

NCSY'S NON-PROFIT CERTIFICATION COURSE AND INTERNSHIP

SYLLABUS

OBJECTIVES

Primary Goal: Empower promising Jewish teen leaders with the successful practices of effective *fundraising* boards in an effort to prepare them with the knowledge, skills and passion to assume roles of leadership within the Jewish community in their futures.

Secondary Goal: Expose communal leaders, organizations and potential donors to the future Jewish leaders NCSY is creating.

REQUIRED TEXTS

RelationShift: Revolutionary Fundraising by Michael Bassoff and Steve Chandler (*RS*)

The Fundraising Habits of Supremely Successful Boards by Jerold Panas (*FH*)

SESSION 1 - WELCOME

Sunday, September 4th, 8-9pm at Ninja Lounge (one hour before Midnight Madness)

- a. Review facilitator AND intern expectations, syllabus and important dates
- b. Confirm technology on Google+ (10 max users!), Google Docs, email and Facebook
- c. Hand out textbooks and grant access to online reading
- d. Discuss online research, Facebook posts and expected comments
- e. **Assignments:**
 1. Reading; ONE sentence reflections *on each chapter* (Be prepared to defend your positions in the next session) *FH; Chapters 1, 6, 7, 8, 10, 19 and 20*
 2. Project 1: We've Got it Going On!; An introduction to the various Jewish Communal Organizations in South Florida

SESSION 2 - ATTITUDE

Sunday, September 25th, 8-9pm Google+ Hangout

- a. Guest Presenter
- b. Discussion on assigned reading on *Attitude*
- c. Review of Project One
- d. **Assignments:**
 1. Reading; ONE sentence reflections *on each chapter* (Be prepared to defend your positions in the next session). *FH; Chapters 2, 4, 5, 9, 17 and 18*
 2. Begin Project Two; Learn It All!

SESSION 3 - RESPONSIBILITY

Sunday, November 6th, 8-9pm Google+

- a. Discussion on assigned reading
- b. Review progress on current assignment
- c. Grati-Tuesday / ThankView Discussion
- d. Preparation for (POSSIBLE) JSU Hahn Shabbaton Ambassadorship
- e. **Assignments:**
 1. Reading with ONE sentence reflections *on each chapter* (Be prepared to defend your positions in the next session) *FH; Chapters 3, 13, 14, 15 and 16*
 2. Project 3: Learn to Listen I; *Identify professional (Executive Director or Development Director) to interview, ask questions, prepare summary*
 3. Project 4: Learn to Listen II; *Identify lay leader to interview, ask questions, prepare summary*

SESSION 4 - GIVING

Sunday, December 11th, 10am-noon in Bal Harbour

- a. Guest Presentation

- b. Discussion on assigned reading
- c. Review of Projects 3 and 4
- d. Debriefing from Hahn Shabbaton Ambassadorship
- e. Grati-Tuesday / ThankView Discussion
- f. Preparation for LTS Ambassadorship
- g. **Assignments:**
 - 1. End Of Year Blitz
 - 2. *Telemarketing, mailer, etc. help*

SESSION 5 – BOARD BUILDING

Sunday, January 8th, 8-9pm Google+

- a. Discussion on assigned reading
- b. Review of previous assignment
- c. ING Marathon Discussion
- d. Guest Presentation
- e. Debriefing from LTS Shabbaton Ambassadorship
- f. **Assignments:**
 - 1. Reading with ONE sentence reflections *on each chapter* (Be prepared to defend your positions in the next session)
 - a. **FH; Chapters 11 and 12**
 - b. **RS; Introduction, 4 and 14**
 - 2. Discussion of Final Fundraising Project

SESSION 6 - RELATIONSHIPS

Sunday, February 5th, 10am-noon in the Boca NCSY Offices

- a. Discussion on assigned reading
- b. Review of previous assignment
- c. Guest Presentation
- d. **Assignments:**
 - 1. Reading with ONE sentence reflections *on each chapter* (Be prepared to defend your positions in the next session) **RS;** 5, 9 and 17, 10, 16, 19 and 20
 - 2. Prepare questions for Session 7, private session with Rabbi Weil
 - 3. Project: Final Fundraising Project

SESSION 7 – LESSONS IN GIVING

Sunday, March 5th, 8-9pm on Google+

- a. Discussion on assigned reading
- b. Review of previous assignment
- c. Preparation for Winter Regional Ambassadorship
- d. **Assignments:**
 - 1. Reading with ONE sentence reflections *on each chapter* (Be prepared to defend your positions in the next session) **RS;** 6, 11, and 13
 - 2. Reading with 2 sentence reflections *on each chapter*
 - 3. Project: Continue Work on Final

SESSION 8 - PUBLICITY

Sunday, May 7th, 10am-noon in the Boca NCSY Offices

- a. Private session with Rabbi Steven Weil, Executive Director of the OU
- b. Discussion on assigned reading *and* Internship
- c. Final Presentations
 - a. Fundraising Project
 - b. Community Organization Events Discussion
- d. Return Textbooks
- e. Exit Survey

NCSY's INSTITUTIONAL ADVANCEMENT CERTIFICATE COURSE AND INTERNSHIP
GUIDELINES FOR PARTICIPATION

Participation is voluntary, but exclusive. All interns are expected to act with maturity, responsibility and thoughtfulness. The facilitator *will not pursue the interns to fulfill their assignments*. With that understanding, only interns who successfully complete the following, *to the satisfaction of the facilitator*, will be awarded the *Certificate of Achievement* and an official *Letter of Recommendation* from Rabbis Weil and Glasser.

- 1) Honest and accurate submission of entrance *and* exit survey.
- 2) Completion of assigned reading material, with review essays submitted by midnight of the day before the next session.
- 3) Attendance to *and active participation in* 6 of 8 bi-weekly sessions.
- 4) Attendance to 2 Major fundraising events.
- 5) Participation in sessions with local visionaries and lay leaders and submission of interview essays.
- 6) Execution of final project.