



# WISPAD<sup>®</sup>

Wilberforce International School  
of Poverty Alleviation and Development

Effectiveness, Excellence, and Integrity in  
Social and Public Service™



## Nonprofit Strategic Management Workshops

Spring Calendar  
2019

Supporting the Development of  
China's Social Sector

[www.wispad.org](http://www.wispad.org)  
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### *(PS-NM 110) Strategic Nonprofit Management*

- ✓ Mastering advanced skills for structuring and managing nonprofit organizations and social agencies in complex Chinese and global scenarios.
- ✓ Learning strategic methods and frameworks used to optimize organizational resource management.
- ✓ Developing an strategic organizational framework integrating vision and mission with the strategic plan and operational, H.R. and financial plans.

- ◊ April 8, 9, 11, 12 in Zhengzhou
- ◊ May 20, 21, 23, 24 in Chengdu
- ◊ Also offered in the Fall season of 2019



### *(PS-NM 120) Nonprofit Project Management*

- ✓ Learning how to plan, organize, motivate, and control people and resources in order to produce a service or achieve a specific result.
- ✓ Mastering skills and tools to define project work tasks, identify risks, estimate time durations, and develop a budget.
- ✓ Developing the skills for managing current projects for increased efficiencies and resource optimization.

- ◊ May 20, 21, 23, 24 in Chengdu
- ◊ Also offered in the Fall season of 2019



### *(PS-NM 320) Strategic Volunteer Management †*

- ✓ Integrating a volunteer strategy into the organization's strategic plan.
- ✓ Developing strategic engagement and systemic skills to manage volunteers as means for mission fulfillment.
- ✓ Mastering practical volunteer strategies including planning, recruitment, performance management, motivation and evaluation.

- ◊ March 20, 21, 22 in Beijing
- † Successful completion of prior Strategic Nonprofit Management Workshop required, or two years of related experience.

### *(PS-NM 230) Nonprofit Program Development and Marketing*

- ✓ Mastering practical skills for assessing the characteristics and needs of key organizational constituencies and for efficiently developing and effectively implementing programs and services.
- ✓ Gaining command of skills and tools required for the comprehensive development of the organization's marketing and communicational strategies aiming at maximizing social impact, fundraising effectiveness, and general public support.

- ◊ May 6, 7, 9, 10 in Shenzhen
- ◊ Also offered in the Fall season of 2019



### *(PS-NM 220) Human Resource Management †*

- ✓ Integrating human resource decision making and structures with the organization's strategic planning.
- ✓ Developing skills for strategic job analysis, recruitment, and selection of human resources in a variety of organizational structures.
- ✓ Assessing models for motivating and equipping staff and volunteers within challenging organizational scenarios.

- ◊ May 27, 28, 30, 31 in Chengdu
- ◊ Also offered in the Fall season of 2019
- † Successful completion of prior Strategic Nonprofit Management Workshop required, or two years of related experience.



### *(PS-NM 410) Strategic Nonprofit Governance †*

- ✓ Designing Governance structure to provide organizational oversight and accountability, in line with international practices and new Chinese Public Charity laws.
- ✓ Mastering the strategic planning, stewardship, fundraising, and communicational roles of Board members.
- ✓ Developing synergic and efficient interactions between the organization's Governance and Management officers.

- ◊ March 25, 26, 28, 29 in Beijing
- ◊ Also offered in the Fall season of 2019
- † Successful completion of prior Strategic Nonprofit Management Workshop required, or two years of related experience.

### (AT-PE 110) Program Evaluation

- ✓ Gaining command of tools required to quantitatively assess the effectiveness of programs.
- ✓ Developing a plan to evaluate program's resources, outputs, outcomes and impact.
- ✓ Mastering tools to improve efficiency and performance from need-assessment techniques to cost-benefit and impact-assessment methods of program evaluation.
- ◇ April 8, 9, 11, 12 in Zhengzhou
- ◇ May 27, 28, 30, 31 in Chengdu
- ◇ Also offered in the Fall season of 2019



### (AT-PE 220) Applied Program Evaluation †

- ✓ Second level Workshop exclusively for alumni of WISPAD's AT-PE 110.
- ✓ Mastering advanced tools and skills required to quantitatively and qualitatively assess programs of participating organizations.
- ✓ Improving the effectiveness of participants' programs, using examples and data from their own organizations.
- ◇ May 6, 7, 9, 10 in Shenzhen
- † Successful completion of prior Program Evaluation Workshop required.



