

Originally Processed With FOIA(s):
S

FOIA Number:
S

FOIA MARKER

**This is not a textual record. This is used as an
administrative marker by the George Bush Presidential
Library Staff.**

Record Group/Collection: Donated Historical Materials
Collection/Office of Origin: Frieden, Lex, Collection
Series: Related Materials
Subseries: Conferences

OA/ID Number: 52075
Folder ID Number: 52075-006

Folder Title:
"Public Management Institute Seminar Schedule 1980"

Stack:

Row:

Section:

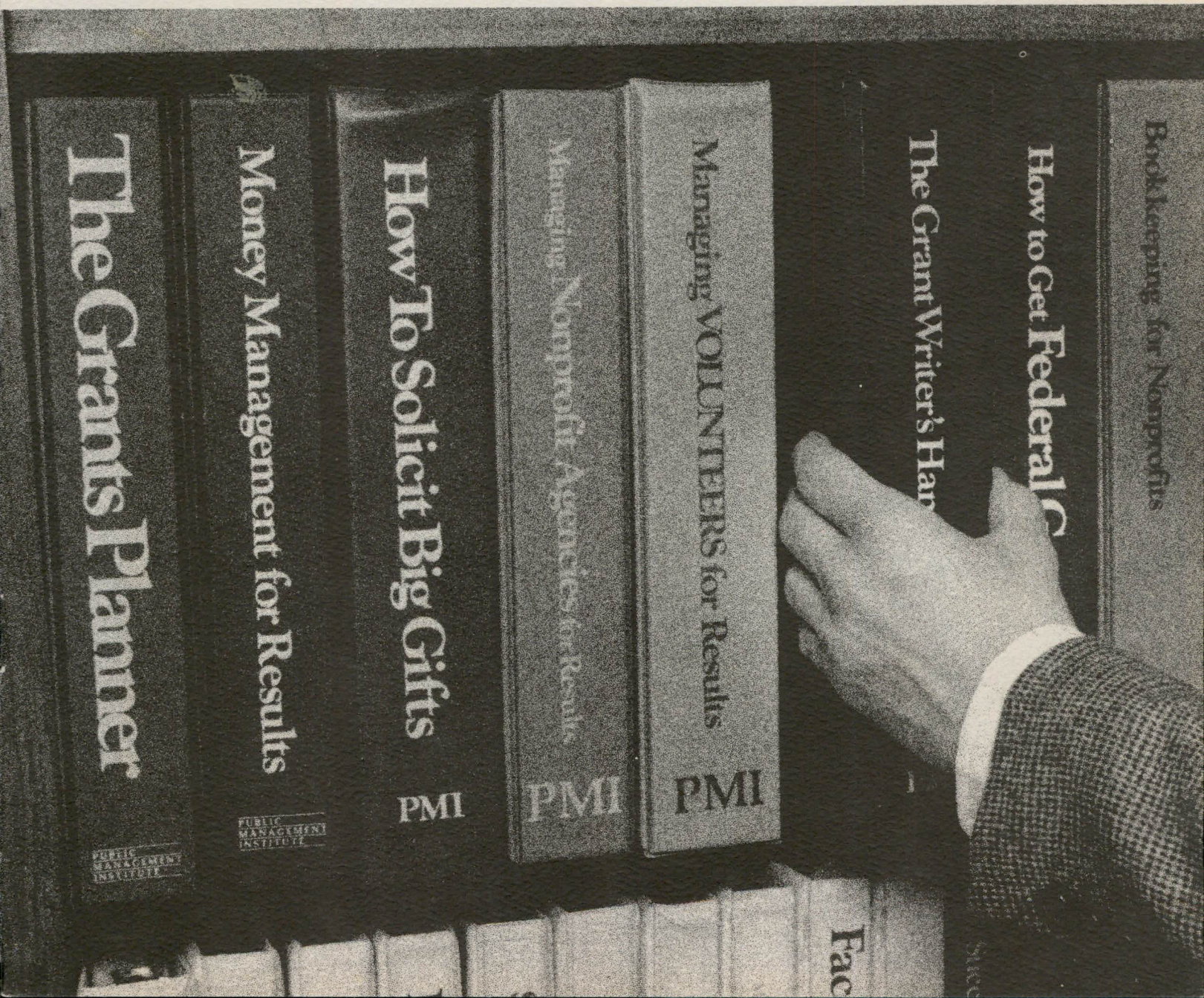
Shelf:

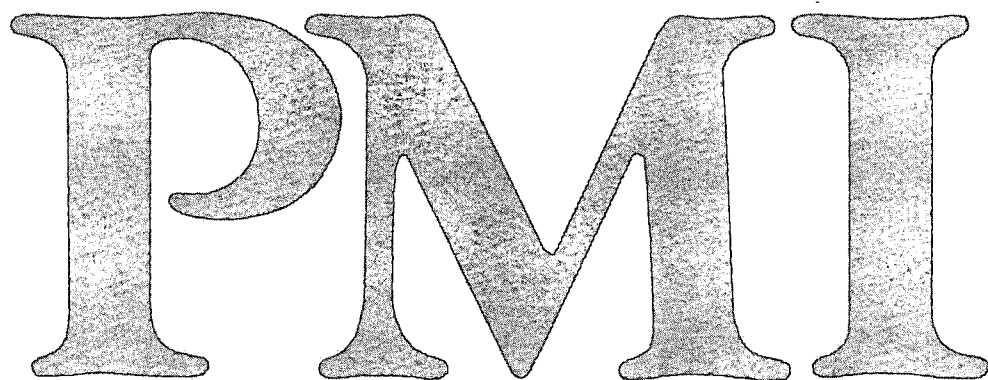
Position:

THE PROBLEM-SOLVERS FOR THE 1980s AT YOUR SERVICE...

PUBLIC MANAGEMENT INSTITUTE

SEMINAR SCHEDULE 1980





PUBLIC MANAGEMENT INSTITUTE

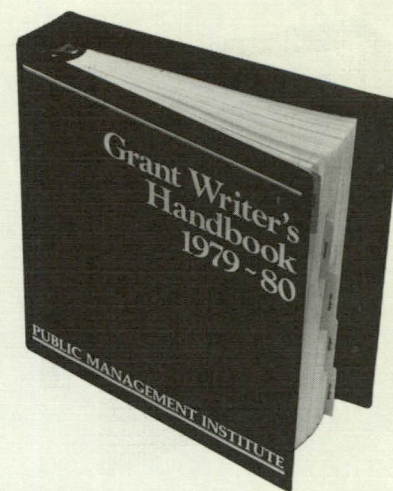
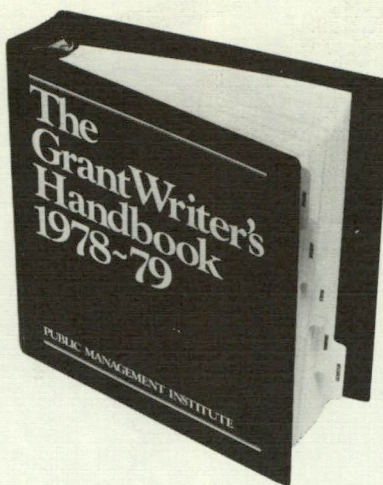
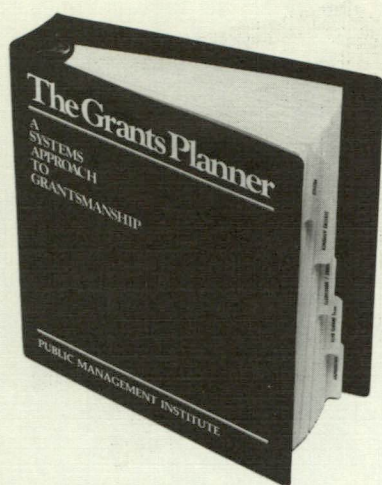
As competition for funding increases, nonprofit and public agencies find they must become more professional to survive and grow. The **Public Management Institute** is dedicated to helping your organization reach its professional potential.

The **Public Management Institute** trains and consults in all aspects of funding and management. We work exclusively for nonprofit and public agencies. Our training and consulting is unique. We apply proven techniques from other fields—including business management and behavioral science—to help you manage your agency for maximum effectiveness.

Our unique funding and management programs are designed to give you *practical* tools you will use long after our relationship ends. We are committed to the idea that we succeed only after we have helped you learn to systematically solve your organization's problems yourself—without professional assistance.

Our services fall into four areas:

1. Training Programs
2. Consultation Services
3. Grant Research Services
4. Publications



The Grants Planner:

A Systems Approach to Grantsmanship
by Daniel Lynn Conrad and the Staff of
Public Management Institute.

More than a book for reading, this is a workbook you can actually use each time you look for grant support.

The Grants Planner is a unique combination of background information, "how-to" instruction, and workable tools for today's grant seeker. It includes step-by-step methods encompassing all the important aspects of successful grant solicitation. It also shows you how to start and maintain a Grants Readiness System.

The Grants Planner is in a handy three-ring binder. It has been designed so you can remove and photocopy its forms and worksheets. Then you can distribute parts of **The Grants Planner** to the people you work with. This allows you to:

- break the grantsmanship process into its component parts...then approach it one small step at a time
- enlist your staff and volunteers to do much of the detail work involved in getting grants
- recruit and coordinate relative invoices to help you in your grant seeking efforts
- produce a professional proposal in an afternoon

Now in its sixth printing, **The Grants Planner** contains the most current data.

\$37.50

The Grant Writer's Handbook

These annual volumes are designed to keep you abreast of the rapidly changing world of grantsmanship. Each edition contains the following important features:

1. *Articles*—written by leaders in the field, these pieces include "how to" information, and often copies of actual funded proposals
2. *Tools*—new forms, worksheets, and checklists (like those in *The Grants Planner*) you can photocopy and use in your grants office
3. *Training*—specially designed exercises you can use to teach your staff and volun-

teers how to become more effective grant writers

4. *Resources*—bibliographies, data sheets, and resource lists to help you get more funding

Each **Grant Writer's Handbook** comes in a handsome three-ring binder. This special feature makes it easy to remove and photocopy the forms, checklists, worksheets, and training aides. Every annual edition contains the most current, timely information to make you a more effective grant seeker.

1978-79 Edition - Volume I

This edition contains articles by many grants experts, including Jean Hennessey from the New Hampshire Charitable Trust, and Daniel Lynn Conrad of Public Management Institute. It includes copies and critiques of successful proposals submitted to the Boettger Foundation and NIMH (National Institutes of Mental Health).

Important topics covered elsewhere in the 343-page 1978-79 edition include:

- how to locate "beyond the obvious" funders
- how to create effective budget strategies
- how to plan for post-grant funding
- how to uncover a funder's "hidden agenda"
- how to evaluate and improve your own proposals
- how to raise matching funds
- how to discuss your project with a funder on the phone
- how to write a winning letter proposal
- how to get repeat grants

The **Grant Writer's Handbook 1978-79** also includes exercises to help you tailor proposals to specific funders, and institute a successful Proposal Review Committee in your agency. You will also find more than 20 pages of resources, including the detailed "Grants Research Bookshelf," which includes ordering addresses and current prices of the most important books in the field.

\$37.50

1979-80 Edition - Volume 2 **NEW!**

This edition also contains articles, forms, worksheets, checklists, training exercises, and resource lists to help you win more grants. It includes practical, "how-to" tools dealing with many important topics, including:

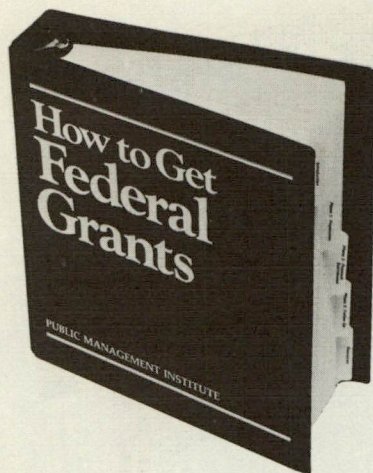
- how to get corporate grants
- how to improve proposal ideas
- creative budgeting strategies for proposals
- how to set up a grants library to maximize your resources & minimize your time.
- how to use the media in your proposal preparations
- how to write a prospectus to impress funders

The training exercises in the **Grant Writer's Handbook 1979-80** are designed to help you:

- improve your proposal writing style
 - understand what funders are looking for
 - find the best funders for your projects
 - interview funding executives effectively
- If you want to keep up-to-date with the most current developments in the grants arena, you should read the **Grant Writer's Handbook 1979-80**.

