

## 2012 Video Conference Schedule - January to May



**Location:** All video conference sessions will take place at **Volunteer Lethbridge**, suite 200 – 410 Stafford Dr. S., Lethbridge

**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



revised: Dec. 8, 2011

Date	Day	Title <i>(click on Course Title for more details)</i>	Time	Fee: Memb. Org.	Fee: Non-Member Org.	Additional Notes
Jan. 17, 2012	Tues.	<a href="#">Tips &amp; Techniques for more Professional Video</a>	10:00-11:30am	NC	\$10.00/person	<b>Registration Deadline: Jan. 13</b>
Jan. 18, 2012	Wed.	<a href="#">Ins and Outs of Donation Receipts</a>	Noon - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Jan. 16</b>
Jan. 25, 2012	Wed.	<a href="#">Meeting Skills for Results</a>	Noon - 1:30pm	NC	\$10.00/person	<b>Registration Deadline: Jan. 23</b>
Jan. 26, 2012	Thurs.	<a href="#">An Intro. To Privacy Protection</a>	10:00am - Noon	Volunteer Alberta members: \$20.00 Others: \$25.00		<b>Registration Deadline: Jan. 24</b>
Feb. 8, 2012	Wed.	<a href="#">How to use Video Testimonials to Increase Customers (Clients)</a>	2:00-3:30pm	NC	\$10.00/person	<b>Registration Deadline: Feb. 6</b>
Feb. 14, 2012	Tues	<a href="#">Success Factors in Raising Financial Capital</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Feb. 11</b>
Feb. 16, 2012	Thurs.	<a href="#">Fundraising Skills and Ideas</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Feb. 14</b>
Feb. 22, 2012	Wed.	<a href="#">Meeting Skills for Results</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Feb. 20</b>
Feb. 23, 2012	Thurs.	<a href="#">Tools for Positive Change</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Feb. 21</b>
Mar. 1, 2012	Thurs.	<a href="#">Presentation Essentials – Fine Tune your Presentations</a>	9:30-11:00am	NC	\$10.00/person	<b>Registration Deadline: Feb. 28</b>
Mar. 1, 2012	Thurs.	<a href="#">Quick and Dirty Feasibility Studies</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Feb. 28</b>
Mar. 7, 2012	Wed.	<a href="#">Real Time Planning Skills</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Mar. 5</b>
Mar. 14, 2012	Wed.	<a href="#">Basic Grant Proposals</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Mar. 12</b>
Mar. 15, 2012	Thurs.	<a href="#">Introduction to the Non-Profit Sector</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Mar. 13</b>
Mar. 20, 2012	Tues.	<a href="#">Volunteer Recruitment Skills</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Mar. 16</b>
Apr. 3, 2012	Tues.	<a href="#">Volunteer Retention Skills</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Mar. 30</b>
Apr. 4, 2012	Wed.	<a href="#">Fundraising Skills and Ideas</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Apr. 2</b>

See next page for more courses

Apr. 5, 2012	Thurs.	<a href="#">Meeting Skills for Results</a>	1:00pm - 3:30pm	NC	\$10.00/person	<b>Registration Deadline: Apr. 3</b>
Apr. 18, 2012	Mon.	<a href="#">Introduction to the Non-Profit Sector</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Apr. 13</b>
Apr. 26, 2012	Thurs.	<a href="#">Quick and Dirty Feasibility Studies</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Apr. 24</b>
May 2, 2012	Wed.	<a href="#">Real Time Planning Skills</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Apr. 16</b>
May 9, 2012	Wed.	<a href="#">Basic Grant Proposals</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: Apr. 30</b>
May 10, 2012	Wed.	<a href="#">Introduction to the Non-Profit Sector</a>	11:30am - 1:00pm	NC	\$10.00/person	<b>Registration Deadline: May 7</b>
TBA		<a href="#">Client Service Excellence</a>		NC	\$10.00/person	<b>Registration Deadline:</b>

## Course Details:

### Ins and Outs of Donation Receipts

**Presenter:** [San San Sy, MSc. Ed](#)

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.

### Meeting Skills for Results

**Presenter:** [Richard Larsen, MSc.](#)

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.

### An Introduction to Privacy Protection Best Practices

**(De-Complicating the Complicated Business of Privacy)**

**Presenter:** [Volunteer Alberta](#)

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.

## Real Time Planning for non-profit Organizations

**Presenter:** [Richard Larsen, MSc.](#)

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.

## Feasibility Studies for Non-Profit Organizations

**Presenter:** [Richard Larsen, MSc.](#)

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.

## Volunteer Recruitment

**Presenter:** [Richard Larsen, MSc.](#)

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.

## Volunteer Retention

**Presenter:** [Richard Larsen, MSc.](#)

You will be exploring '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.

## Basic Grant Proposals

**Presenter:** [Richard Larsen, MSc.](#)

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.

## Tools for Positive Change

**Presenter:** [Richard Larsen, MSc.](#)

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.

## Success Factors in Raising Financial Capital

**Presenter:** [Richard Larsen, MSc.](#)

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.

## Fundraising Skills and Ideas

**Presenter:** [Richard Larsen, MSc.](#)

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.

## Client Service Excellence

**Presenter:** [Terri Peters](#)

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.

# Introduction to the Non-Profit Sector

Presenter: [Richard Larsen, MSc.](#)

Course description will be posted early in January 2012

## Tips and Techniques for More Professional Video

Presenter: [Peter Temple](#)

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.

## How to use Video Testimonials to Increase Customers (Clients)

Presenter: [Peter Temple](#)

Having your customers saying fantastic things about you and your business...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 their 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 their website.

## Presentation Essentials: How to Fine Tune Your Persuasive Presentation

Presenter: [Peter Temple](#)

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.

## 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.

**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.

**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.

**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.