### (PS-LS 240) Nonprofit Negotiation Skills †

- ✓ Mastering negotiation and conflict-resolution skills for effective and ethical management of organizations in complex inter-relational scenarios.
- ✓ Developing negotiation skills through the use of negotiation frameworks tailored to different intra- and inter-organizational contexts.
- ✓ Practical assessment of highly interactive negotiation models involving role plays and group discussions.
- ◇ Offered in the Fall season of 2019



### (PT-DP 320) Disaster Preparedness and Relief

- ✓ Integrating disaster preparedness and relief into the strategic frameworks of organizations' risk assessments.
- ✓ Developing strategies for disaster preparedness and relief applicable to scenarios of Chinese nonprofit organizations.
- ✓ Mastering skills and tools for preparing target populations for disaster response and recovery, focusing on the needs of Chinese nonprofit organizations.
- ◇ Offered in the Fall season of 2019



### Location and Applications

- ◇ Workshops are held in state-of-the-art conference rooms, always located conveniently near a subway station.
- ◇ Candidates can easily apply for admission by filling out our short **Application Form for WISPAD's Workshops** either in English or Chinese as found in our Chinese website at: [http://wispad.cn/04\\_Registrations/index.php#registration](http://wispad.cn/04_Registrations/index.php#registration).
- ◇ You may also request an Application Form for any of our Workshops by e-mail at [admissions@wispad.org](mailto:admissions@wispad.org)

### Format

- ◇ Workshops include six or eight sessions over three or four full days.
- ◇ All workshops are bilingual with English-Chinese materials and live translations, except the Strategic Volunteer Management Workshop, which is in Chinese.
- ◇ WISPAD's Workshops are limited to 12-20 participants.
- ◇ Teams of 2 to 3 participants per organization are encouraged.



### Discounts

- ◇ 10% discount of the subsidized fee for group registration of 2 or more participants from the same organization per Workshop.
- ◇ 5% discount of the subsidized fee for early registration at least one month before start of the respective Workshop.
- ◇ The discount rates can be combined.

### Fees

The subsidized prices shown in the schedule below are discretionarily offered by WISPAD according to its vision and mission, as well as restrictions imposed on funds available for such subsidies.

#### Workshop Fees for All Organizations

	Organizations's Place of Incorporation			
	Foreign	Chinese 1st Tier Cities	Chinese 2nd Tier Cities	Chinese 3rd Tier Cities and Below
Forprofits / Individuals	¥5,600			
Foundations, Public Agencies, and Multinational Organizations	¥3,000			
Social Enterprises	¥3,000	¥2,700	¥2,600	¥2,600
Private Non-Enterprises	¥2,700	¥2,500	¥2,200	¥1,700
Social Organizations	¥2,600	¥2,400	¥1,800	¥1,100

#### Workshop Fees for Special Organizations\*

	Organizations's Place of Incorporation		
	Chinese 1st Tier Cities	Chinese 2nd Tier Cities	Chinese 3rd Tier Cities and Below
Social Enterprises	¥1,900	¥1,800	¥1,800
Private Non-Enterprises	¥1,800	¥1,500	¥1,200
Social Organizations	¥1,700	¥1,300	¥800

\*Chinese Organizations with main programs DIRECTLY Serving Poor and Needy Individuals, and without training funding from external public or private sources.

- ◇ Participants are responsible for all travel-related costs.

### (PS-FS 110) Financial Leadership and Management

- ✓ Progressively building financial leadership skills and control-oriented strategies for nonprofit organizations.
- ✓ Mastering strategic financial management skills as well as tools for budgeting, financial analysis, and control of financial performance based on case studies.
- ✓ Promoting skills of strategic planning applied to cost analysis of programs, income and fundraising planning for financial, long-term self-sustainability.
- ◇ June 10, 11, 13, 14 in Beijing
- ◇ Also offered in the Fall season of 2019