\$37.50

F91FG



How to Get Federal Grants
by the Staff of
Public Management Institute.

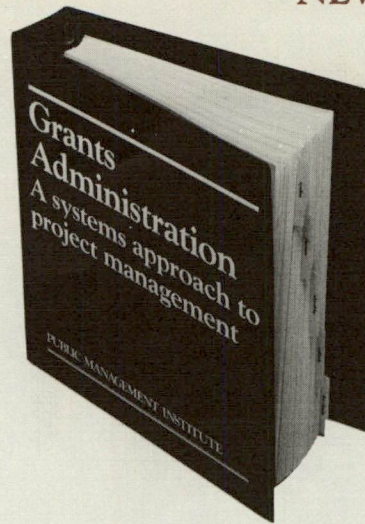
How to Get Federal Grants is the first book to represent a comprehensive system for getting more funding from DHEW, DOT, NEA, NEH, DOE, and other federal agencies. It takes you step-by-step through all stages of the grants process. Important topics include:

- how to determine your federal "fundability", then improve it
- how to understand the "strings attached" to federal dollars
- how to create convincing, low-cost needs assessments
- how to prove the cost-effectiveness of your projects to federal funders
- how to locate the best funders for your projects
- how to get and handle personal interviews with federal funders
- how to write grant-winning proposals
- how to master the "politics of grantsmanship"
- how to understand OMB circulars, the A-95 review process, and other technical aspects of federal grantsmanship
- how to put together budgets that sell your project
- how to design grant-winning evaluations
- how to deal with federal funding jargon

How to Get Federal Grants is the only book you'll need to master the government grant process. It includes more than 400 pages of tools you can photocopy and use to streamline your grants efforts, and get more federal funding.

\$47.50

F91GA

NEW!

Grants Administration
by the Staff of
Public Management Institute

Do you have a grant now? Will you be getting one soon? Do you want continuation or future funding for your project?

If so, you need **Grants Administration: A Systems Approach to Project Management**.

It is a carefully developed, detailed system to help you:

- make sure you're spending your grant monies within the regulations
- make sure you keep up-to-date with all regulation changes
- meet the required reporting deadlines
- make sure all grant expenditures are allowable and within budget

Major emphasis is placed on developing ways to be prepared for audits and other scrutinies of grant expenditures.

Grants Administration also covers the nitty-gritty problems of accounting, budgeting and control. It tells you what to do when payments are late. It covers cash flow problems in detail. It focuses on how to negotiate changes with funding officials.

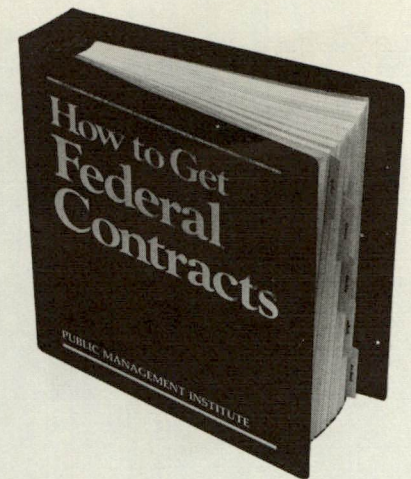
It is a complete guide to grants administration.

\$75.00

Publication date: 4/1/80

Pre-publication price: **\$65.00**

F91FC

NEW!

How to Get Federal Contracts
by the Staff of
Public Management Institute.

\$227 million of dollars are spent by the U.S. Government *every day* to procure goods and services from nonprofit and for profit organizations. These contracts are given for training. For technical assistance. For manufactured goods. For demonstration projects. In addition, organizations that don't win contracts from the government can *subcontract* with those who do. Are you getting all the contracts you should?

How to Get Federal Contracts shows you how to gain access to this funding. It contains the unique Contract Readiness System,[™] which will help you:

- locate the best contract opportunities
- manage the politics of the contracting process
- write winning contract proposals in half the time
- "read between the lines" in government contract offerings (RFPs)
- keep ahead of the vast amounts of government contract information
- become a successful subcontractor
- and much more

The Contract Readiness System[™] will prepare you for quick, effective response to contract opportunities, and keep you ahead of your competition.

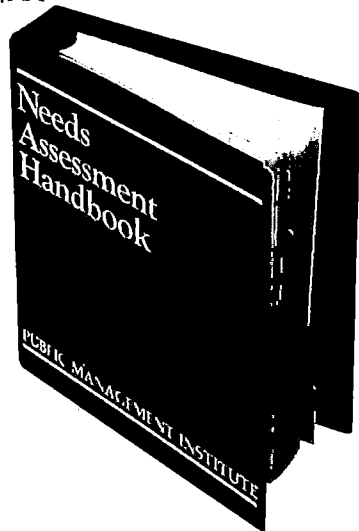
Like other PMI books, **How to Get Federal Contracts** contains many pages of forms you can photocopy and distribute to your staff for more effective contract solicitation. If you want to sell more goods or services to the government, you should add this important book to your library.

\$75.00

Publication date: 3/1/80

Pre-publication price: **\$65.00**

F94NA



Needs Assessment Handbook

by the Staff of
Public Management Institute.

Does your organization need more grant support? Are you asked to document the community need for your projects? Do you use surveys and questionnaires to uncover data about present and future clients? If so, you need the **Needs Assessment Handbook**. Using this valuable book will help you:

- lower the cost of your needs assessments
- produce more accurate and convincing needs assessment data
- motivate funders to support you
- learn more about the clients you serve
- evaluate the effectiveness of your present programs

Some of the important topics discussed in the **Needs Assessment Handbook** include:

- how to gather needs assessment data quickly and economically
- 15 ways to lower needs assessment costs
- where to find public data to make your job easier
- how to choose the most cost-effective needs assessment approach
- how to design questionnaires and surveys
- how to train interviewers
- how to increase response on mail surveys
- how to do telephone interviews that produce valid needs assessment data
- how to get a grant to conduct your needs assessment

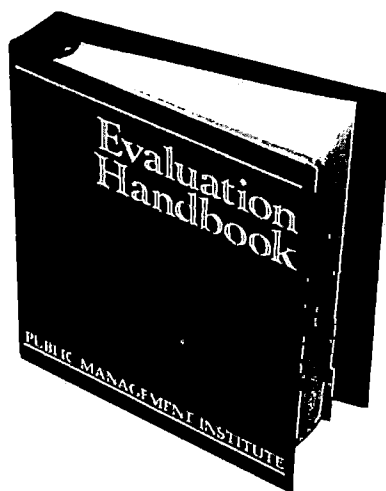
Needs Assessment Handbook contains forms, worksheets, and checklists you can copy and use to improve and simplify your needs assessments. It also includes sample needs assessment surveys and reports you can use as models for your own.

\$47.50

Publication date: 4/1/80

Pre-publication price: **\$42.50**

F92EV



Evaluation Handbook

by the Staff of
Public Management Institute.

Evaluation—the process of examining the results of your programs—is important to every nonprofit and public agency. Evaluation makes it easier to get and keep funding. It helps you improve your services to clients. It gives you the data you need to allocate limited resources to the projects that accomplish the most.

If evaluation is important to your programs, you need the **Evaluation Handbook**. This important resource shows you step-by-step how to design and run a program evaluation. It is especially valuable for those writing grant proposals.

Special topics covered in the **Evaluation Handbook** include:

- how to use your evaluation design to increase project “fundability”
- how to save time and money in your evaluations
- how to build objectivity into your evaluation designs
- when to evaluate—and when not to evaluate
- should you use an inside or outside evaluator?
- matching evaluation designs to funder priorities
- 17 foolproof data collection methods
- how to overcome resistance to evaluation in your agency
- how to prepare a powerful evaluation report
- how to use evaluation data to get future grant funding

The **Evaluation Handbook** includes over 150 pages of forms, worksheets, and checklists you can photocopy for use in your evaluations. It also contains sample evaluation designs, surveys, and reports you can use as models for your own.

\$47.50

Publication date: 4/1/80

Pre-publication price: **\$42.50**

NEW!

F93SF

BEST SELLER!



Successful Fund Raising Techniques

by Daniel Lynn Conrad and the Staff of
Public Management Institute.

Thousands of fund raisers across the United States have used **Successful Fund Raising Techniques** to help them get more support for their organizations. This 356-page book is a practical guide to increasing your funding level, and solving the fund raising problems you face every day.

Important topics covered in **Successful Fund Raising Techniques** include:

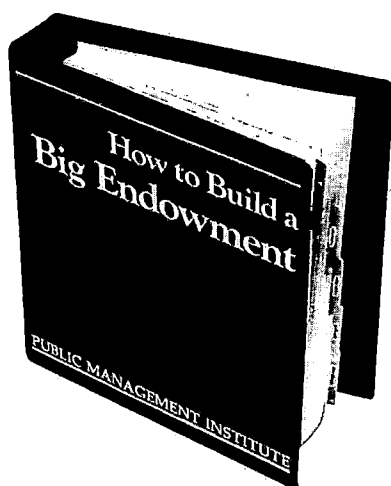
- how to get major gifts from wealthy individuals
- how to start and run a deferred giving program
- how to raise thousands of extra dollars with a memorial gifts program
- how to run a successful capital campaign
- how to improve your grants success rate
- how to find new donors, and upgrade the ones you have

Special emphasis is placed on evaluating the cost-effectiveness of the 20 major fund raising techniques. The book also contains worksheets, graphs, examples of proven methods, and an extensive fund raising bibliography.

\$37.50

F93BE

NEW!



How to Build a Big Endowment
by the Staff of
Public Management Institute.

Last year over \$2 BILLION was donated to nonprofit agencies through wills, bequests, trusts, and other endowment gifts. Endowments are the way the largest and most successful organizations—hospitals, universities, museums—guarantee themselves stable income. Now your organization can have an endowment, too.

How to Build a Big Endowment answers these and other important questions:

- how can we set up an endowment development system?
- how can I maximize our ability to get "deferred gifts" for our endowment?
- can I make sure our endowment drive succeeds?
- how can I find the best prospects for endowment gifts?
- which types of endowment gifts give benefits back to our donors?
- how can I convince donors to give larger endowment gifts?
- how can I tactfully ask for a gift in a donor's will?
- how can I find and train staff and volunteers to run our endowment?
- how can I get gifts of stock, life insurance, and real estate for our endowment?

How to Build a Big Endowment includes hundreds of pages of forms, checklists, worksheets, and model promotions you can copy and use to develop your own endowment. It will help you get your program started, find prospects, develop presentations for donors, overcome donor objections to giving, and build your endowment program.

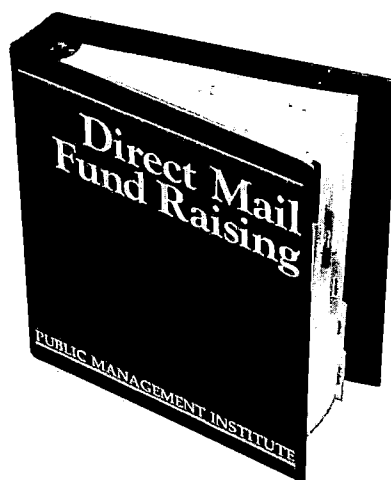
\$75.00

Publication date: 3/1/80

Pre-publication price: **\$65.00**

F93DM

NEW!



Direct Mail Fund Raising
by the Staff of
Public Management Institute.

This book is the first to present a "systems approach" to direct mail fund raising success. It shows you, in a simple, step-by-step way, how your organization can:

- evaluate and improve its potential for direct mail funding success
- find the most productive mailing lists
- create striking, effective fund raising mailers
- cut costs of fund raising mailings, and still produce big returns
- run your direct mail program with minimal effort
- start your direct mail program for less than \$1,500

The forms, checklists, and worksheets in **Direct Mail Fund Raising** introduces you to the unique "systems approach," and helps you:

- start a "revolving fund" to minimize investment and maximize funding success
- set up a effective list maintenance system that saves money and boosts response
- learn how to find new, logical prospects for your cause
- learn how much you can afford to spend to get a new donor
- get free or very low cost copywriting, graphics, and mailing services
- avoid the costly mistakes that many nonprofit mailers make

If you raise money through the mail—or would like to raise more than you have been—you should add **Direct Mail Fund Raising** to your library today.

