Certified Nonprofit Professional Credential Programme

The Certified Nonprofit Professional Credential Programme (CNP) is a nonprofit credential programme preparing professionals for nonprofit leadership roles. The programme combines multi-media virtual learning strategies, real-world exercises, targeted self-reflection, peer networking, and personal development to build leadership skills to meet any challenge. It includes a six-month virtual learning programme, a three-day live virtual leadership conference, and in-person executive leadership sessions. Successful completion requires evidence of 300 hours of verifiable nonprofit work experience and 20 volunteer hours in the prior two years.

Designed to build higher-level leadership skills, the programme is for:

- Individuals working for nonprofits with management-level responsibilities
- Completion of Introduction to Nonprofit Management Certificate, or 5 years' experience working in the nonprofit sector

Learning Outcomes

- Sector Landscape: Awareness of the history, contributions, and unique characteristics of the nonprofit sector and the basic laws, regulations, and professional standards that govern it
- Human Resources Management: Awareness of the nature of employment in the nonprofit sector, and the knowledge, skills, and techniques for managing volunteers and paid staff
- Programme Design: Competencies of programme design, implementation, and evaluation applicable to all nonprofits
- Financial Management: Understanding of financial resource acquisition, budgeting, financial management, and transparency in nonprofit organisations
- Marketing and Communications: Awareness of knowledge, attitudes, activities, and platforms that nonprofit organisations use to understand, inform and influence their various constituencies
- Fund Development: Understanding of the fundraising function and creating a culture of philanthropy
- Governance: Trends in governance models and structures.
- Sector Trends: Understanding of the importance of continuous improvement, emerging trends and innovations, and the critical role research plays in shaping best practices
- Executive Leadership: Development of executive leadership skills, including competencies to
    a. adopt leadership and growth mindset
    b. increase psychological safety of workplace culture
    c. ability to remain composed even during challenging times
    d. ability to navigate difficult conversations

Application Process is Rolling and Open
Applications close February 14 2025

https://www.surveymonkey.com/r/HG8SNJC

Programme Details

Self-Paced Online Coursework

- Completion of six online self-paced courses through the Nonprofit Leadership Alliance
- Includes graded applied projects

Executive Leadership Sessions

- Four two-hour in-person Bermuda cohort sessions
- Part 1 focuses on debriefing coursework and its local application with Dr Nicola Paugh of the Nonprofit Alliance of Bermuda
- Part 2 focuses on executive presence and enhanced leadership skills, led by Dr Jennifer Card of C-Entre

Conference

- Attend three-day virtual Leadership Conference hosted by the Nonprofit Leadership Alliance

Additional Credential Criteria

- Demonstrate 300 hours of nonprofit work
- Demonstrate 20 volunteer hours in past two years (can include PTA roles or engagement in a collaborative group)

Time Commitment

Participants will be expected to spend approximately eight to ten hours per month between May and November, plus the three-day leadership conference in February. The timeline is as followings:

- **Online Coursework**: June 2025 through November 2026: CNP
- **In Person Session Dates** at the Bermuda Health Council
  - Thursday May 8, 1pm-4pm
  - Thursday July 10: 1pm-4pm
  - Thursday Sep 18: 1pm-4pm
  - Thursday Dec 11: 1pm-4pm
- **Elevate Conference:** February 2026 (dates TBC)

Application Process

Complete the online application form no later than Friday, February 14, 2025 by visiting https://www.surveymonkey.com/r/Y5KN9Y6

Course Fee: $350

Note regarding fee: 75% of the programme costs are covered by the Bermuda Foundation.

Cancellation and Refunds Policy

No refunds are permitted after registration has been completed. There is an $1,800 drop out charge for organisations once registration has been completed. This is because donors are investing $1,800 per participant to subsidize the programme. If you drop out, this is a lost investment.

