

# Volunteer Lethbridge Training and Video Conference Schedule



**Winter / Spring 2012**

Updated: Dec. 12, 2011



**Did you know...** that a key element to an organization's success is a commitment to enhancing the skills of its human resources, be they paid or volunteer?

**Did you also know...** that many small non-profit organizations have little or no funding designated to training?

Volunteer Lethbridge will be hosting a series of training and video conference opportunities that are **very affordable** and designed to meet some identified needs of non-profit organizations that engage volunteers.

You will find a wide range of the topics including; **Volunteer Management, Board Development, Fund Raising, Time Management** and **Legal Issues concerning non-profits** have been planned for the Winter/Spring 2012 period.

Whether you are; a program volunteer, a policy volunteer (board of directors) or a paid staff, there is a session for **YOU!**

### **Register and/or obtain more information:**

**by phone:** (403) 320-2044

**by e-mail:** [training@volunteerlethbridge.com](mailto:training@volunteerlethbridge.com)

**by mail:** Volunteer Lethbridge  
Suite 200, Deveta Place  
410 Stafford Dr. S.  
Lethbridge, AB T1J 2L2

**Limited spaces are available... REGISTER EARLY** and avoid disappointment!

Program funding provided by  
Alberta Advanced Education through:



Lethbridge Lifelong  
Learning Association

# INDEX

TRAINING SESSIONS PRESENTED THROUGH VIDEO CONFERENCE		Page #
<a href="#"><u>INS AND OUTS OF DONATION RECEIPTS</u></a>	...	4
<a href="#"><u>MEETING SKILLS FOR RESULTS</u></a>	...	4
<a href="#"><u>DE-COMPLICATE THE COMPLICATED BUSINESS OF PRIVACY FOR YOUR NON-PROFIT ORGANIZATION</u></a>	...	5
<a href="#"><u>FUNDRAISING SKILLS AND IDEAS</u></a>	...	5
<a href="#"><u>BASIC GRANT PROPOSALS</u></a>	...	6
<a href="#"><u>VOLUNTEER RECRUITMENT</u></a>	...	6
<a href="#"><u>VOLUNTEER RETENTION</u></a>	...	7
<a href="#"><u>REAL TIME PLANNING FOR NON-PROFIT ORGANIZATIONS</u></a>	...	7
<a href="#"><u>TOOLS FOR POSITIVE CHANGE</u></a>	...	8
<a href="#"><u>SUCCESS FACTORS IN RAISING FINANCIAL CAPITAL</u></a>	...	8
<a href="#"><u>FEASIBILITY STUDIES FOR NON-PROFIT ORGANIZATIONS</u></a>	...	9
<a href="#"><u>CLIENT SERVICE EXCELLENCE</u></a>	...	9
<a href="#"><u>INTRODUCTION TO THE NON-PROFIT SECTOR</u></a>	...	10
<a href="#"><u>TIPS &amp; TECHNIQUES FOR MORE PROFESSIONAL VIDEO</u></a>	...	10
<a href="#"><u>HOW TO USE VIDEO TESTIMONIALS TO INCREASE YOUR CLIENTS</u></a>	...	11
<a href="#"><u>PRESENTATION ESSENTIALS: FINE TUNE YOUR PRESENTATIO</u></a>	...	11
TRAINING SESSIONS PRESENTED FACE-TO-FACE		Page #
<a href="#"><u>GOVERNING TOMORROW'S NPO: Is your Organization Protected?</u></a>	...	12



## INS AND OUTS OF DONATION RECEIPTS

(video conference)

When can you issue a donation receipt? What should be included on the receipt? How much should the receipt be issued for? These are a few of the questions that this session will answer. If you are involved in fundraising activities as a staff or volunteer, this session will give you the general knowledge about receipting.

