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UW-Green Bay: Nonprofit Leadership Certificate aims to strengthen nonprofit leaders

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Green Bay, Wis. — Nonprofit organizations play a vital role in communities, addressing needs often underserved. Yet leading a nonprofit requires a different skillset than leading a for-profit company.

UW-Green Bay's Nonprofit Leadership Certificate can provide tools and actionable approaches essential for nonprofit success.

"Our communities are impacted by hundreds of nonprofits," says Lora Warner, Associate Professor and Director of the Center for Public Affairs at UW-Green Bay. She teaches in the Public Administration program and leads the Nonprofit Management Certificate. "These nonprofits service populations of great need, which makes it all the more important that ongoing training is provided for new and developing staff."

The Nonprofit Leadership Certificate was shaped by an advisory board of engaged nonprofit leaders in Northeast Wisconsin and is designed for early career and volunteer nonprofit individuals as well as middle managers looking for more responsibility. The certificate is particularly relevant to individuals transitioning from for-profit.

Participants will learn from experts with years of nonprofit experience the key areas critical to a nonprofit's success. Essential courses include:

- Building a Strong Fund Development Program
- Developing an Active Board of Directors
- Foundations of Financial Management
- Human Resource Management
- Marketing and Communication Strategy

The first class starts August 19, 2022, and registration is open now.

Individuals may take one or two courses to expand their experience, or they may take all five and complete a capstone project to earn a certificate and digital badge for internal and external communications.

Learn more about the certificate program at https://www.uwgb.edu/-certificate-programs/nonprofit-leadership/. If there are any additional questions, please contact Teri Zuege-Halvorsen, Executive Regional Manager at 920-465-2862 or email zueget@uwgb.edu.