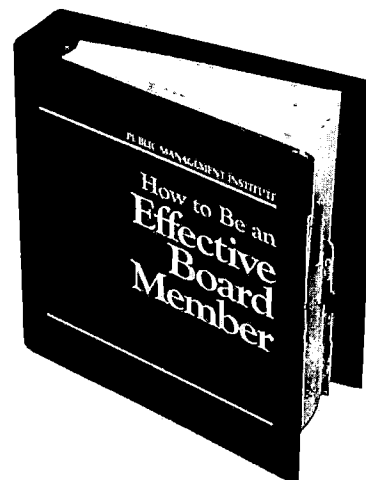
\$47.50

Publication date: 3/1/80

Pre-publication price: **\$42.50**

F92BM

NEW!



How to Be an Effective Board Member
by the Staff of
Public Management Institute.

The challenge of being an effective Board Member—while operating within the law—is before you.

To improve your abilities as a Board Member, you need to know:

- your legal responsibilities as a Board Member
- how to handle Board and staff relations
- how to understand and improve Board meetings
- how to make good decisions
- how to solve problems in groups
- how to use successful fund raising techniques
- how to increase Board leadership
- your legal liabilities as a Board member
- the key management policies of your nonprofit agency
- how to pick a good executive director

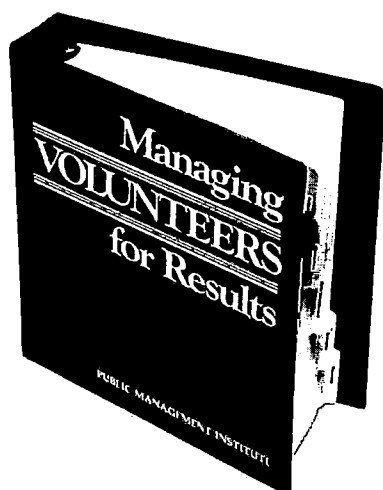
You can find all of these subjects—and more—in **How to Be an Effective Board Member**. It's designed to be useful to the newly elected Board Member and the seasoned veteran alike. In it, you'll find a tool that'll help you assess your own performance as a Board Member—and even show you how to improve your weak areas.

How to Be an Effective Board Member uses forms, checklists, and worksheets to systematically organize the job. If you want to be a better Board Member, you'll find this a useful work.

\$47.50

Publication date: 4/1/80

Pre-publication price: **\$42.50**



Managing Volunteers for Results
by Audrey Richards and the Staff of
Public Management Institute.

Getting results from volunteers is hard work. This 350-page book will make it easier for you to design and manage a productive volunteer program. **Managing Volunteers for Results** is a new "systems approach" to volunteer management. It shows you how to set up an exciting, responsive program where your staff, board, volunteers and clients all win.

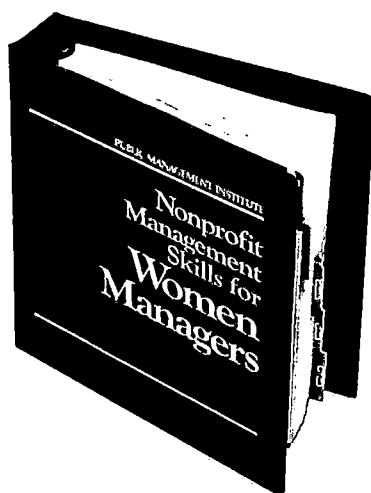
Managing Volunteers for Results is designed to help you learn specific techniques to:

- increase volunteer commitment
- create a positive climate for volunteers in your agency
- recruit and motivate many different kinds of volunteers
- become a more effective volunteer manager
- evaluate the effectiveness of your volunteer program
- recruit more and better volunteers

This unique book, now in its second edition, contains hundreds of pages of forms, worksheets, and checklists you'll use as you implement your volunteer management system. As a special feature, you are allowed to photocopy these tools for the use of your staff, board, and volunteers.

If you'd like a unique new system for getting more results from your volunteers, you should add **Managing Volunteers for Results** to your library.

\$47.50



**Nonprofit Management Skills
for Women Managers**
by the Staff of Public Management Institute.

Women are breaking into management, and it's about time! Now it's more critical than ever to improve and strengthen your management skills. Here, in one location, are the special tools and techniques you'll need to help achieve your career goals, including:

- how to supervise male staff
- how to deal with the special management problems of nonprofits
- how to motivate staff
- how women managers work with volunteers
- how to get better performance from staff
- how to deal with male supervisors

Nonprofit Management Skills for Women Managers contains proven practical techniques for women managers who work in nonprofit agencies. It will help you master the problems of working with nonprofit personnel and advancing your career.

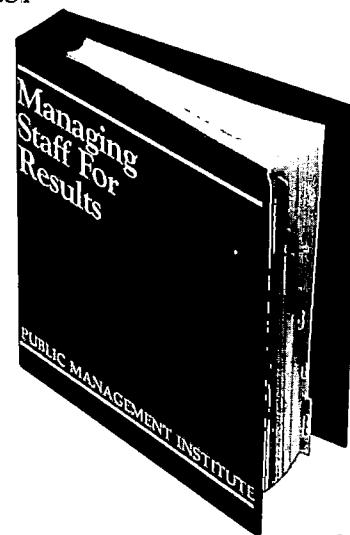
This book contains many forms, checklists, and worksheets you can use to help you in your management job on a daily basis. They systematize your management tasks and responsibilities—and you can reprint them for use with your staff.

Nonprofit Management Skills for Women Managers will even pass the ultimate test: it'll help you get better performance from your nonprofit organization.

\$47.50

Publication date: 3/1/80

Pre-publication price: **\$42.50**



Managing Staff for Results
by the Staff of
Public Management Institute.

This book is designed for nonprofit supervisors who are responsible for the hiring and management of staff. It is the only work available designed to meet your special needs as a manager of a nonprofit agency.

In it, you'll learn to:

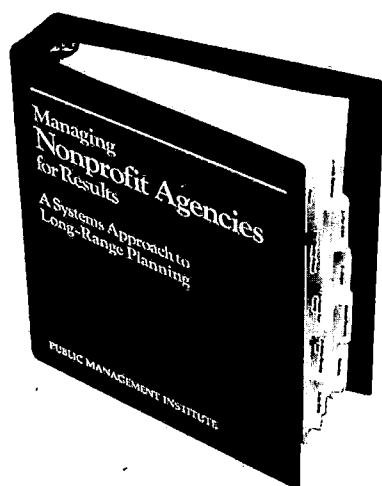
- find the most qualified people for your staff openings
- get the vital data you need in every job interview quickly
- increase staff productivity through effective training
- decrease the number of staff performance problems you face by implementing sound evaluation programs

Specifically, you'll improve your management skills by learning:

- how to get more staff involvement in your agency's work
- how to get better results from all staff members
- how to get more staff commitment to getting the job done
- how to get greater team effort to meet and overcome challenges

In short, **Managing Staff for Results** will give you the tools you need to build a productive, high morale work team. It will also help you improve your leadership and supervision skills. Special emphasis is placed on how to motivate staff to do the best job possible.

\$47.50



Managing Nonprofit Agencies for Results: A Systems Approach to Long-Range Planning

by Paul Hennessey and the Staff of Public Management Institute.

In this era of tight funding, you have to be more than needy to win support. You must have a PLAN for the effective use of your funder's money. **Managing Nonprofit Agencies For Results** gives you systematic techniques to create a long or short range plan for your agency and its projects.

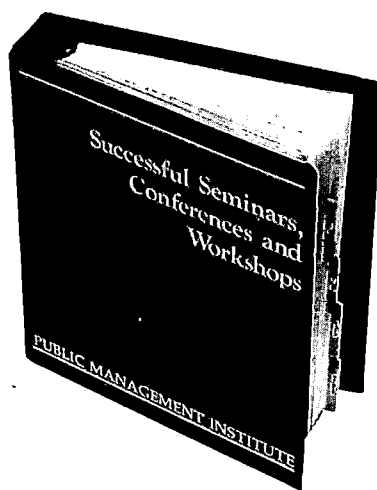
This book will show you how to create workable goals, objectives, action plans, budgets, and evaluation systems for your organization. It will help you:

- get more funding
- project a clearer organization image
- motivate your staff and volunteers to work harder to reach organization objectives
- help clients and community leaders better understand what your organization does—and where it's going

Managing Nonprofit Agencies for Results is designed to help you avoid "management by crises." Using this book, you will create a plan to reach goals five or ten years in the future. You'll then plot your first steps towards those goals, and set your plan in motion.

As a special feature, every chapter of **Managing Nonprofit Agencies for Results** includes forms, worksheets, and checklists you can photocopy and distribute to your board, staff, and volunteers to facilitate the planning process.

\$37.50



Successful Seminars, Conferences and Workshops

by the Staff of Public Management Institute.

Does your organization hold seminars, conferences, or workshops? Would you like to? **Successful Seminars, Conferences and Workshops** will help you learn how to run popular, effective and profitable programs.

This 300 page book will show you techniques you can use immediately to:

- boost attendance at your programs
- locate the very best speakers
- find the best program sites—sites that increase your drawing power
- choose topics, themes, and program goals that motivate participants
- create more powerful promotions for your seminars, conferences, and workshops.

Topics of special interest include:

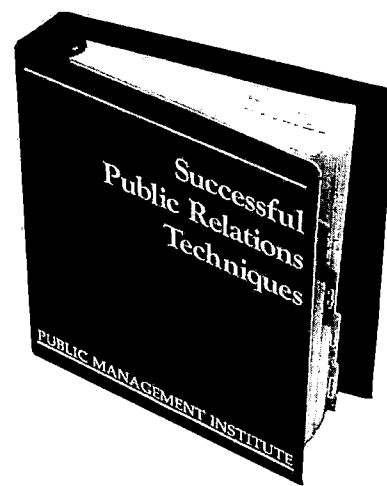
- 35 ways to cut costs of your seminars, conferences, and workshops
- how to increase free "word of mouth" promotion of your programs
- 21 common mistakes meeting planners make—and how to avoid them
- how to simplify the administration of your meetings
- how to set realistic program budgets
- 15 simple ways to increase enrollments

Successful Seminars, Conferences and Workshops includes hundreds of pages of tools you can use to schedule, promote, and run your programs. It also includes the "Meeting Blueprint." This unique tool allows you to plot your strategic plan for each meeting you hold on one poster-sized master chart. You can photocopy and use these valuable tools to improve the results of all your meetings.

\$47.50

Publication date: 3/1/80

Pre-publication price: **\$42.50**



Successful Public Relations Techniques
by the Staff of Public Management Institute.

Why do some organizations always receive favorable media coverage, and some none at all? What can you do to upgrade your organization's image? How can you develop the support of key people for your cause? These and other crucial questions are answered in **Successful Public Relations Techniques**.

This important new publication presents a "systems approach" to public relations success. This system includes more than 250 pages of forms, checklists, and worksheets you can photocopy and use. You can distribute these tools to your staff and volunteers; then they can help you implement your public relations plan.

The results? Within a year you should see:

- a marked improvement in the amount of favorable media coverage for your agency
- easier and more cordial relations with funders
- better relations with key agencies and important leaders in your community
- higher staff and volunteer morale

Successful Public Relations Techniques shows you how to:

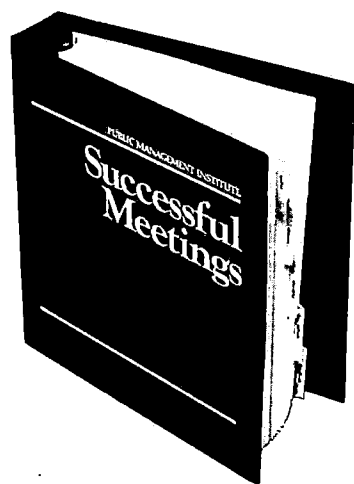
- create newsworthy events for newspapers, radio, and TV
- improve your visibility in the community
- get key people to support your work
- deal more effectively with media representatives
- use public relations to expand your funding base

If your organization needs more visibility, a better image, more media coverage, or increased funding, you should add **Successful Public Relations Techniques** to your library.

