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Nonprofit Strategies



SAN LUIS OBISPO COUNTY COMMUNITY FOUNDATION

Resources available for directors

By Barry VanderKelen

Members of nonprofit boards of directors can never have too many resources to do the job well. Three upcoming training programs are worth considering. One is the national leadership forum of BoardSource, an organization dedicated to building effective nonprofit boards. Another is the National Arts Marketing Project Conference. Both conferences will be in the Bay Area, making them more accessible in terms of both time and cost. The third is the summer schedule for the Nonprofit Support Center.

BoardSource offers good and reliable resources on best practices for effective governance. Its leadership forum rotates around the country and this year it will be in San Francisco on Nov. 10 to 11. This is an oppor-

tunity to learn best practices for governance and fulfilling duties as a board member. Nationally prominent speakers will lead breakout sessions. Experts will be available to discuss issues your organization is facing. More information is available at www.boardsource.org/blf.

The National Arts Marketing Project provides practical information and tools to help arts organizations develop cost-effective marketing programs. This year's conference will be in San Jose on Nov. 12 to 15. At the conference, you can talk with people from across the country about audience building, converting ticket purchasers into donors, and assessing the effectiveness of a marketing program, among other topics. Because it will be in the heart of Silicon Valley, the conference will focus on how people use technol-

ogy and how organizations can use technology to meet their goals. More information is available at www.artsmarketing.org/conference.

More locally, the Nonprofit Support Center recently released its July-September schedule of workshops and programs. Programs are being offered on fund development, management and planning, media and marketing, and personal development. Programs are being offered in San Luis Obispo, Santa Maria and Santa Barbara. The full schedule is available at www.supportcenter.org.

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Resource Use:

- Support nonprofit leadership
- Board development/training
- Strategic planning

Nonprofit Business Column of *The Tribune*

The San Luis Obispo Tribune publishes a column every other week in the Business section dedicated to the business practices of nonprofit orgs. Barry VanderKelen, Executive Director of the San Luis Obispo County Community Foundation writes the

bi-weekly column to help strengthen nonprofit organizations in the community. Each column is reprinted here as a one-page handout for use by local organizations. Barry can be reached at 543-2323 or by e-mail at barry@slocf.org.