

# What's keeping YOU up at night?

Let us train your next generation of executive leaders and you can sleep well!



## Certified Nonprofit Professional (CNP) Credential

Our **Workforce Track** to the **Certified Nonprofit Professional (CNP) credential** is specially designed for social impact leaders who want to advance their skills and expand their opportunities for promotion within their organizations.



According to independent research, **CNPs stay employed 50% longer in the nonprofit sector** than their non-credentialed peers who have similar backgrounds and education levels.

## Custom Training Opportunity

During the 6-month CNP program, learners gain a practical understanding of nonprofit management — including fundraising, marketing, governance, volunteer management, finance and leadership. Wherever your employees are in their career journey, the CNP online credential program will prepare them for a leadership position in your organization.

The CNP program provides learners the opportunity to not just read about critical nonprofit management topics, but apply concepts to real-world scenarios.

## BENEFITS OF A CUSTOM CNP COHORT



Investing in a CNP Workforce Track allows you to **increase employee retention and reinforce your organization's values and culture.**



Building cohorts of your emerging leaders from across your enterprise creates a **peer network nationally or globally.**



Developing your staffs' mastery of the 10 core competencies included in the CNP program means a **more productive and effective team.**



Learners will earn the **Certified Nonprofit Professional (CNP) credential as a digital badge** after successful completion of the program. This third-party verified recognition underscores the competencies learners gained through their participation in the program.

“Like all HR departments, we know it's the right thing to do to continue to develop our employees. The CNP program is a strategic tool that builds relationships and business acumen across our enterprise. It is customized, allowing our emerging leaders to consider real scenarios within Make-A-Wish. We are pleased to support our workforce with access to this valuable experience.”

Make-A-Wish®

— Doug Klein, *Director of Human Resources*,  
Make-A-Wish America