

EDUCATION FOUNDATION LEADERSHIP CERTIFICATION PROGRAM



The National School Foundation Association offers the only certification program designed exclusively for education foundation leaders and executives. Education foundations are unique and those leading these foundations face unusual challenges and demands. This program provides individuals with specific skills and knowledge required to lead and manage an education foundation.

| Core Area | Coursework Includes: |
|------------------------------------|---|
| BOARD DEVELOPMENT | Ideal board structure, board membership, board training, board roles and responsibilities, committees, working with boards, and board leadership |
| FINANCIAL MANAGEMENT | Budgeting, financial planning, interpreting financial reports, financial controls, working with a finance committee, audits, and reporting requirements |
| LEGAL REQUIREMENTS | IRS requirements, Articles of Incorporation and Organizational By-laws, donor expectations and gift restrictions, ethical considerations around gifts, human resource issues |
| ORGANIZATION PLANNING & LEADERSHIP | Development and use of an effective strategic plan, team and volunteer recruitment and management, program design (including accountability, program evaluation, & ROI to donors), program oversight, and reporting |
| RESOURCE DEVELOPMENT & MARKETING | Marketing and communications strategies, identifying and qualifying prospects, case statements, gift policies, grant writing, annual fund, alumni engagement, major gifts, planned giving |
| EDUCATIONAL COLLABORATION | School district funding (constraints and opportunities for foundations), working with district leadership and school boards, funding, and oversight of programs |

Our experienced instructors in the National School Foundation Association Certification Program specialize in training executive leaders like you, who are seeking a network of peers, specific training and the confidence to overcome the challenges you face every day in funding your local schools. NSFA-certified leaders can apply the training our certification program provides to help them more effectively raise money, operate their nonprofits more efficiently, engage their communities, and most importantly, improve their local schools.

At the National School Foundation Association, we connect, inform and motivate education foundation leaders through our certification program and other education programs, which are designed to help leaders like you manage and lead your organizations for greater success.

What Participants are Saying About the Program:

The value of the certification comes not only from the course but also from the interactions with other education foundation leaders who are facing the same challenges and opportunities that we are facing at Decatur Education Foundation. Sharing experiences, documents, and strategies has created a network between us, which I think will be a huge asset well beyond the course end date.



Gail Rothman
Executive Director, Decatur Education Foundation



The course has been absolutely so much more than I thought it would be, just an incredible amount of important, RELEVANT, immediately applicable information and learning.

Deborah Lund
Pine-Richland Opportunities Fund

The class (and cohort structure) has helped me build a network of peers that have been completely open to exchanging what has worked and what hasn't worked in their organizations.



Suzi Bruin
Executive Director, Bartholomew Consolidated School Foundation



Whether you have been in the field a long time or are just starting out, this certification program will challenge you, inspire you, and give you the tools you need to grow your school foundation. After 18 years in the nonprofit sector, 15 of them in the development field, this program is the most highly relevant coursework that I have completed.

Traci Skalberg
Executive Director, Grand Island Public Schools Foundation

As a long-time executive director, I wondered how much I would get out of the program. I was surprised to find I learned something new almost every week, usually from one of my peers in the cohort. The other surprise was how many projects on my long-term "to do" list I was able to check off because they were required assignments i.e. an updated Board Manual and more effective Board Orientation. It provided a good ROI for every dollar and minute I invested in it.



Robin Callahan
Vice President of Philanthropic Services, Greater Tacoma
Community Foundation