**Date:** Wednesday, January 18, 2012  
**Time:** Noon-1:00 pm (Bring your lunch)  
**Location:** Volunteer Lethbridge  
**Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person  
**Presenter:** San San Sy (*see inside back cover for presenter profile*)  
**Registration Deadline:** Monday, January 16, 2012

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## MEETING SKILLS FOR RESULTS (Facilitator at Volunteer Lethbridge)

Issues, 'what works' and practical strategies that help meetings produce results will be discussed in this session.

Whether you are having a governance meeting to make decisions, a meeting to give or get information or a working meeting to focus on a project or initiative, this session will provide you with strategies and tools to do more, successfully.

Topics explored are: discussion of the 6 different meeting types; meeting governance and goals; meeting dynamics; using agendas for advantage; methods for recording meeting minutes; and tips for chairing and/or facilitating a meeting.

**Date / Time:** Wednesday, January 25, 2012 / Noon-1:30 pm  
**or** Wednesday February 22, 2012 / 11:30 am-1:00 pm  
**or** Thursday, April 5, 2012 / 1:00 pm-3:30 pm  
**Location:** Volunteer Lethbridge  
**Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person  
**Presenter:** Richard Larsen (*see inside back cover for presenter profile*)

**Registration Deadline** (for Jan. 25 session): Monday, January 23, 2012  
(for Feb. 22 session): Monday, February 20, 2012  
(for Apr. 5 session): Tuesday, April 3, 2012

## DE-COMPLICATE THE COMPLICATED BUSINESS OF PRIVACY FOR YOUR NON-PROFIT ORGANIZATION

(video conference)

Do you know what constitutes a 'good reason' for non-profits to collect personal information?

- What is the best security measure for non-profits to take when protecting sensitive personal information?
- Do the personal information you collect and the purpose for collecting it match in accordance with best practices?

**This presentation answers these questions and gives you a solid understanding about best practices in privacy protection.**

Challenge your non-profit organization to higher information privacy standards. Find out if your organization is doing everything to comply with the standards set out by PIPA and industry best practices.

**Date:** Thursday, January 26, 2012

**Time:** 10:00 am-Noon

**Location:** Volunteer Lethbridge

**Fee:** Volunteer Alberta Member Organizations \$20.00/person  
Non-Member Organizations \$25.00/person

**Presenter:** Volunteer Alberta

**Please Register on-line by:** Tuesday, January 24, 2012

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## FUNDRAISING SKILLS AND IDEAS

*(Facilitator will be at Volunteer Lethbridge)*

Widen your view of fundraising activities; this workshop will provide you with over 200 ideas for fundraising projects. Topics include food sales, sale of services, dinners, specialty sales, used goods, concessions, auctions, earned income from 'business' enterprises, equipment rental, cash donation options, educational programming, publishing and intellectual property licensing, special events and games of chance.



**Date:** Thursday, February 16, 2012 **or** Wednesday, April 4, 2012

**Time:** 11:30 am -1:00 pm *(Bring your lunch)*

**Location:** Volunteer Lethbridge

**Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person

**Presenter:** Richard Larsen *(see inside back cover for presenter profile)*

**Registration Deadline** (for Feb. 16 session): Tuesday, February 28, 2012  
(for Apr. 4 session): Tuesday, April 2, 2012

## **BASIC GRANT PROPOSALS** (Facilitator will be at Volunteer Lethbridge)

If you need to write a letter of intent or a general grant proposal for a project of your not-for-profit organization where no application form is provided, this session is for you. The presentation will give an overview of the Letter Grant Proposal Format as developed by the granting organization or when a letter of intent is requested. It has a 30 year track record as one of the most accepted and successful grant proposal writing formats and uses a quickly mastered process.

**Date:** Wednesday, March 14, 2012 **or** Wednesday, May 9, 2012

**Time:** 11:30 am-1:00 pm (Bring your lunch)

**Location:** Volunteer Lethbridge

**Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person

**Presenter:** Richard Larsen (see inside back cover for presenter profile)

**Registration Deadline** (for Mar. 14 session): Monday, March 12, 2012  
(for May 9 session): Monday, May 7, 2012

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## **VOLUNTEER RECRUITMENT** (Facilitator at Volunteer Lethbridge)

This session discusses the process of recruiting volunteers to organizations or for specific projects or initiatives addressing Why, What, Who, How and When, while building the capacity of voluntary sector organizations to recruit volunteers; creating an understanding of the various elements that go into the process of volunteer recruitment; and providing information, discussion and checklists to aid participants in developing or refining their volunteer recruitment strategies.