\$47.50

Publication date: 3/1/80

Pre-publication price: **\$42.50**



Successful Meetings

by the Staff of
Public Management Institute.

If success in your organization depends on getting groups of staff, volunteers, or clients to work together, you need **Successful Meetings**. This 250-page book contains hundreds of ideas to help you run meetings, lead task forces, and make your working groups more productive.

Important topics covered in **Successful Meetings** include:

- the special problems of groups in non-profit and public agencies, and how to overcome them
- how to get more participation and commitment from group members
- the key phases of development in all groups, and how to make them work for you
- how to resolve conflict in your work groups
- 21 techniques for systematically solving problems in meetings
- how to keep your meetings short and productive
- how to make powerful presentations to your groups
- strategies for dealing with the "hidden agendas" of group members
- techniques for getting consensus on important group decisions

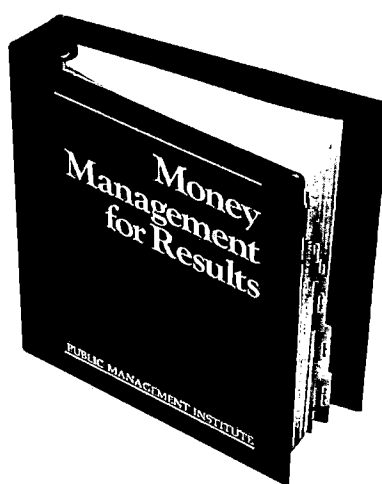
Successful Meetings will make your meetings quicker, increase team productivity in your organization, and help you improve staff and volunteer morale.

As a special feature, this book contains more than 150 pages of forms, questionnaires, worksheets, and checklists. You may photocopy and use these tools in your groups, task forces, and meetings to improve results.

\$37.50

Publication date: 4/1/80

Pre-publication price: **\$32.50**



Money Management for Results

by Christian P. Frederiksen, CPA

Accounting, budgeting, and sound money management are the keys to getting your agency's finances under control—and making each dollar you spend get maximum results. **Money Management for Results** helps you learn these important financial basics, and achieve:

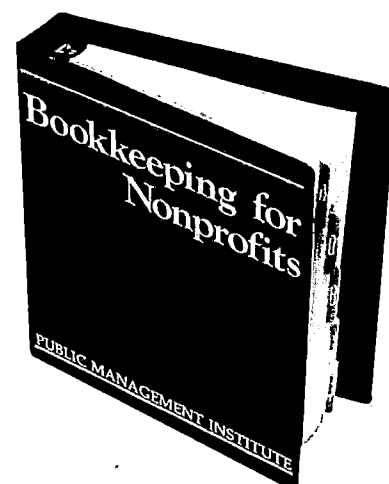
- *more funding*—because you'll be more credible and responsive to funders
- *better relations with your staff*—because you'll have a clearer understanding of how each staff member fits into your financial plan
- *more motivated board*—because you'll supply them with regular, accurate, understandable financial reports
- *less "management by crisis"*—because of sound financial planning
- *more money to spend*—because of cost savings you'll gain through improved financial control

Money Management for Results includes forms, checklists, and worksheets to help you:

- understand and analyze financial documents
- deal with the intricacies of fund accounting
- work with accountants and bankers
- make better financial decisions
- select and supervise the best accountants and bookkeepers
- cut costs through effective financial control
- perform a "systems review" to upgrade your office efficiency

If you want to improve program effectiveness and funding success, you should add **Money Management for Results** to your library.

\$57.50



Bookkeeping for Nonprofits

by the Staff of
Public Management Institute.

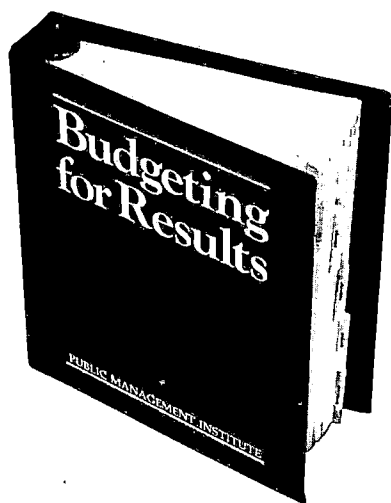
Do you want to set up a better bookkeeping system for your organization? Are your financial records a mess? Do you have to hire and train new bookkeepers? Do you need more current and accurate information about the financial status of your organization?

If your answer to any of these questions is "yes," you need **Bookkeeping for Nonprofits**. This book does more than just explain bookkeeping. It shows you how to start and administer a total bookkeeping system. It helps you:

- get better financial information for accountants, advisors, board members, and funders
- make better financial decisions
- hire and train better bookkeepers
- keep on top of the bills—both those you owe, and those due your organization
- plot accurate cash needs
- prepare more quickly for audits and funder inquiries

Bookkeeping for Nonprofits includes forms, checklists, and worksheets you can hand to your bookkeeper to improve financial statements, payroll management, bank reconciliations, and other important financial functions. Special emphasis is placed on bookkeeping for fund accounting, including how to set up a bookkeeping systems for grants and other restricted funds.

\$47.50



Budgeting for Results

by Christian P. Frederiksen, CPA

Proposition 13. Balanced budget amendments. The taxpayer's revolt. All of these mean the same thing to nonprofits: less money at a time of increasing inflation. As funding bases decrease, it becomes more and more important to budget shrinking resources for maximum results.

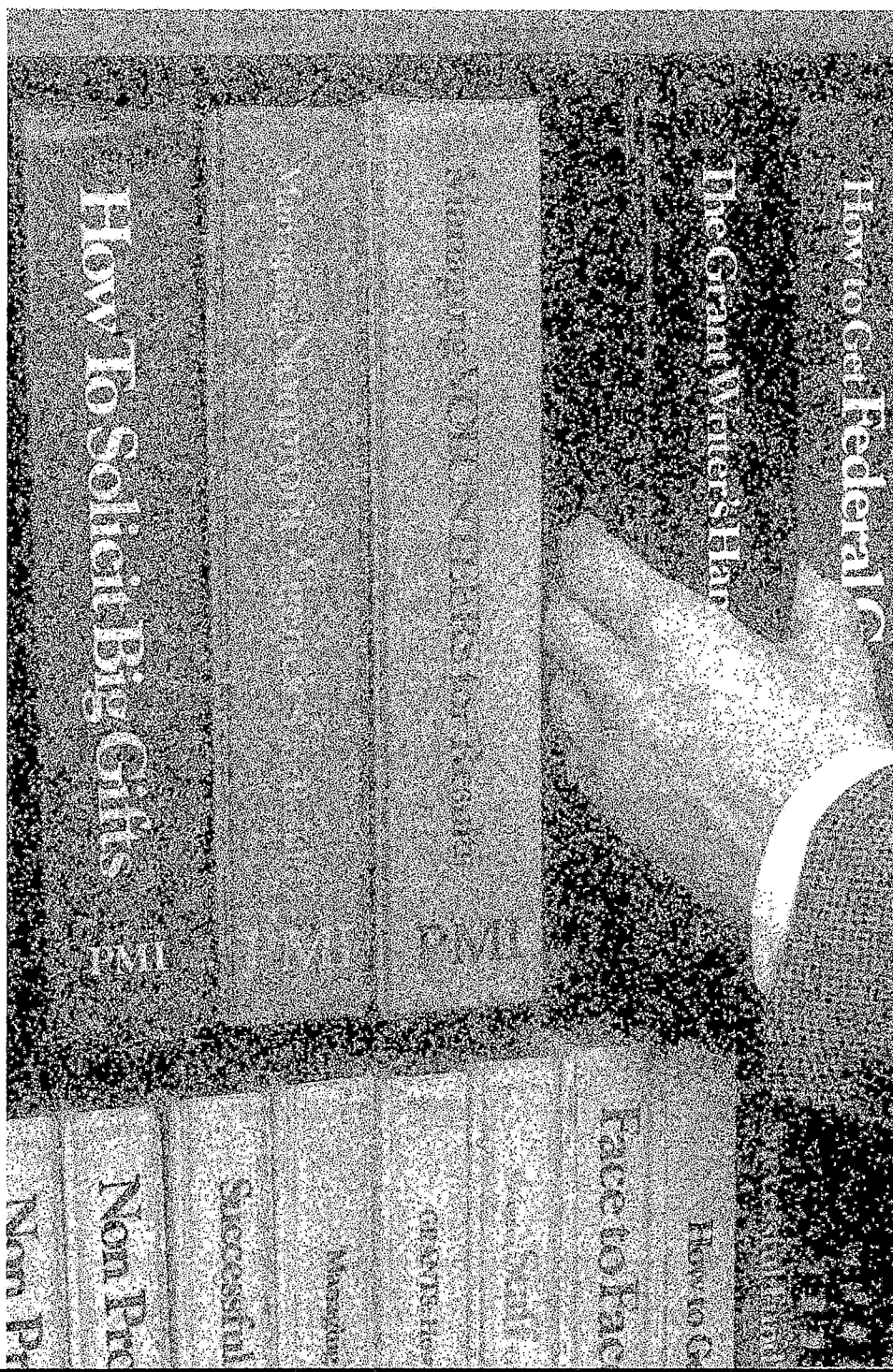
Budgeting for Results shows you how to do this. It introduces you to the unique "Budget-Prep System."TM This system is made up of over 250 pages of forms, worksheets, checklists, and model budgets you can photocopy and use to:

- cut budget preparation time
- produce accurate budget estimates
- develop clear readable budget documents
- negotiate budgets with funders
- get your budget approved quickly
- overcome staff resistance to budgeting
- develop special budgets for grant proposals, regulatory bodies, and government agencies
- deal effectively with budget cutbacks
- overcome conflict over the budget in your organization

You can distribute these tools to your staff and volunteers to simplify your budgeting.

Budgeting for Results puts special emphasis on how to avoid overspending, make better use of shrinking resources, and make your budgeting quicker and easier. If it's important for you to get maximum results from limited resources, you should add **Budgeting for Results** to your organization's library.

\$57.50



CASSETTE LEARNING PROGRAMS PORTABLE TRAINING SYSTEMS

If you can't attend a Public Management Institute seminar, or if you want to provide additional people in your organization with the tools and tips you have acquired at a seminar, you can benefit from our Cassette Learning Programs.

Each cassette is accompanied by a manual explaining the subject in detail, and is indexed for ready reference. Here's how the cassette system can work for you:

- You can use it according to your schedule, not someone else's.
- You can replay it any time to refresh your memory or review a concept in more detail.
- You can stop it anywhere and replay it, making notes about important points.
- You can train as many of your staff and volunteers as you desire, at a fraction of the cost of sending them to a seminar.
- You can play it on an ordinary cassette player.

That's why we call the cassette programs "portable training systems." They are handy and inexpensive tools for learning.



Successful Fund Raising Techniques Cassette Program

Is your organization reaching its full funding potential? Are you using *every* appropriate technique to maximize your fund raising success?

Successful Fund Raising Techniques cassette program shows you how to increase your funding using the twenty most important fund raising methods, including:

- direct mail
- big gift solicitation
- memorial and honor gifts
- grants from foundations, corporations, and the federal government
- endowments
- capital fund drives
- benefits and special events
- deferred gifts and bequests
- "self-support" projects
- gifts from community groups
- membership drives

You'll learn how to evaluate your potential for success in each area. You'll then learn how to get the best results from each one.

Special emphasis in **Successful Fund Raising Techniques** is put on understanding what motivates your donors to give—and how to build those motivators into your fund raising appeals. You'll also learn the key success factors in effective face-to-face soliciting, direct mail copywriting, public relations, and grant writing.

Successful Fund Raising Techniques shows you how the experts raise money.

