



*preparing next generation
nonprofit sector leaders for
nearly sixty years*

American Humanics, Inc.

A national alliance of colleges, universities and nonprofits dedicated to educating, preparing and certifying professionals to lead and strengthen nonprofit organizations.

Effective July 1, 2008 the American Humanics, Inc.'s Nonprofit Management/Leadership Certificate is based upon the following competencies:

Professional Development Competencies

Board/Committee Development

- Explain the purpose of a nonprofit board and its role in the nonprofit organization
- Demonstrate an awareness and understanding that board members themselves are volunteers
- Discuss strategies for determining staff support needs for committees and boards

Community Outreach/Marketing and Public Relations

- Explain the role of community outreach and community development activities in building public awareness of the mission and messages of nonprofit organizations
- Demonstrate an understanding of public relations and marketing functions in a nonprofit organization
- Describe the process for creating and implementing an effective marketing plan

Diversity Awareness

- Demonstrate preparedness for professional practice in culturally diverse settings
- Demonstrate interaction skills with diverse populations
- Understand alternative views
- Appreciate similarities and differences
- Mindfully approach and successfully navigate encounters, dilemmas, and challenges with diverse populations

Ethics and Values

- Explain the importance of having standards and a code of conduct in a nonprofit organization
- Explain the importance of accountability in a nonprofit organization
- Explain the value of a commitment to the service of others

Fundraising Principles and Practices

- Discuss the importance of developing fundraising activities that support the mission of the organization
- Discuss the various form and methods of fundraising, including major gifts, planned giving, in-kind support, annual funds, grants and special events
- Explain the variety of techniques and skills used to raise funds from a variety of sources
- Discuss reason why individuals, corporations, foundations, and government agencies give to nonprofit organizations
- Discuss the aspects of managing the fundraising process
- Demonstrate the ability to write an organizational case statement and grant proposal

Historical & Philosophical Foundations

- Describe the unique character and structure of nonprofit organizations and role in the civil society
- Identify the various types of nonprofit organizations that compose the sector
- Understand the historical, philosophical, religious, political, economic, and social forces that shaped the development of the nonprofit sector in contemporary American society.

Information Management & Technology

- Demonstrate basic computer literacy skills
- Identify component parts of computer equipment and available technology
- Explain the important of the role of information technology in the nonprofit sector
- Discuss the social impact and responsibility of technology
- Explain ethical considerations of using technology in the nonprofit sector
- Demonstrate awareness and knowledge of technology resources

Nonprofit Accounting & Financial Management

- Identify and explain the fundamental principles of nonprofit accounting
- Explain components of, and procedures for, developing a budget for a nonprofit agency
- Explain the principles and standards for effective control and monitoring of fiscal operations
- Read and interpret financial statements and audit reports

Nonprofit Management

- Explain the importance of a mission orientation and mission statement for nonprofit organizations
- Explain the role of nonprofit organizations in advocacy and the public policy process
- Demonstrate basic knowledge of human resource and employment issues
- Demonstrate basic knowledge of strategic planning components

Program Planning, Implementation, and Evaluation

- Describe the process for developing and implementing new programs, including conducting a needs assessment for the targeted clientele
- Describe the importance of building inclusive programs for diverse individuals and groups
- Discuss scheduling considerations and challenges for activities and staffing
- Discuss how programs may be promoted by accessing various media
- Discuss criteria for evaluating program outcomes

Risk Management and Legal Issues

- Demonstrate a working knowledge of the basic laws and regulations under which nonprofits operate
- Describe the four basic steps involved in risk management
- Explain effective risk management and crisis management

Volunteer Management

- Discuss the reasons why people do and do not volunteer
- Explain techniques for the recruitment, orientation, training, motivation, supervision, evaluation, recognition and retention of volunteers
- Explain the importance of fostering volunteer/staff relationships
- Describe the components of a volunteer program
- Describe the process used to plan, develop and implement a volunteer program

Youth and Adult Development

- Describe the development stages and needs of youth and how they differ from those of adults
- Explain the ways in which nonprofit organizations meet the development needs of youth and adults
- Demonstrate ability to plan, organize and conduct activities that encourage and foster mentoring among youth and youth workers
- Explain the importance of recognizing red flags and engaging in appropriate follow-up for child protection issues
- Explain the challenges faced, and special skills required, by youth workers
- Discuss basic research findings in areas of youth development and mentoring

Foundation Competencies

Career Development and Exploration

- Demonstrate personal commitment to the mission of a nonprofit organization
- Discuss the personal rewards for a career in the nonprofit sector
- Describe opportunities for careers in the nonprofit sector
- Discuss the realities of the entry-level employment market, including opportunities for growth, the need for relocation and the expected salary ranges
- Communicate the primary focus of the mission for three or four of American Humanics' National Nonprofit Partners

Communications Skills

- Use effective verbal and nonverbal communication skills
- Use proper grammar and vocabulary in written and oral communication
- Demonstrate effective public speaking skills
- Use effective listening techniques
- Demonstrate the ability to address various members of constituents groups appropriately

Employability Skills

- Develop an effective resume
- Prepare appropriate job search correspondence
- Research a nonprofit organization to determine capability with personal values and goals
- Prepare for an interview
- Exhibit appropriate personal appearance
- Demonstrate effective interviewing skills
- Demonstrate appropriate interview follow-up practices

Personal Attributes

- Demonstrate a positive attitude
- Demonstrate initiative
- Exhibit ethical and responsible behavior
- Demonstrate honesty and integrity
- Demonstrate the ability to be an effective team member
- Demonstrate leadership characteristics
- Demonstrate time-management skills

The American Humanics Competencies were developed by nonprofit executives and college faculty in the early 1950s. Over the years these Competencies have been reviewed annually by campus faculty and nonprofit executives. In 1996 the American Humanics competencies were copyrighted after national review by faculty, human resource personnel and executives in nonprofit organizations. A revised set was developed and discussed over a five year period by the American Humanics Curriculum and Review Committee and Nonprofit leaders. This 2008 set of competencies was reviewed by members of 2006-2007 American Humanics Committee for Curriculum Review and Assessment, the Diversity Awareness Subcommittee and, in consultation with American Humanics faculty and nonprofit partners. The committee chair for 2006-2007 was Dr. Mary Wenning, Associate Professor of Urban Affairs at Wright State University. The committee chair for 2007-2008 is Dr. Raymond Poff, Associate Professor of Recreation at Western Kentucky University.

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