**Date:** Tuesday, March, 20, 2012

**Time:** 11:30 am-1:00 pm (Bring your lunch)

**Location:** Volunteer Lethbridge

**Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person

**Presenter:** Richard Larsen (see inside back cover for presenter profile)

**Registration Deadline:** Friday, March 16, 2012

## VOLUNTEER RETENTION

(Facilitator at Volunteer Lethbridge)

Explore 'What Works' in the element of volunteer retention, recognizing that volunteer retention is fundamentally a work of relationship and trust building; instilling a sense of validation in your volunteers.

- Date:** Tuesday, April 3, 2012
- Time:** 11:30 am-1:00 pm (Bring your lunch)
- Location:** Volunteer Lethbridge
- Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person
- Presenter:** Richard Larsen (*see inside back cover for presenter profile*)
- Registration Deadline:** Friday, March 30, 2012
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## REAL TIME PLANNING FOR NON-PROFIT ORGANIZATIONS

(Facilitator at Volunteer Lethbridge)

This session focuses on planning practices and strategies needed by organizations whose success requires them to adopt an enterprise orientation, with the possibility of generating an operating surplus, to ensure their ability to provide services to the community. We will examine real time planning elements including the businesses you are in; identifying the critical elements for success; what you want your enterprise to achieve; the strategies you will need to use to you accomplish your goals; clearly identifying the investments needed to make the enterprise successful; and understanding your cost recovery requirements.



- Date:** Wednesday, March 7, 2012 **or** Wednesday, May 2, 2012
- Time:** 11:30 am - 1:00 pm (Bring your lunch)
- Location:** Volunteer Lethbridge
- Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person
- Presenter:** Richard Larsen (*see inside back cover for presenter profile*)
- Registration Deadline** (for Mar. 7 session): Monday, March 5, 2012  
(for May 2 session): Monday, April 30, 2012

## TOOLS FOR POSITIVE CHANGE

(Facilitator at Volunteer Lethbridge)

If you believe that successful solutions for the issues we face today are constantly being developed, and you are having trouble identifying and adopting them in your life or organization, this session is for you. Many have recognized this state of affairs and have developed tools to address it. We will examine how the Positive Change Models: the Switch Framework, Positive Deviance, Appreciative Inquiry and Solution Focused Brief Therapy, can identify successful strategies and tactics for positive change. Worksheets and checklists will be provided to frame the precise behaviors necessary for adopting these successful strategies in our own lives and organizations.

**Date:** Thursday, February 23, 2012

**Time:** 11:30 am-1:00 pm

**Location:** Volunteer Lethbridge

**Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person

**Presenter:** Richard Larsen (*see inside back cover for presenter profile*)

**Registration Deadline:** Tuesday, February 21, 2012

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## SUCCESS FACTORS IN RAISING FINANCIAL CAPITAL

(Facilitator will be at Volunteer Lethbridge)

Financial capital for non-profit organizations refers to the financial resources and assets available to an organization so it is able to gather the resources they need or pay for what it needs in order to provide the services and products of the organization. Non-profit organizations generally raise financial capital through sources such as donations grants, sponsorships, contracts, Requests for Proposals (RFPs) and various fundraising activities.

**Date:** Tuesday, February 14, 2012

**Time:** 11:30 am-1:00 pm (*Bring your lunch*)

**Location:** Volunteer Lethbridge

**Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person

**Presenter:** Richard Larsen (*see inside back cover for presenter profile*)

**Registration Deadline:** Friday, February 10, 2012

## FEASIBILITY STUDIES FOR NON-PROFIT ORGANIZATIONS

*(Facilitator will be at Volunteer Lethbridge)*

This session will provide discussion, forms and checklists to enable you to determine these vital facts about your proposed project and assist you in analyzing if it is indeed feasible. This session will address the core elements of a feasibility study

1. Capital Costs & Capital Revenues,
2. Operational Costs & Operational Revenues, and
3. Management Plan.

The objective of this session is to enable voluntary non-profit organizations to gain the skills necessary to gather the information necessary to determine the feasibility of a project.