Daniel Lynn Conrad, President of Public Management Institute, shows you how to:

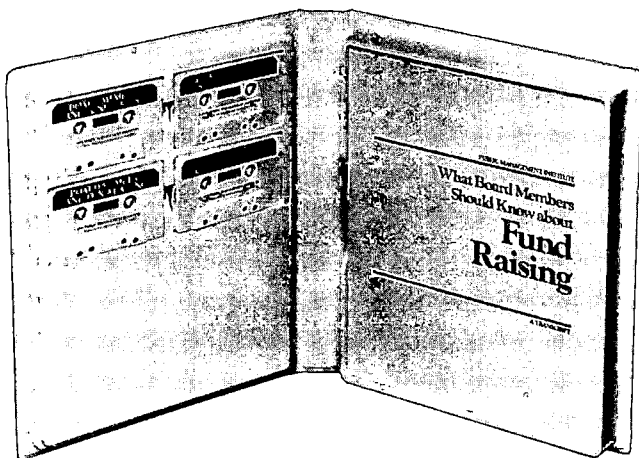
- develop more unrestricted funding
- find untapped sources of funds for your agency
- determine the cost-effectiveness of your present fund raising program
- make sure each dollar you spend on fund raising produces maximum return

It will also help you choose the best *new* fund raising techniques for your organization.

As a special feature, **Successful Fund Raising Techniques** comes with a copy of a 375-page manual. This book includes detailed descriptions of all the major fund raising methods discussed on the tapes, and an extensive bibliography of fund raising resources. The 12-tape set is fully indexed, allowing you to focus on the most important methods for your organization.

\$149.00





What Board Members Should Know about Fund Raising

Cassette program

Your board of directors can be the key to funding success—or the major contributor to failure. This program, designed especially for board members of nonprofit organizations, will help you:

- get your board more involved in the funding process
- encourage your board to use their “networks” to improve your fund raising success
- show your board techniques for increasing your funding level
- help your board see their key role in the funding process
- encourage your board members to solicit major gifts

With this program in your library, every new member of your board will get “basic training” in funding skills they need to make your organization grow.

Important topics covered in **What Every Board Member Should Know About Fund Raising** include:

- how to develop and use “contacts”
- how to get involved in the funding process
- how to monitor and control fund raising costs
- developing and approving long and short-range funding plans
- evaluating the cost/benefit of different funding methods
- how to set goals and objectives for fund raising
- how to help raise seed capital for new projects
- how to encourage organization growth
- how to help develop major gifts and grants

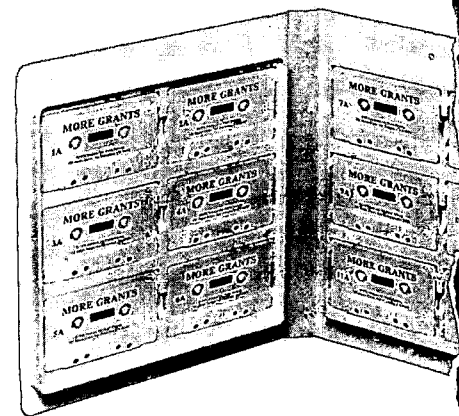
After listening to these tapes, each of your board members will understand the crucial part they play in your funding system. They'll be more motivated to give—and get others to give. They'll be more a part of your fund raising team.

What Every Board Member Should Know About Fund Raising includes 4 cassette tapes in a durable binder you'll be pleased to put on your bookshelf. It also comes with a complete index, so your board members can locate and listen to the most important parts of the program.

If you'd like to help your board members play a more effective role in your funding success, you need **What Every Board Member Should Know about Fund Raising**.

\$95.00

Includes a transcript.



How to Get More Grants:

A Systems Approach to Grantsmanship Cassette Program

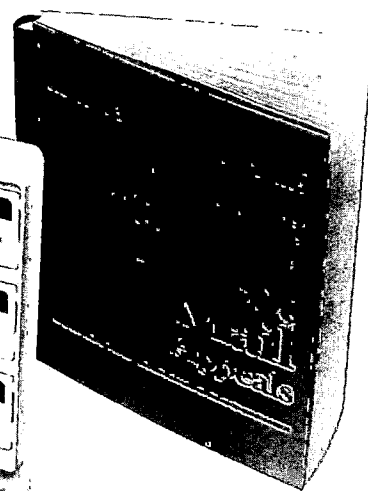
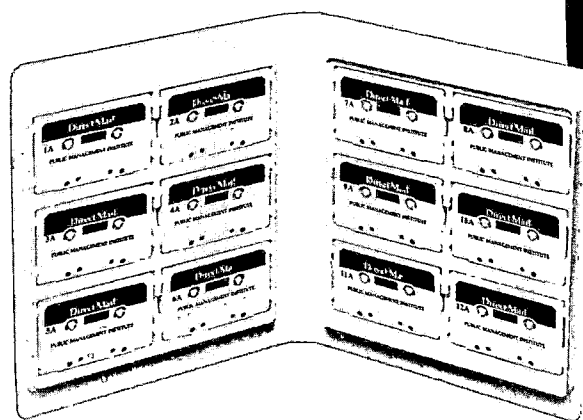
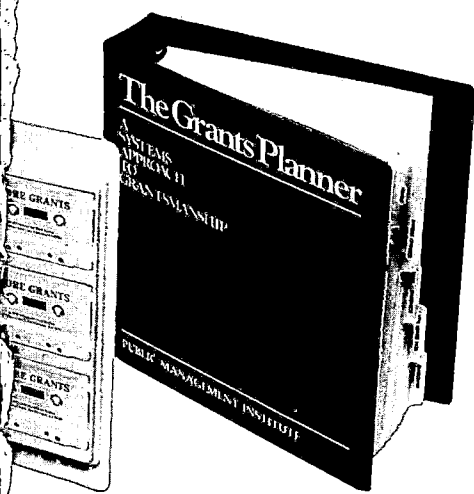
How to Get More Grants introduces you to a proven, practical “Systems Approach to Grantsmanship.” It guides you step-by-step through the 12 key steps of the grants process:

1. Locating the best segments of the “grants market” for your agency so you don't waste time
2. Improving your attitudes toward grant seeking to improve your success rate
3. Structuring your organization for grants success
4. Developing more grant winning ideas
5. Determining your “fundability”—then improving it
6. Uncovering your best foundation, corporate, and government prospects through research
7. Making an effective first contact with your funder
8. Writing the grant-winning proposal
9. Following up after proposal submission
10. Dealing with the funder's on-site visit
11. Dealing with the decision (turning failure into future success)
12. Developing continued grant support

This important program does more than tell you the facts about grants. It gives you a *system for success*, and shows you how to use it.

By listening to this cassette program you'll learn practical techniques to help you:

- set up a “grants readiness system” in your organization
- develop informal contacts with funders before asking them for support



- harness the creative energy of your staff and volunteers to develop more grant-winning project ideas
- write motivating, cogent proposals
- learn what each funder expects in your needs assessments, evaluation designs, and budgets
- cut proposal writing time in half using the Proposal Planner
- master the "politics of grant seeking"
- use the important grant research tools to uncover all possible sources of grant money

How to Get More Grants: A Systems Approach to Grantsmanship is led by Daniel Lynn Conrad, President of Public Management Institute. His proven, "how to" techniques have helped thousands get more grants. By adding this program to your library, you will give your staff and volunteers easy access to this valuable information. **How to Get More Grants** includes 12 cassettes in a durable binder, index, and a copy of *The Grants Planner*.

\$149.00



Improving Results from Direct Mail Appeals Cassette Program

Every year millions of dollars are raised through the mail. The largest nonprofits—churches, colleges, hospitals—often depend on direct mail to supply a steady, dependable flow of unrestricted funds.

If you'd like to learn how your organization can start and run a successful direct mail fund raising program, you need **Improving Results from Direct Mail Appeals**.

This 12-cassette program features a panel of leading direct mail experts speaking on important topics such as:

- how to find the best mailing list
- components of an effective direct mail package
- what kind of response should you expect
- powerful direct mail graphic tips
- how to write effective, motivating fund raising copy
- how to "target" your appeals for increased response
- how to resolicit lapsed donors
- understanding what motivates your donors—and putting it into your fund raising letters
- how to administer a low cost, high response mail campaign
- building and maintaining your donor list
- how to "upgrade" your donors, getting more and larger gifts

Special emphasis throughout **Improving Results from Direct Mail Appeals** is placed on cutting costs and minimizing your organization's financial risk.

As an important extra feature, this program contains an extensive manual you will use as you listen to the tapes. You'll refer to its charts and reference materials every time you send out a fund raising mailing.

Improving Results from Direct Mail Appeals shows you the techniques experts use to:

- get more unrestricted funds
- cut direct mail costs
- maximize direct mail success
- avoid common errors that can turn a successful mailing into a costly mistake
- encourage present donors to give larger gifts
- get donors to give more than once a year

If you want to improve your direct mail fund raising success—or want to start using this technique soon—you should add this important cassette program to your library.

\$129.00





Nonprofit Tax Law Cassette program

Federal and state governments are "cracking down" on nonprofit agencies across the country. Increasing regulations have made nonprofit organizations the targets of more and more audits, investigations, and even indictments. Is your organization prepared to deal with this?

Nonprofit Tax Law will help you learn how to avoid these problems. This 24-tape set is a recording of a recent conference held in Washington, DC, to address these important and troublesome issues. It will help you:

- *avoid legal and tax problems* in such important areas as labor relations, employee benefits, investments, lobbying, mailing, and fund raising
- *prevent problems in compliance* with government laws, regulations, and procedures
- *deal more effectively with inquiries and audits* from IRS, Department of Treasury, and other government agencies

You'll hear important *inside* information from more than 60 experts. Congressional representatives. IRS and Treasury officials. Accountants. Lawyers. Consultants. Foundation Officials.

Some of the important speakers include:

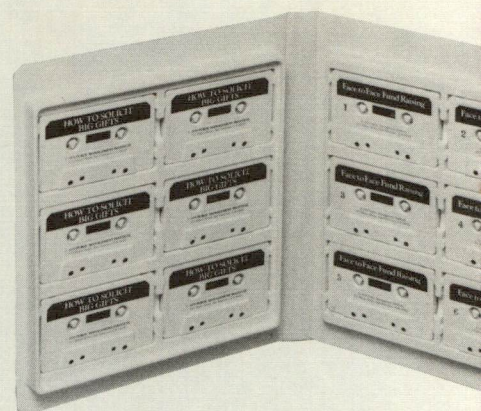
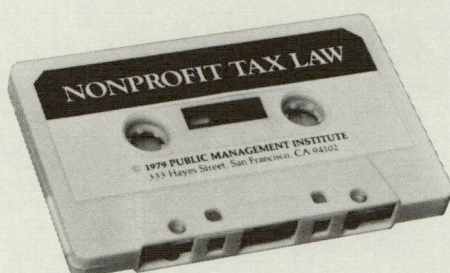
- *Eugene Keogh*, former representative, speaking on Keogh plans
- *Senators Al Ulman and Barber Conable* of the House Ways and Means Committee, speaking on proposed tax regulation
- *Senator Howard Baker*, speaking on voluntarism
- *Betty Southard Murphy* of the National Labor Relations Board (NLRB), speaking on labor law and nonprofits.

These and many more (60 total) will show you the problems to expect—and strategies for dealing with them.

Nonprofit Tax Law cassettes are easy to use. They come with a complete index, so you can locate the most important sessions. You also receive a 418-page manual of speakers' outlines for all sessions. The 24-tape program comes in two durable vinyl binders you'll be pleased to add to your library. You, your staff, your volunteers, and your board members will listen to these tapes to become more effective nonprofit managers.

Remember, ignorance of the law is no defense. If you want to learn how to stay out of trouble with the government, you owe it to your organization to get **Nonprofit Tax Law**.

