
* Defining requirements of the job
* Considering selection options
* Attracting the ‘right’ person
* Application and shortlisting including considering psychometric testing and / or technical tests.
* Interviews / other processes either face-to face or on-line.
* Designing appropriate questions and scoring sheet for candidates
* Follow-up (references, licences, Garda clearance etc.,)
* Engagement and Induction
* Evaluating the candidate’s performance with the assistance of a score sheet
* Analysing and planning how to deal with feedback requested by candidates.
* Ensuring that all legal aspects of the selection procedures are adhered to.
* Practicalities (your set-up) for the interview.

**Fundraising for non-profits suggested 3.5-hour session (morning, afternoon, or evening)**

* What is fundraising & where does it belong in your organisation?
* Identify the key elements in a fundraising campaign and/or events.
* Understanding how fundraising works – how to tell your story to help fundraising both in a traditional manner & on-line.
* Elements of your story – what should be included.
* Identifying who is likely to donate – do you have policies & procedures re donations.
* Planning an annual events / financial calendar
* Who is responsible for the various events planned for the year, the role & responsibilities, actions, and desired outcomes.
* What would this plan include and what might it look like?

**Grant applications for non-profits 1 day or 2 x 3.5-hour session (morning, afternoon, or evening)**

What is a funding/ grant application?

* What funders look for in your application?
* Finding the right funding to match your project / organisation.
* Things to do before you start the application process – introduction to research.
* Reasons why grant applications can succeed or be unsuccessful.
* Frequent questions to expect and how to answer them, including: organisational profile: background, activities, and track record of your organisation – what are the pre-decided deliverables / outputs from this grant application?
* Purpose/evidence of need for your project.
* Evidence of the market and demand while demonstrating innovation
* Outlining social, economic, and environmental impacts and benefits the project.
* Implementing project viability & sustainability
* Budget(s) for the funding / grant application
* How will you monitor and evaluate the project if you are successful in obtaining grant aid.

**Impact measurement - demonstrating the effectiveness of your organisation suggested 1 day or 2 x 3.5 hours session (morning, afternoon, or evening)**

* Understanding the importance of impact measurement and setting your organisation up for success
* Layout of the key terminologies used. Deciphering the difference between inputs, activities, outputs, outcomes, and impact
* Understanding organisational change (committees & board) and its possible effect on people
* Establishing your impact measurement goals (KPIs)
* Logic Model & how to use one.
* Collecting & analysing data & results
* Who are your stakeholders / funders and how to communicate with them?
* Building media relations and getting your message disseminated
* Impact Cards

**Marketing for non-profits suggested 1 day or 2 x 3.5 hours session (morning, afternoon, or evening)**

* The marketing strategy fit.
* What is marketing?
* Summary marketing model for non-profits
* Marketing research … how to…
* Introduction to external macro environment & micro marketing environment
* Macro & Micro
* STEEPLE
* Suppliers, resellers / agent, customers, competitors & general Public
* Market segmentation, targeting & positioning.
* Segmentation
* Demographic, psychographic, geographic, & behavioural targeting
* The battle for the minds of the customer
* Positioning through the 7 Ps of marketing

**Presentation Skills for success in telling your story & getting your message out suggested 2 x 3.5 hours (morning, afternoon, or evening)**

* Clear message that presents your story and information with confidence – what do you want to say and what do you want people to remember?
* What does your audience want from your presentation to them?
* Keep it simple.
* Answering questions Q&A’s
* Creating a confident presence – tools, tips, and techniques
* Guidelines for preparing your short presentation for 2nd training session – what you want to use the practice for?
* Your presentation – individual presentation via zoom (up to 10-12 minutes approx.) Learn and adapt tools & techniques that you see in other presentations. Feedback from workshop tutor – written and in video format (dependent on electronics performing correctly). Access to the workshop tutor via zoom (approx. 10 minutes) for additional clarification if needed within 5 days of receiving the individual feedback
* Plus
* Planning for your presentation
* Recalling information
* What is your story?
* Practical sharing of information

*This workshop has pre-work to be completed prior to the workshop.*

[Non -profit organisations | Total Focus](https://www.totalfocus.ie/non-profit-organisations/?et_fb=1&PageSpeed=off)

**Volunteer Recruitment, Management & Retention for non-profits suggested 1 day or 2 x 3.5 hours (morning, afternoon, or evening)**

* Volunteering benefits the community and the volunteer.
* Volunteer work is unpaid.
* Volunteering is always a matter of choice.
* Volunteering is a legitimate way in which citizens can participate in the activities of their community
* Volunteering is a vehicle for individuals or groups to address human, environmental and social needs
* Volunteering is an activity performed in the not-for-profit sector only
* Volunteering is not a substitute for paid work.
* Volunteers do not replace paid workers nor constitute a threat to the job security of paid workers.
* Volunteering respects the rights, dignity and culture of others promoting human rights and equality.

**Project planning for non-profits suggested 1 day or 2 x 3.5 sessions (morning, afternoon, or evening)**

* Understanding a project & project planning
* The 7 seven underlying principles of projects
* Market Research
* What is a feasibility study (needs analysis, design, interpretation)?
* How to structure a brief for a contractor to undertake a feasibility study on your behalf
* Assessing whether your non-profit services and projects are sustainable.
* Developing a business plan (Business Model Canvas for non-profit groups)
* Assessing whether your community-based services and projects are sustainable.

**Strategic planning 1.5 days 3 x 3.5 sessions (morning, afternoon, or evening)**

* Defining strategy & identifying a suitable strategic plan
* Framework from which to start planning.
* Elements of a strategic plan including mission(& vision) statement
* Gather & analyse information (environmental scanning)
* Formulate strategy (strategic planning)
* Implement your strategy plan.
* Evaluate & control (impact measurement)
* Exploring the life cycle of your organisation
* Recognising the stages & where your organisation fits in