**Date:** Thursday, March 1, 2012 **or** Thursday, April 26, 2012

**Time:** 11:30 am-1:30 pm *(Bring your lunch)*

**Location:** Volunteer Lethbridge

**Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person

**Presenter:** Richard Larsen *(see inside back cover for presenter profile)*

**Registration Deadline** (for Mar. 1 session): Tuesday, February 28, 2012  
(for Apr. 26 session): Tuesday, April 24, 2012

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## CLIENT SERVICE EXCELLENCE

*(video conference)*

Did you know that 42% of Canadians experience some difficulty reading brochures, understanding written directions, or filling out forms? Are you sure that your clients understand what you have to offer? This workshop will give you practical tips for communicating with your clients and improving your advertising. Bring your advertising materials to the workshop. There will be time for questions. Organizations will learn about and identify a few strategies for improving their advertising, forms, brochures and verbal communication with clients.

**Date:** TBA

**Time:** TBA

**Location:** Volunteer Lethbridge

**Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person

**Presenter:** Terri Peters *(see inside back cover for presenter profile)*

# INTRODUCTION TO THE NON-PROFIT SECTOR

(Facilitator at Volunteer Lethbridge)

**Details will follow, but we wanted to let you know so you could save the date!**

- Date:** Thursday, March 15, 2012  
**or** Monday, April 18, 2012  
**or** Wednesday, May 10, 2012
- Time:** 11:30 am-1:00 pm (Bring your lunch)
- Location:** Volunteer Lethbridge
- Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person
- Presenter:** Richard Larsen (*see inside back cover for presenter profile*)
- Registration Deadline:** (for Mar. 15 session) Tuesday, March 13, 2012  
(for Apr. 18 session) Friday, April 13,, 2012  
(for May 10 session) Monday, May 8, 2012

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## TIPS AND TECHNIQUES FOR MORE PROFESSIONAL VIDEO

(Video Conference)

We're in a "video revolution." Now anyone can use the most powerful communication tool ever invented; the benefits for anyone doing business on the net are huge. It lets you be persuasive in ways text just can't- that spells increases in sales. You can use to demonstrate produce. People like to buy from people they know and trust- video lets you show your personality- the real you. And if you're a speaker, there's no better way to give your audience a taste of who you are. It's a powerful and absolutely critical tool in today's digital world. So, how do you get on board? In this session, I'll show you in real time how to shoot a video, download it to your computer, edit it, upload it to YouTube, and embed it on your website. You'll also learn how to fill out the YouTube video description and keyword fields the key to dominating your niche.

- Date:** Tuesday, January 17, 2012
- Time:** 10:00-11:30 am
- Location:** Volunteer Lethbridge
- Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person
- Presenter:** Peter Temple (*see inside back cover for presenter profile*)
- Registration Deadline:** Friday, January 13, 2012



## HOW TO USE VIDEO TESTIMONIALS TO INCREASE CUSTOMERS

(Video Conference)

Having your customers/clients saying fantastic things about you and your organization...in video on your website would be pretty powerful, wouldn't it? It makes you feel great and it makes others feel great about doing business with you! Its word of mouth on video!



Participants will be shown the importance of video testimonials through examples, and to provide all the information that will allow them to ask the right questions, capture short, powerful clips, download them to their computers, and embed them on your website quickly and easily.

them on your website quickly and easily.

At the end of this session, you will know how and when to select appropriate candidates for an interview, be able to craft powerful questions, and have all the skills to post the end product to your website.