\$295.00



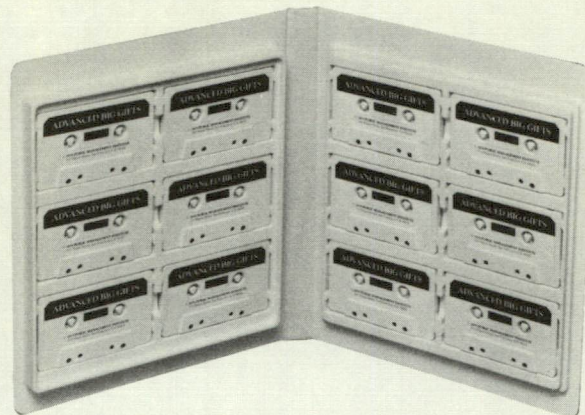
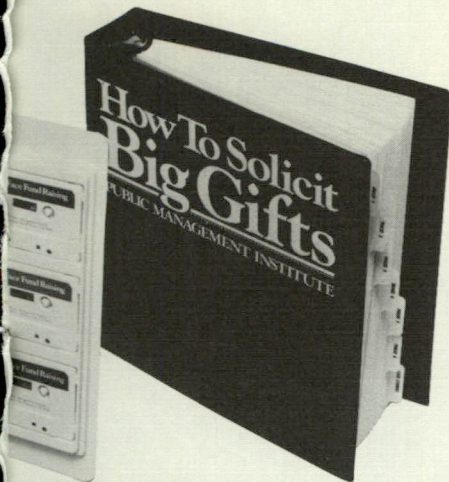
How to Solicit Big Gifts Cassette Program

Professional fund raisers know the crucial importance of big givers. It's not unusual for well over *half* the total raised in a large fund drive to come from *only 2 or 3 gifts* of over \$10,000. To succeed in today's competitive fund raising environment, you must master the skills of big gift solicitation.

How to Solicit Big Gifts helps you learn these skills. It will help you get the competitive edge, and win more major gifts. You'll learn many vital techniques while listening to these cassettes, including:

- how to locate prospects
- how to find and train solicitors
- how to rate each prospect's giving potential
- how to get appointments with your prospects
- how to make your organization more attractive to big gift prospects
- how to open a solicitation
- 28 ways to overcome prospect objections to giving
- 24 ways to phrase your request for the gift
- how to follow up after solicitation

The twelve **How to Solicit Big Gifts** tapes are accompanied by two manuals: 250-page book, **How to Solicit Big Gifts**, and **Face-to-Face Fund Raising**. Together they include many forms, checklists, and worksheets you can photocopy and use to improve your big gifts success. They will also help you train solicitors.

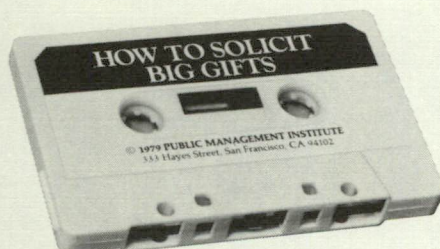


This Cassette Learning System features Dr. Aryeh Nesher, Vice President of the University of Haifa, Israel and Daniel Lynn Conrad, President of the Public Management Institute. Dr. Nesher has raised millions of dollars using the proven face-to-face techniques he discusses in these recordings. Conrad explains how to start and administer a big gifts solicitation program. Special emphasis is placed on how to involve volunteers in implementing the program.

How to Solicit Big Gifts is also an invaluable aide at staff and volunteer training sessions. Your staff and volunteers can take notes, discuss key points, and apply the information to help you raise more money. You can also photocopy and use the tools in **How to Solicit Big Gifts** to make your training sessions even more valuable.

Professional fund raisers know the crucial importance of big gifts to fund raising success. Now you can learn their expert techniques in **How to Solicit Big Gifts**.

\$195.00



Advanced Big Gift Solicitation Techniques Cassette program

If you now solicit major givers, or hope to start cultivating big givers soon, you should add this informative cassette program to your organization library.

Some of the important questions answered in **Advanced Big Gift Solicitation Techniques** include:

- how can I encourage a big gift prospect's friends to volunteer information about him?
- what are the key factors in solicitation success?
- what special techniques should I use to solicit women?
- what are the key facts I must know about a prospect before we meet?
- what are the major obstacles to setting up a big gifts program in my organization, and how can I overcome them?
- should I use written proposals in my major gift solicitations?

Special emphasis in **Advanced Big Gift Solicitation Techniques** is placed on recruiting and training big gift solicitors. Topics in this important area include:

- how can I reward and recognize solicitors to improve their motivation level?
- how can I teach my solicitors the tax advantages of charitable giving?
- what materials should my solicitors take to a solicitation with them?
- what should my solicitors do if the gift offered is too small?
- how can I train my solicitors to get more *unrestricted* big gifts?
- when and how can I ask present donors to become solicitors?
- what are the most important skills my solicitors must master?

Advanced Big Gift Solicitation Techniques presents an exclusive interview with Dr. Aryeh Nesher, Vice President of University of Haifa, Israel. Dr. Nesher is one of the world's leading authorities on Big Gift solicitation. He has personally raised millions of dollars in face-to-face encounters.

Dr. Nesher's comments throughout **Advanced Big Gift Solicitation Techniques** on specific, practical techniques you and your solicitors can use during actual big gift solicitations. You'll learn the most effective openings. The most common prospect objections to giving—and how to overcome them. The best ways to phrase your request for the gift.

With these indexed cassettes in your library, you and your staff will have easy access to Dr. Nesher's important techniques. You'll refer to **Advanced Big Gift Solicitation Techniques** for years to come—as you start your big gifts program, and as it grows.

\$195.00





Managing Staff for Results Cassette Program

How can I get staff to "buy into" their jobs? How can I increase team spirit in my organization? How can I motivate my staff to produce at peak levels? How can I make our organization a more positive, productive place to work? How can I more effectively solve staff performance problems?

These and other important questions are answered in the **Managing Staff for Results** cassette program.

This 12-tape set is designed to help managers in your nonprofit or public agency encourage:

- more staff involvement in agency work
- higher productivity from all staff members
- more staff commitment to getting the job done
- greater team effort to meet and overcome challenges

Managing Staff for Results gives you the practical tools you need to build a productive, high morale work team. You'll learn to increase your staff's results through better management techniques.

Sandy Pokras, President of the Viability Group, a California-based management consulting firm, speaks in this program. In an informative, entertaining style he discusses key issues of nonprofit staff management, including:

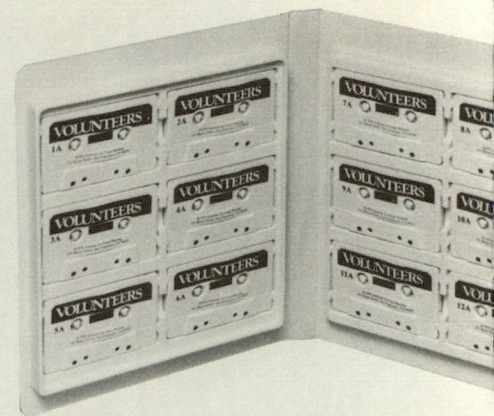
- practical techniques for motivating your staff
- improving the communication flow in your agency
- rating and upgrading your leadership style
- interviewing to fill staff positions, and finding the best candidates

- designing better jobs for your staff
- improving staff-volunteer relations
- encouraging teamwork: practical methods
- putting together effective staff training programs
- setting goals and objectives for and with your staff
- dealing with staff emotions
- evaluating staff performance
- solving performance problems

Managing Staff for Results cassette program comes with an index for easy access to key sections of the tapes. It also includes a 250-page manual filled with forms, worksheets, and checklists to help you become a more effective manager.

If it's important for you to maximize results from your staff, **Managing Staff for Results** belongs in your library.

\$149.00



Managing Volunteers for Results Cassette Program

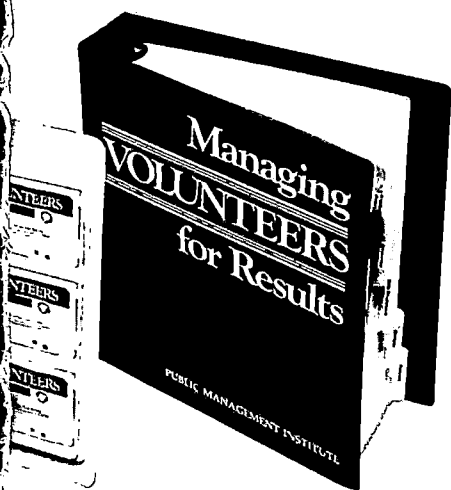
Volunteers are one of America's most vital resources. This cassette program is designed to show you how to maximize their value to your organization.

Managing Volunteers for Results is a 12-cassette program that gives you a practical three-phase program to:

- help your volunteers feel more rewarded, fulfilled, and motivated
- increase volunteer commitment
- improve the climate for volunteers in your organization
- help you make better use of your time
- make you a more effective volunteer manager
- recruit many new and different kinds of volunteers
- and much more

Managing Volunteers for Results includes detailed discussion of many important volunteer management tools and techniques, including:

- the volunteer ombudsman
- volunteer management skills inventory
- volunteer organization climate questionnaire
- consensus oriented leadership techniques
- brainstorming, cause-effect diagrams, and other group problem solving techniques you can use with volunteers
- the "linking pin" approach to volunteer planning
- organization resources inventory
- the volunteer exit interview
- interviewer skills such as active listening and decoding "body language"
- podium tips for volunteer recruiters
- volunteer screening systems
- volunteer orientation manuals
- effective delegation techniques for volunteer managers
- the volunteer "swiss cheese book"

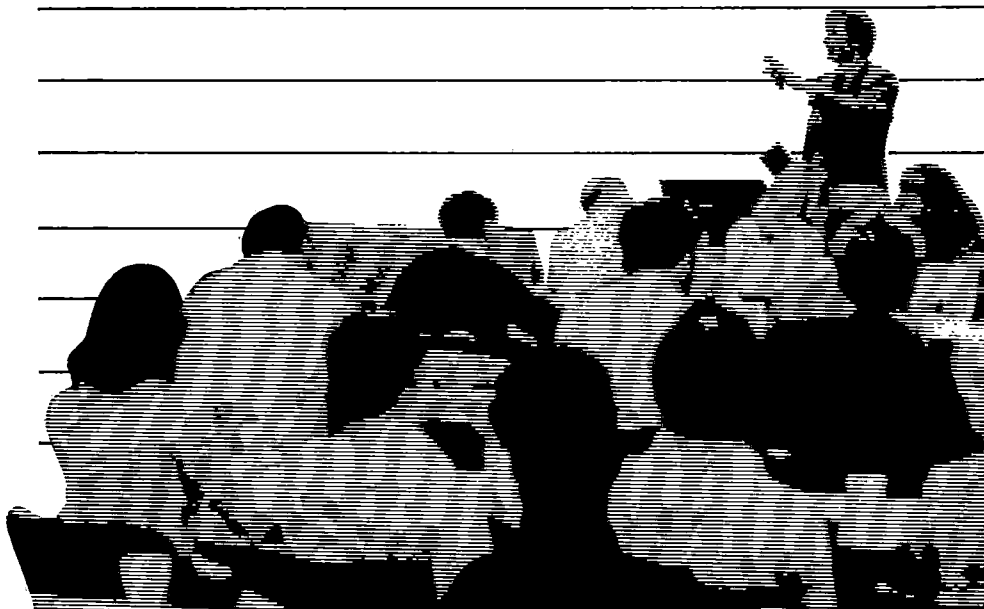


Special emphasis throughout **Managing Volunteers for Results** is placed on running volunteer meetings, finding and interviewing new volunteers, volunteer communication, and other key interpersonal skills successful volunteer managers need.

If volunteers play a key role in your organization, you should add this cassette program to your library. It is an important resource you, your staff, and your volunteer managers will use for years to come.

Managing Volunteers for Results includes 12 cassettes and binder, and includes a copy of Audrey Richard's book of the same name. The program is indexed, allowing you to listen to the whole program, or find and listen only to those sections of particular interest.

\$149.00



Grant Research Services



The Grants Portfolio (a service of PMI)

There are over 60,000 grant making funding sources in the United States. **The Public Management Institute** has a unique data retrieval system allowing it to pinpoint the very best ones for your project. This service is called the *Grants Portfolio*.

Each *Grants Portfolio* includes: (1) detailed reports on the ten best funding source prospects for your project; (2) our suggestions on how much to ask for from each one; and (3) our recommendations on what to emphasize when you approach each funding source. In addition, our Grant Research Services include:

- Critiquing, editing and writing grant proposals
- Conducting grant feasibility studies
- Helping you create a Grants Readiness System
- Setting up a grants research office and library in your organization

THE GRANTS PORTFOLIO

New Grant Money for Your Project

If your project needs new grant funding, you should take advantage of this unique individualized consulting service. It's called the GRANTS PORTFOLIO, and it's different from any other research service currently available.