NLA Curriculum and Timeline

June: Management and Leadership in the Nonprofit Sector: see content below

July: Designing Programs for long-term Sustainability: see content below

Aug: Nonprofit Budget and Financial Management: see content below

Sept: Nonprofit Marketing and Communications: see content below

Oct: Nonprofit Fundraising and Resource Development: see content below

Nov: Nonprofit Trends and Innovation: see content below

Course	Content	Assignments
Management & Leadership in the Nonprofit Sector	• Introduction to the Nonprofit Sector • The Nonprofit Organization Context • Nonprofit Human Resources • Ethics & Values in the Nonprofit Sector	o Discussion Posting: Reflection on Learning and Application o Exam o Applied Project: Case Organization Overview
Designing Programs for Long Term Sustainability	• Developing the Program's Theory of Change • Resource Allocation for Nonprofit Programs • Basics of Effective Program Design	o Discussion Posting: Reflection on Learning and Application o Live Session o Exam o Applied Project: Program Design
Nonprofit Budget and Financial Management	• The Financial Model of Nonprofit Organizations • Components & Procedures for Nonprofit Budgeting • Nonprofit Monitoring, Compliance & Accountability	o Discussion Posting: Reflection on Learning and Application o Exam o Budgeting Exercise o Applied Project: IRS 990 Review
Nonprofit Marketing & Communications	• Understanding Your Target Audiences • External Messaging & Advocacy • Crisis Messaging & Using Social Media	o Discussion post o Live Session o Exam o Applied Project: Marketing Plan
Nonprofit Fundraising & Resource Development	• Structure and Responsibility of the Fundraising Role • Know Your Donors • Creating a Culture of Philanthropy	o Discussion Post o Exam o Applied Project: Fundraising Plan
Nonprofit Trends & Innovation	• External Factors That Impact Nonprofit Decision-Making • Emerging Trends in Organizational Governance & Structure • Advanced Technologies & the Global Nature of the Nonprofit Sector	o Discussion Post o Portfolio: Applied Projects FINAL DOCUMENTS with conclusions/recommendations o Live Session

Bermuda Cohort Session Curriculum and Timeline

MAY: Leadership EQ: Emotional Intelligence
· Explore the Self as a Leader- the journey so far, and the goal
· Emotional Intelligence Review and Impact on Communication
· Review of active listening skills and how to ask coaching questions
· Ambidextrous Leadership: Leader-Mindset vs Manager-Mode
· Identify personal leadership styles and its role in leading teams
· Potentially review Birkman Psychometrics to understand personal working styles
JULY: Leadership EQ: Stress & Composure
· Understanding the stress response and performance
· Review of the impact of stress and well-being on Executive presence
· Develop refined skills in work/life boundaries for the Self and the Team
· How to interrupt the stress response and increase well-being for Self & the Team
· Develop well-being micro-habits and learn how to remain composed during challenges as a leader
SEPT: Leadership EQ: Effective Communication
· Reflect on personal communication and conflict styles
· Learn and practice the rules of negotiation
· Develop skills in how-to lean into difficult conversations
· Understand the role of conflict and how to become more comfortable with conflict
· Learn tactics in giving and receiving feedback
· Learn tactics in the use of body language to increase presence
DEC: Leadership EQ: High Performance Cultures
· Learn about the role of unconscious bias on belonging & inclusion
· Understand the difference between intrinsic versus extrinsic motivation as a Leader and its impact on team engagement
· Discover how to help create cultures of psychological safety and belonging
· Learn how to help reduce imposter syndrome for increased presence
· Explore the concept of equanimity as a leader – how to keep calm and carry on, and how to create cultures of calm
· Create a Leadership EQ *coat of arms*: mantras, affirmations, mindful reminders to keep calm and carry on during uncertainty, challenge, stress, growth and change

More Information on CNP!

Nationally Recognized Credential

The Certified Nonprofit Professional (CNP) credential is the only one of its kind. CNPs are seven times more likely to rise to leadership in their organisations. Our unique blend of education and experience means better job performance and a greater community impact. Adding a CNP credential to your resume means employers will know it too!

Association of CNPs (ACNP)

The Association of CNPs (ACNP) is a professional group for all CNP credential holders. This group supports the programmes and operations of the Nonprofit Leadership Alliance by planning and participating in activities that enhance career development, networking, and community engagement of CNPs across the country.

ELEVATE

Attend our three-day virtual conference for social sector leaders on the Leaderosity platform this winter. Participants learn from national thought leaders, network with changemakers, and are allowed access to a wealth of digital resources. Not only is ELEVATE conference attendance included in the Workforce Track, but it can also fulfill the leadership development requirement for your nonprofit leadership certificate.

Life-long Learning

Show off your accomplishment on all of your digital platforms with our custom CNP digital badge, issued by Acclaim. The format is easy to import to your email signature line, LinkedIn and other social media. You will also receive a CNP certificate in nonprofit management suitable for printing. The block chain format means your certificate is always accessible and verified.

Facilitator Led

Professional Track facilitators guide learners through the course content and assignments. They provide weekly updates on coursework and feedback on learners' work. Facilitators will host periodic live sessions to help learners network, ask questions, and meet and learn from other nonprofit professionals.

Facilitators are handpicked by the Alliance staff and must meet the following requirements:

- Be a Certified Nonprofit Professional
- Have a Master's Degree or higher in a related field
- Have extensive professional experience in the sector