- Date:** Wednesday, February 8, 2012  
**Time:** 2:00-3:30 pm  
**Location:** Volunteer Lethbridge  
**Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person  
**Presenter:** Peter Temple (*see inside back cover for presenter profile*)  
**Registration Deadline:** Monday, February 6, 2012
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## PRESENTATION ESSENTIALS: HOW TO FINE TUNE YOUR PERSUASIVE PRESENTATIONS

(Video Conference)

Key points covered in this session are definition of a persuasive presentation; the difference between a goal and an objective and how to write an audience-centered objective; how to analyze any audience to uncover concerns; how to fully counter concerns; how to ensure your objective is realistic; and how to determine only the information to include to meet your objective.

- Date:** Thursday, March 1, 2012  
**Time:** 9:30-11:30 am  
**Location:** Volunteer Lethbridge  
**Fee:** Member Organizations N/C  
Non-Member Organizations \$10.00/person  
**Presenter:** Peter Temple (*see inside back cover for presenter profile*)  
**Registration Deadline:** Tuesday, February 28, 2012

# GOVERNING TOMORROW'S NPO: Is your Organization Protected?

## Knowledge is half the battle

Fraud and embezzlement are realities every not-for-profit organization faces today, and the risks are high.

- i) How can you protect yourself?
- ii) Where are you at risk?
- iii) What can you do to ensure you have responsibility, authority and accountability in your organization?

Meyers, Norris and Penny Ltd., Alberta Culture and Community Services and Lethbridge Regional Police Services (Economic Crimes Unit) invite you to an informative presentation that could make a big difference to your not-for-profit organization.

**Date:** Wednesday, January 25, 2012

**Time:** 8:30 am-Noon or 5:30-9:00 pm

**Location:** TBA

**Details will follow, but we wanted to let you know so you could save the date!**



Government of Alberta ■  
Culture and Community Services



## ABOUT THE PRESENTERS

**Richard Larsen, MSc.**, a Community Development Officer with Alberta Culture and Community Spirit, focuses on building the capacity of individuals and groups to achieve their goals and accomplish their projects. With 26 years of experience working with a range of communities; rural, northern, ethnic, aboriginal, government and urban organizations, he identifies 'what's working' and finds ways to replicate that. Richard also has an active role as a volunteer in his church and community, and is an organizer and sponsor of humanitarian efforts in the developing world.

**Terri Peters** is a former high school English teacher with 15 years of experience in adult literacy. Her areas of expertise include plain language instruction, group facilitation, tutor training, and learning portfolio development.

**San San Sy, MSc. Ed**, is an educator with 30 years of experience in community-centred adult learning and web-based learning in public legal education for the non-profit sector. Always looking for ways to best facilitate adult learning, she pioneered the use of Internet in public legal education in 1993. Combining her experience in serving on boards and a community-based adult education approach, she has been developing resource materials and making presentations on behalf of Charity Central to enhance registered charities' understanding of their legal compliance requirements.

**Peter Temple** is first and foremost a coach for presenters and on-camera personalities. But his coaching talents go beyond mere performance. He is skilled at crafting highly focused, succinct speeches, scripts, or presentations that get to the point and get results. Peter began his thirty year journey crafting 30-second commercials for some of Canada's largest national retailers, eventually becoming president and managing partner of Palmer Jarvis & Associates. He has ten years experience as a commercial writer/producer and is technically skilled in all aspects on television production. During the past twenty five years as an entrepreneur, he has written, developed, and produced hundreds of hours of marketing video, corporate training programs, written executive speeches, and coached leaders. He has contracted with National Seminars for the past three years and has been speaking professionally for five.

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*The 2012 video conference sessions would not be possible without the support and expertise provided by the following:*

**Government of Alberta** ■  
Culture and Community Services

 **Literacy**  
Alberta

**Community Futures**   
Lethbridge Region

*volunteer*  
**Alberta**  
connecting the nonprofit/voluntary sector

**Charity Central**  
Your Guide Through Charity Law

**ICAN**  
Innovative Communities  
Connecting & Networking

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Empowering individuals.

**Volunteer  
Lethbridge**

Strengthening communities.

*Celebrating 25 years*