The GRANTS PORTFOLIO directs you to the best sources to contact for grant money. Our trained research consultants survey every source of funds in the United States — including private foundations, corporate sources of funds, and government sources of funds — according to your organization's fundability in each of these categories. Utilizing the extensive resources of the Public Management Institute, they determine, from some 60,000 possibilities, the sources most likely to award grants to your organization.

The GRANTS PORTFOLIO supplies you with background data and specially tailored recommendations that will help you meet your funding goals.

- How much to ask for from each funding source — you'll know the exact size of the grant you should request.

- When to ask for it — you'll know all important deadline dates.
- What to tell them when you ask for money — you'll know what to emphasize about your project in each proposal you submit.

The GRANTS PORTFOLIO is like having a grants consultant in your organization, at a fraction of the cost.

Here's how the GRANTS PORTFOLIO works:

1. You fill out a carefully designed questionnaire about your organization and send it to us. The questionnaire helps us recommend the type and extent of research you require, and assists us in locating the very best grant prospects for you.
2. You receive a telephone call from us to verify the data you've supplied. We ask further questions to help us design grant-winning strategies for you.
3. Our trained researchers find the best prospects for your organization from the 60,000 funding sources across the United States.
4. We prepare individual research reports on each funding source we recommend to you. These reports include a partial list of grants made in the past by each source and comments about why each source is particularly good for you. We also tell you what to emphasize in each proposal you submit.
5. You receive your GRANTS PORTFOLIO — between ten and thirty individually tailored reports on your best prospects. You also receive a special guide, "Grant Strategies: The Four Steps to Funding," to help you turn your information into a grant.

The GRANTS PORTFOLIO research service begins at \$495. If you get just one grant with the information in your personalized GRANTS PORTFOLIO, your investment will be repaid many times over.

DEVELOPMENT CONSULTANCY

For Organizations Which Qualify . . .

If you want over \$100,000 in grants this year, you need a Development Consultancy offered by the Public Management Institute. The Public Management Institute takes on

a number of selected clients each year for this special service — organizations we feel have above average untapped grants potential.

When you qualify for this service, you get:

- **ANALYSIS.** We undertake an extensive organization fundability analysis to determine what segment of the funding market holds your greatest potential: foundations, corporations, or the federal government. We can also prepare a detailed report telling you which of your projects is most fundable.
- **RESEARCH.** We locate the best grant funders for your organization, and supply you with complete data on those foundations, corporations, and federal government agencies.
- **TRAINING.** We train you and your Board, at your headquarters, in the most effective grantsmanship skills, including those you need for a successful face-to-face interview with a funding official. We also teach you how to write grant winning case-statements and proposals.
- **PROPOSAL CRITIQUES.** We'll review and evaluate up to ten proposals you have prepared for funding sources, pointing out strengths and potential areas of improvement.
- **ADVOCACY & PHONE CONSULTATION.** We'll keep in frequent contact to make sure you're on the track to grant funding. We'll help you prepare to deliver a powerful presentation to a funder in person. We'll help you prepare to answer key questions.
- **PUBLIC RELATIONS.** We'll work with you in developing presentation aids and brochures, and advise you about the most effective use of the media for your program.
- **GRANTS ALERT.** We'll monitor changing trends and patterns in the funding world and notify you of pertinent new developments.
- **FREE ATTENDANCE AT SEMINARS.** As a PMI client, your organization is entitled to send a representative to three pre-scheduled PMI seminars.

The fee for this service is based on your organization's needs, goals, and stage of development. It begins at \$500/month.

Training Programs

The **Public Management Institute** has trained over 15,000 people from all 50 states and many foreign countries in management and funding skills, proven techniques of grant solicitation, direct mail, major gift solicitation, deferred giving, and long

range planning, to name just a few.

Our training seminars are designed to improve the funding and management skills in nonprofit organizations and public agencies. They include seminars in four major subject areas:

1. *fund raising*
2. *grantsmanship*
3. *nonprofit management*

4. *nonprofit finance*

These programs are sponsored through nationally-prominent universities, public agencies and other nonprofit groups. They are given on a regular schedule in major cities throughout the U.S.

See reverse side for locations and dates of course offerings for 1980.

I. Fund Raising

1. Successful Fund Raising Techniques: overview of fund raising with emphasis on evaluation of fund raising techniques and six major ways to raise funds: direct mail, endowment, memorial giving, grantsmanship, big gifts and capital campaigns.

2. Direct Mail Fund Raising: professional techniques for improving results in direct mail appeals. Includes how to structure powerful appeals as well as how to manage the production and record-keeping functions. Also, ways to increase response and lower costs.

3. How to Solicit Big Gifts: face-to-face solicitation techniques to ask for gifts of \$10,000 or more from living individuals. How to identify and research projects. How to get appointments. How to ask for the gift. How to overcome objections.

4. How to Build a Big Endowment: How to set up an endowment development system. How to locate and research prospects. How to analyze benefits to your organization and the donor. How to ask for bequests, trusts, life insurance, real estate, stocks and other gifts.

II. Grantsmanship

5. How to Get More Grants: A systems approach to grantsmanship. How to set up a grants development program. How to identify and research prospects. How to develop relationships with funders. How to write winning proposals. How to develop fundable grant ideas.

6. Grant Writing Workshop: How to write winning proposals. How to develop a credibility strategy. How to write good project objectives. How to design a project. How to select methods. How to develop needs assessments and evaluation methods. How to provide future funding and matching funds.

7. How to Get Federal Grants: how to locate and explore federal funds. How to understand and master grant application forms. How to write winning proposals. How to find out what the feds want to see in proposals. Standards reviewers use to evaluate proposals.

8. Grants Administration: How to determine the regulations you must follow. How to set up a grants administration system. How to set up a financial reporting system for project directors/principal investigators. What to do in case of an audit. How to answer questions on what the regulations mean.

9. Needs Assessment: How to develop effective needs assessments. How to avoid statistical validity problems. How to choose the best needs assessment data-gathering technique for your purposes. How to structure the needs assessment for best results. How to make sure the needs assessment correctly identifies the real problem.

10. Evaluation: How to structure an evaluation component of a program. How to make sure the evaluation is valid. How to build more objectivity into your evaluation. How to select the best evaluation methods for your project. How to collect data.

11. How to Get Federal Contracts: How to structure a contract development system. How to respond to RFPs. How to respond quickly to contract opportunities. How to write successful proposals. How to develop workable, low-bid budgets.

III. Nonprofit Management

12. Managing Volunteers for Results: How to increase commitment from volunteers. How to select and recruit the best volunteers. How to set up a volunteer management system. How to evaluate your volunteer program. How to manage volunteer-staff relations.

13. Managing Nonprofit Agencies for Results: A systems approach to long range planning for nonprofits. How to develop a mission statement, goals and objectives. How to implement long range planning in your organization. How to plan for uncertainty. How to create adaptable plans.

14. Managing Staff for Results: How to structure the working environment for best results. How to motivate staff. How to find and recruit high quality employees. How to get better over-all performance from staff. How to manage the supervisor-subordinate relationship in the nonprofit organization setting.

15. How to Be An Effective Board Member: How to meet the legal responsibilities of board members. How to improve board meetings. How to make better board decisions. How to evaluate your board performance. How to find and recruit better board members. What board members can do better than anyone else.

16. Nonprofit Management Skills for Women Managers: The special demands of nonprofit management. How women develop

management skills. How women develop career paths in nonprofit management. How to improve supervisory skills. How to get better results from highly motivated staff. How to overcome sex-role stereotypes.

17. Successful Meetings: How to improve meetings. How to get commitment and participation from group members. How to structure meetings for best results. How to solve problems in groups. How to get group members to make better decisions. How to make meetings more productive and less boring.

18. Successful Seminars, Conferences and Workshops: How to develop good programs. How to market your program to get maximum attendance. How to decide what kind of programs to hold and when. How to find and recruit better speakers. How to improve seminars, conferences and workshops. How to manage the meeting planning function.

19. Successful Public Relations Techniques: How to develop a public relations program for nonprofit and public agencies. How to increase media coverage for your organization. How to increase your visibility and image in the community. How to create a base of public support. How to influence community leaders.

IV. Nonprofit Finance

20. Bookkeeping for Nonprofits: How to set up better bookkeeping systems. How to meet all financial reporting requirements. How to meet federal, state and local regulations. How to improve your financial reports. How to make finance reports understandable to non-financial people who need to understand them.

21. Nonprofit Financial Management: Effective accounting and budgeting techniques for nonprofit and public agencies. How to make better financial decisions. How to make better financial reports to management and funders. Effective cash management systems. Working with accountants and bankers. How to set up and administer financial control systems.

22. Budgeting for Results: How to develop a workable budget system in nonprofit and public agencies. How to increase the accuracy of your budgeting system. How to train non-financial people to create effective budgets. How to develop budgets for special projects. Strategies for handling budget cutbacks.

1980

SEMINAR SCHEDULE

	JANUARY	FEBRUARY	MARCH	APRIL	MAY
Successful Fund 1. Raising Techniques			6-7/New York	14-15/Dallas	
Direct Mail 2. Fund Raising			20-21/ San Francisco	17-18/Atlanta	15-16/Chicago
How to Solicit 3. Big Gifts	21-22/ Los Angeles 28-29/Atlanta 14-15/ San Francisco	28-29/ Washington DC	10-11/Denver 13-14/ Philadelphia	14-15/St. Louis	
How to Build a 4. Big Endowment		4-5/ San Francisco 7-8/Dallas 21-22/Detroit			
How to Get 5. More Grants	14-15/Denver 24-25/ Wash. DC 17-18/ Rhode Island 21-22/Seattle 21-22/ Los Angeles	28-29/Dallas		17-18/Syracuse	1-2/Philadelphia 29-30/Boston
Grant Writing 6. Workshop			13-14/St. Louis	7-8/New York	5-6/ Minneapolis 8-9/Newport, RI 29-30 Newport Bch.
How to Get 7. Federal Grants			24-25/New York	24-25/Atlanta 17-18/Houston	
Grant 8. Administration			17-18/ Fort Lauderdale	28-29/Chicago	
Needs 9. Assessment					1-2/Seattle
10. Evaluation					
How to Get 11. Federal Contracts		25-26/Boston 28-29/St. Louis	24-25/Seattle 27-28/Denver		
Managing Volunteers 12. for Results					
Managing Nonprofit 13. Agencies for Results		25-26/ Wash. DC 28-29/ Milwaukee			
Managing Staff 14. for Results		25-26/New York	24-25/St. Louis 27-28/Dallas	10-11/Denver	
How to be An Effective 15. Board Member					12-13/Dallas
Nonprofit Management Skills for 16. Women Managers		21-22/Chicago		10-11/Boston 28-29/ San Francisco	
Successful 17. Meetings				17-18/ San Francisco	
Successful Seminars Conferences and 18. Workshops	28-29/ Newport Beach	14-15/ New York	13-14/Chicago	28-29/ Washington DC	1-2/Detroit 19-20/Atlanta
Successful Public 19. Relations Techniques	24-25/ San Francisco	25-26/Atlanta	17-18/Dallas 20-21/ Washington DC	21-22/Detroit 7-8/Boston	
Bookkeeping for Nonprofit 20. Organizations	21-22/San Jose 17-18/Dallas 28-29/St. Louis	4-5/Boston 14-15/ Washington DC	6-7/Atlanta	10-11/ Milwaukee	5-6/Denver 15-16/ Fort Lauderdale 29-30/ Philadelphia
Nonprofit Financial 21. Management			27-28/ Washington DC	28-29/New York	12-13/Atlanta
Budgeting 22. For Results	14-15/New York	7-8/ Fort Lauderdale	17-18/ Newport Beach		8-9/ San Francisco
Annual 23. Giving					

NOTE: DATES & LOCATIONS OF SEMINARS
ARE SUBJECT TO CHANGE.

