

PA 590 | Fundraising, Grant Writing and Leadership for Nonprofit Organizations: Fall 2018 at CSUSB!

Do you want to:

- 1) Make yourself highly attractive for nonprofit, business and government jobs with a high demand skill set?
- 2) Learn leadership and social entrepreneurship skills transferable to business and public careers?
- 3) Build your resume with vital, practical, marketable skills?
- 4) Leverage resources for social causes you believe in?

If you answered yes to the above questions, then don't miss this new CSUSB course available to both graduate and undergraduate students. Prof. Anthony Silard has over 25 years of experience teaching leadership to the world's largest nonprofits and Fortune 500 companies and raising millions of dollars from foundations, corporations, governments and individuals. This class includes case studies from Harvard Business School, Harvard's JFK School of Government and UC/Berkeley and is one of only three required courses for The Jack H. Brown College of Business and Public Administration's Certificate of Nonprofit Leadership (for more information on this fantastic resumé-building certificate, see <https://jhbc.csusb.edu/mpa/concentrations/certificate-nonprofit-leadership>) and applies to both the Financial Management and Leadership Concentrations. Various nonprofit CEOs will join us as guest speakers. Prof. Silard will teach YOU the secrets to fundraising and leadership success.

Students will be introduced to the practical skills necessary to generate resources for and lead nonprofit organizations.

Specifically, you will learn:

- 1) **Vital leadership skills** such as how to balance empathy and authenticity in your personal leadership style
- 2) How nonprofits use **social media as a fundraising tool**
- 3) **Self-management, work-life balance and goal-setting** so you can bring your career and life into alignment
- 4) **Effective grant writing**
- 5) Interpersonal skills such as **collaborative communication** and how to manage difficult conversations with coworkers
- 6) Numerous **cutting-edge fundraising strategies** to leverage resources for social causes from foundations, corporations, government agencies and individuals