

# Best Skills Best Churches



## These days, it's not business as usual in the church.

Become a reliable, knowledgeable partner to help your church leadership!

If you want to have effective discipleship that transforms lives, we can help give your leaders the knowledge to do it, and at a low cost. Thanks to a partnership with ASU Lodestar Center for Philanthropy and Nonprofit Innovation, the Rocky Mountain Synod is offering a graduate/executive-level certificate program called **Best Skills Best Churches**. This is a holistic program with topics from volunteer management to marketing to financial management.



**Rocky Mountain Synod**  
Evangelical Lutheran Church in America  
God's work. Our hands.



Learn more about the course topics, designed specifically for **clergy and lay leaders**, on the reverse side.

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**nmi** nonprofit  
management  
institute

NMI is a professional development entity of the

**ASU** Lodestar Center  
for Philanthropy and Nonprofit Innovation  
Arizona State University

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## Course descriptions

### Volunteers in Service

Managing our most valuable assets: Volunteers in service. People, whether they are employees or volunteers, are the life-force of any nonprofit organization. This training session will provide tools for developing job descriptions, recruiting/hiring, orienting, training, and evaluating and coaching the performance of employees and volunteers. Special emphasis will be placed on communication, motivation and recognizing volunteer and employee efforts including appreciation and celebration.

### Legal Aspects of Governance

Participants will learn about the legal aspects of nonprofit governance. The role of the vestry will be discussed as high-quality leaders in the parish and their role in leading the church into the future. An understanding and appreciation of the roles of board members will be discussed. The role of strategic planning in governance will also be discussed.

### Effective Communication and Handling Conflict

This course will provide participants with a foundation for dealing with the types of internal and external communications needed to effectively manage staff, volunteers, and congregants. Participants will explore various ways to address conflictual issues from governance to financial stability, and best practices in managing parish ministry programming.

### Marketing and Community Presence

What is the public face of your faith-based organization in the larger community? What role does marketing play? How can you better use new technologies and relevant language to reach members and prospective members? How do you become known in your community? How do you develop your brand? This course will explore marketing concepts that offer an inviting message to the community and appeal to the non-attending people. It will provide practical insights on using tools such as websites, blogs, Facebook, etc., to create a message that will resonate with and welcome people outside of your current membership.

### Financial Management for Effective Service

How do you ensure you have the necessary resources to meet the mission of your nonprofit organization? Accounting practices for nonprofits will be explored, as well as ethical and legal/tax issues. In addition, budgeting and how to read financial statements will be covered.

### Fundraising Aspects of Stewardship

This course will explore tools to enhance your congregation's stewardship and giving, with checks and balances to maintain transparency. This session explores the basics of philanthropy and the donor centered fund development process and how to create a plan that will result in effective fundraising strategies for staff and volunteers – even in tough economic times. Discussion will be on how to raise enough funds to effectively cover the operating budget.



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