

## Nonprofit Management & Leadership Specialization Course Details

Department: NGO Management & Policy Development

Presented by Magna Skills Development Institute

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## Course Summary

The non-profit sector plays a key role in society and in the economy. Many goods and services, such as education and health care, are delivered by non-profits. Non-profits also play a central role in delivering charitable services of the kind that are often under-provided by the market. Non-profits also are active in political and public-policy arenas. Finally, non-profits are important in providing the glue - the social capital - that holds societies together and makes them work.

Starting, growing, and managing non-profits leads to challenges as complex as, and in some cases more complex than, the challenges facing the private sector. Non-profits need to identify their market, confront competitors, and manage their internal operations just as do firms. However, non-profits must address the needs of multiple constituencies, they must balance their values against the requirements of effective management, and they must attract and retain a skilled labor force without the financial resources that characterize much of the private sector.

## Course Objectives

- Analyze, compare, and contrast definitions, contexts, rationales, and drivers for non-profit management approaches
- Evaluate non-profit management in comparison to external accountability frameworks and developing legal and regulatory systems
- Critically evaluate methods for successful non-profit management and oversight
- Identify sources of failure
- The legal context
- Human resources and leadership
- Managing relationships: community and government
- Strategy and success in non-profits
- Managing expectations and accountability
- Non-profit finance and funding
- Issues in non-profit management and organizational failure

## Course Outline

- Budgeting in a Nonprofit Organization
- Capital Campaigns
- Fundraising for Nonprofit Organizations
- How to Read a Nonprofit Financial Statement
- Leadership in a Nonprofit Organization

- Nonprofit Board and Volunteer Development
- Principles of Marketing for Nonprofit Organizations
- Strategy for Nonprofit Organizations
- Introduction to Nonprofit Management
- Introduction to Grant Writing
- Social Media for Nonprofits



## Company Overview

**Who We Are:** Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

**Our Mission:** To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

**Our Vision:** To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

## Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

## Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

### **Why Choose Magna Skills?**

- Experienced Trainers
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- Proven Track Record

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Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	Course Details
First Name:	Course Name:
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Mobile:	Month:
Email:	Training Method: Online[ ____ ] Face to Face [ ____ ]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.