



Nonprofit Leadership Alliance

6-Month CNP Professional Track SAMPLE Outline & Assignments

The CNP Professional Track (offered by the Nonprofit Leadership Alliance) is a completely online leadership program created for emerging leaders working in the nonprofit sector. The program includes six courses, each with discussion postings, an applied assignment, and a short exam to test your learning. We understand that many learners have busy schedules; the program’s flexible timeframe allows learners to work at their own pace with minimal deadlines to ensure that you complete within 6 months.

The sample program outline below provides content and assignments typically in each course, and is subject to change.

Course	Content	Assignments
Management & Leadership in the Nonprofit Sector	<ul style="list-style-type: none"> ● Introduction to the Nonprofit Sector ● The Nonprofit Organization Context ● Nonprofit Human Resources ● Ethics & Values in the Nonprofit Sector 	<ul style="list-style-type: none"> ○ Discussion Posting: Reflection on Learning and Application ○ Exam ○ Applied Project: Case Organization Overview
Designing Programs for Long Term Sustainability	<ul style="list-style-type: none"> ● Developing the Program’s Theory of Change ● Resource Allocation for Nonprofit Programs ● Basics of Effective Program Design 	<ul style="list-style-type: none"> ○ Discussion Posting: Reflection on Learning and Application ○ Live Session ○ Exam ○ Applied Project: Program Design
Nonprofit Budget and Financial Management	<ul style="list-style-type: none"> ● The Financial Model of Nonprofit Organizations ● Components & Procedures for Nonprofit Budgeting ● Nonprofit Monitoring, Compliance & Accountability 	<ul style="list-style-type: none"> ○ Discussion Posting: Reflection on Learning and Application ○ Exam ○ Budgeting Exercise ○ Applied Project: IRS 990 Review
Nonprofit Marketing & Communications	<ul style="list-style-type: none"> ● Understanding Your Target Audiences ● External Messaging & Advocacy ● Crisis Messaging & Using Social Media 	<ul style="list-style-type: none"> ○ Discussion post ○ Live Session ○ Exam ○ Applied Project: Marketing Plan
Nonprofit Fundraising & Resource Development	<ul style="list-style-type: none"> ● Structure and Responsibility of the Fundraising Role ● Know Your Donors ● Creating a Culture of Philanthropy 	<ul style="list-style-type: none"> ○ Discussion Post ○ Exam ○ Applied Project: Fundraising Plan
Nonprofit Trends & Innovation	<ul style="list-style-type: none"> ● External Factors That Impact Nonprofit Decision-Making ● Emerging Trends in Organizational Governance & Structure ● Advanced Technologies & the Global Nature of the Nonprofit Sector 	<ul style="list-style-type: none"> ○ Discussion Post ○ Portfolio: Applied Projects FINAL DOCUMENTS with conclusions/recommendations ○ Live Session



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Sample Assignments

- **Discussions:** A Discussion Posting: Reflection on Learning and Application is due at the end of the second week of each course. Just as it sounds, the purpose is for you to share with your course colleagues what you learned thus far from the course materials and how this learning connects to your own experience. You are encouraged to continue these conversations, sharing additional resources and experiences.
- **Exams:** Each exam consists of 25 multiple choice and true/false questions derived from the assigned readings and PowerPoint slides. The exams are "open book" with no time limit. There are no trick questions, but you do need to read each question thoughtfully to be successful. You will have three attempts to pass the exam (76% or higher).
- **Applied Projects:** Applied projects are work products that relate to course content and offer substantive application of course concepts. You will submit an applied project at the end of the first five courses. Complete instructions are included in the appropriate course.
- **Live Sessions:** While all of the material in the program is asynchronous, several synchronous online sessions bring everyone together. While these sessions will not be required (and will be recorded for those who are unable to attend), we encourage to attend to meet your colleagues and share your insights.



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