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
			4-5/Chicago	9-10/ Washington DC	20-21/Denver	1-2/ San Francisco
	17-18/New York		22-23/Dallas		6-7/ Newport Beach 13-14/ Fort Lauderdale	
						8-9/Detroit 11-12/ Newport Beach
12-13/ Philadelphia	21-22/Atlanta 24-25/New York	18-19/ Washington DC		6-7/Denver		
5-6/ San Francisco 9-10/ Milwaukee 26-27/Atlanta						4-5/New York
23-24/Seattle		21-22/Denver				1-2/Chicago 11-12/Atlanta
	21-22/Chicago 24-25/Dallas	7-8/ Wash. DC 28-29/ Boston	29-30/ Milwaukee	2-3/Boston		8-9/ Fort Lauderdale 15-16/ San Francisco
9-10/ Wash. DC 12-13/Dallas 19-20/New York		11-12/ San Francisco				1-2/Denver 11-12/Detroit
		11-12/Detroit 14-15/New York	4-5/ Washington DC	13-14/Houston 16-17/Atlanta	10-11/ Los Angeles 13-14/Dallas	
			15-16/ San Francisco 18-19/ Boston	6-7/New York 9-10/Detroit		
	14-15/Detroit 17-18/ Washington DC		4-5/New York 29-30/ Los Angeles			
	24-25/ Wash. DC 28-29/ San Francisco	25-26/Chicago 28-29/Dallas	8-9/Atlanta 11-12/ Kansas City			
			8-9/Denver 25-26/ San Francisco 11-12/ Los Angeles	2-3/Dallas	17-18/ Philadelphia 20-21/Boston	
					10-11/Chicago	11-12/ Washington DC
			22-23/New York 25-26/ Wash. DC	20-21/Chicago 23-24/ Philadelphia	6-7/ San Francisco 13-14/Atlanta	
			8-9/New York 11-12/Detroit	27-28/Dallas 30-31/ Washington DC		
		18-19/Dallas 21-22/ Philadelphia	15-16/Chicago 18-19/ Wash. DC	20-21/New York 30-31/Atlanta		
					6-7/Denver 20-21/ San Francisco	
				27-28/St. Louis		8-9/Seattle
2-3/Houston 19-20/ San Francisco		4-5/Chicago 7-8/New York		23-24/Los Angeles		4-5/Syracuse
2-3/St. Louis 16-17/ Los Angeles	10-11/Houston					
26-27/ Washington DC					6-7/Boston	1-2/Atlanta
	14-15/ Newport Beach			2-3/ San Francisco 27-28/New York 30-31/Chicago	17-18/Houston 20-21/ Washington DC 24-25/ Fort Lauderdale	

IN-HOUSE TRAINING

The Public Management Institute offers a broad curriculum of courses on management and technical skills which we can present to your Board, key staff members, volunteers, or community audience of your choice.

Our professional consultants customize the instruction to meet the specific needs you identify. We'll tailor the training program to cover areas you think have unmet potential. We'll also cover your special problems and concerns.

Courses offered on an in-house basis include:

I. Fund Raising

1. Successful Fund Raising Techniques
2. Direct Mail Fund Raising
3. How to Solicit Big Gifts
4. How to Build a Big Endowment

II. Grantsmanship

5. How to Get More Grants
6. Grant Writing Workshop
7. How to Get Federal Grants
8. Grants Administration
9. Needs Assessment
10. Evaluation
11. How to Get Federal Contracts

III. Nonprofit Management

12. Managing Volunteers for Results
13. Managing Nonprofit Agencies for Results
14. Managing Staff for Results
15. How to Be An Effective Board Member
16. Nonprofit Management Skills for Women Managers
17. Successful Meetings
18. Successful Seminars, Conferences, and Workshops
19. Successful Public Relations Techniques

IV. Nonprofit Finance

20. Bookkeeping for Nonprofits
21. Nonprofit Financial Management
22. Budgeting for Results

If you have further questions about in-house training programs, please call Ms. Patricia Nicholson at Public Management Institute, (415) 431-8444.

PARTIAL LISTING OF PREVIOUS SPONSORS OF IN-HOUSE TRAINING PROGRAMS

ACTION, Regions V, VII, and IX
American Council on Education
American Heart Association
American Security Council
Boys Clubs of Southern California
City of Palo Alto, California
Clover Bottom Development Center
Eastern Washington University
Hilbert College
Junior League of Greensboro, North Carolina
Junior League of Spokane, Washington
Junior League of Summit, New Jersey
Junior League of Utica, New York
Public Broadcasting System
Stimulating the Neighborhood Action Process (SNAP)

CONSULTING SERVICES

Our expert staff consults with you and your Board in all areas related to funding and nonprofit management.

Our areas of specialty are:

- Grants from foundations, corporations and government agencies
- Volunteer and Staff Management
- Major gift solicitation
- Annual giving and membership drives
- Direct mail
- Public relations
- Memorial gift programs
- Long range financial support development
- Organizational development
- Individually tailored funding plans, and feasibility studies.
- Bookkeeping systems
- Computer accounting systems
- Budgeting systems

In each of these areas we analyze your organization's strengths, weaknesses, and current problems. We then create and help implement strategies to overcome those problems.

FUND RAISING AUDIT

Making Your Organization's Current Means Sufficient for Tomorrow's Ends

If your organization is developing new programs, exploring new systems and methods, or simply preparing for the future **now**, you can benefit from a Fund Raising Audit conducted by the Public Management Institute.

To help you design and implement a successful long range funding strategy, a top professional consultant from the Public Management Institute will visit your headquarters as necessary.

The consultant will analyze your current in-house efficiency and effectiveness to determine your opportunity gaps and unmet potential. Making use of the Public Management Institute's extensive resources, the consultant will analyze the market attractiveness of your current and future programs, survey the competition in your field, and develop a complete risk analysis. Recommendations will then be presented to your Board and key staff members. The recommendations will include donor profiles, "sure-win" long range funding strategies, budget recommendations, and staff requirements.

FURTHER INFORMATION ON SEMINARS

Seminars listed on this calendar are subject to change. Please use the **Order Form** to request further information or to pre-enroll in any of the seminars listed. You need not send payment at this time, but if, for budget reasons, you wish to pre-pay for enrollment, you may. Price information on any seminar may be obtained by phoning our office at (415) 431-8444. You may cancel any seminar enrollment up to 3 days prior to the seminar date, and receive a full refund.

ORDER FORM

CODE	TITLE AND DESCRIPTION	PUBLICATION DATE	PRE-PUB PRICE	QUAN- TITY	TOTAL
F91CD	Corporate 500 — 1980 The Directory of Corporate Philanthropy	3/1/80	\$175.00	\$200.00	
F01FG	How to Get Federal Contracts	3/1/80	65.00	75.00	
F91FG	How to Get Federal Grants			47.50	
F91GP	The Grants Planner			37.50	
F91GW	The Grant Writer's Handbook 1978-79			37.50	
F91GWA	The Grant Writer's Handbook 1979-80			37.50	
F91PO	The Grants Portfolio (a service of PMI)			495.00	
F91GA	Grants Administration	3/1/80	\$65.00	\$75.00	
F92BM	How to Be an Effective Board Member	4/1/80	42.50	47.50	
F92EV	Evaluation Handbook	4/1/80	42.50	47.50	
F92NP	Managing Nonprofit Agencies for Results			37.50	
F92PR	Successful Public Relations Techniques	3/1/80	42.50	47.50	
F92SM	Successful Meetings	4/1/80	32.50	37.50	
F92SS	Successful Seminars, Conferences and Workshops	3/1/80	42.50	47.50	
F92ST	Managing Staff for Results			47.50	
F92VO	Managing Volunteers for Results			47.50	
F92WM	Nonprofit Management Skills for Women Managers	3/1/80	42.50	47.50	
F93BE	How to Build a Big Endowment	3/1/80	65.00	75.00	
F93DM	Direct Mail Fund Raising	3/1/80	42.50	47.50	
F93SF	Successful Fund Raising Techniques			37.50	
F94BK	Bookkeeping for Nonprofits			47.50	
F94BR	Budgeting for Results			57.50	
F94MM	Money Management for Results			57.50	
F94NA	Needs Assessment Handbook	4/1/80	42.50	47.50	
CASSETTE PROGRAMS					
F91GPC	How to Get More Grants (includes The Grants Planner book)			149.00	
F92STC	Managing Staff for Results (includes Managing Staff manual)			149.00	
F92VOC	Managing Volunteers for Results (includes Managing Volunteers manual)			149.00	
F93BGC	How to Solicit Big Gifts (includes Face-to-Face manual and Big Gifts book)			195.00	
F93SFC	Successful Fund Raising Techniques (includes Successful Fund Raising book)			149.00	
F9303C	Improving Results from Direct Mail Appeals (includes Direct Mail Appeals manual)			129.00	
F9306C	Advanced Big Gift Solicitation Techniques (includes a Guide to the program)			195.00	
F9311C	What Board Members Should Know about Fund Raising (includes a Transcript)			95.00	
F9508C	Nonprofit Tax Law (includes Nonprofit Tax Law manual)			295.00	

☐ SEMINARS

☐ Please send me information on the following seminars:

☐ Please enroll me in the following seminars:

Topic(s) _____

Date(s) _____

City(s) _____

☐ IN-HOUSE TRAINING:

Please contact me about your In-House Training Programs.

☐ RESEARCH SERVICES:

Please send me more information about your Research Services.

☐ CONSULTING SERVICES:

Please send me more information on your Consulting Services.

Name _____

Title _____

Organization _____

Address _____

City _____ State/Zip _____

Telephone () _____

Sub Total _____

California resident add appropriate sales tax _____

\$2.50 shipping and handling charge _____

TOTAL _____

PAYMENT

☐ Payment enclosed

☐ Charge ☐ BankAmericard/VISA ☐ Master Charge

Card No. _____

Expiration Date _____

Signature _____

Send this order form with full payment or purchase order to

Public Management Institute

333 Hayes Street

San Francisco, CA 94102

Please make checks payable to Public Management Institute

Please cut along dotted line.

F91CD

The Corporate 500

1980 Directory of Corporate Philanthropy

compiled by the Staff of
Public Management Institute

Last year, corporations gave over \$2 billion in charitable gifts. According to the prestigious Filer Commission, corporate grants are the "last frontier of philanthropy." Are you getting your share of this increasingly important source of funding?

The Corporate 500—1980 Directory of Corporate Philanthropy can help you unlock more of this money for your organization. It is a quarterly updated service that includes current data on the top 500 corporations giving nationally. Each corporate entry and updates have been thoroughly documented by the research staff of Public Management Institute, and includes:

- corporate giving policies
- contact person (name and title)
- name, address, and current phone number
- program areas of primary concern
- types of activities eligible for support
- geographic limitations on giving (if any)
- who may apply
- deadlines
- number of grants given in recent years

- amount of grants given in a recent year
- range of grants given
- examples of typical grants
- names of corporate contribution committee members
- special analysis from the PMI research staff

The Corporate 500 includes three indexes to help you make maximum use of its valuable data: area of interest, geographic, and person's name. It also includes a detailed introduction showing how to use the volume, and introducing you to the techniques of successful corporate grantsmanship. This service, first of its kind in the United States, includes only verified accurate and current data to help you get more corporate gifts. Updated quarterly.

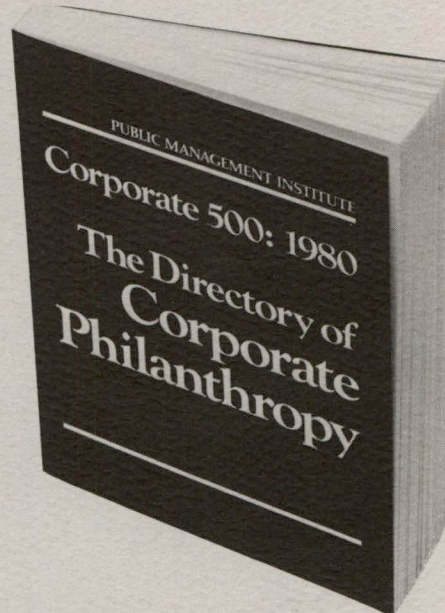
\$200.00

Publication date: 3/1/80

Pre-publication: **\$175.00**

(includes initial data reports and 3 quarterly updates.)

NEW!



PUBLIC MANAGEMENT INSTITUTE

333 HAYES STREET
SAN FRANCISCO, CA. 94102
TELEPHONE: (415) 431-8444

Bulk Rate
U.S. Postage Paid
Permit No. 6340
San Francisco, CA