

**NONPROFIT CONSULTANTS INSTITUTE
2-DAY WORKSHOP**

Application

The Nonprofit Consultants Institute is a highly interactive 2-day educational experience aimed at: A) consultants who are relatively new to consulting and interested in establishing a successful consulting practice, and B) experienced consultants who wish to take their practice to the next level. The program will be offered to a maximum of 25 consultants and will cover:

A) The Business of Consulting:

- Identify your unique selling/value proposition
- Understand the components of a business plan for your consulting practice including sales, marketing and evaluation
- Learn about the legal, accounting and tax considerations that affect you as a consultant
- Develop skills to manage common challenges of consulting – setting fees, creating contracts and avoiding scope creep
- Explore how to find and retain clients

B) The Art & Craft of Consulting

- Discover best practices for communicating with clients, working collaboratively and problem solving
- Learn proven methods for establishing and maintaining successful client/consultant engagements
- Receive access to extensive resource materials on a wide range of consulting-related issues
- Develop a community of practice with consultants who offer complementary services and share similar professional challenges
- Help develop a shared code of ethics
- Share your own experiences – successes and challenges – in working with nonprofit clients

The program will take place on **Thursday, September 12 and Friday, September 13, 2019 from 8:30 a.m. to 4:30 p.m. each day.** Breakfast and lunch will be provided on both days. The program will take place at the Hartford Foundation, 10 Columbus Blvd., Hartford, CT, 7th Floor.

An informal reception will be held on September 12 from 4:30 to 6:00 p.m. to allow you to mingle with and get to know your fellow participants and instructors. Please plan on joining us!

The cost of the program will be absorbed by the Nonprofit Support Program. However, consultants accepted into the program must commit to attending both sessions in their entirety.

The program leaders:

Frank Abdale is the Founder and Chief Consultant of Abdale Consulting, LLC. He is a proven strategist, facilitator and advisor with 25 years of experience in the nonprofit sector. He is a BoardSource™ Certified Governance Trainer, a Senior Associate Consultant with the Support Center for Nonprofit Management in New York and a board member at Association of Nonprofit Specialists, a resource for consultants working in the nonprofit sector.

Frank has designed and facilitated numerous strategic planning, succession planning and board development initiatives as well as board and staff retreats; a variety of workshops and webinars; national conferences; city-wide town halls; funder convenings; and congressional briefings. Frank is known for his ability to design meaningful agendas, draw out the best thinking of all meeting participants; build consensus out of disparate points of view and keep meetings and projects on time and on track.

The former executive director of the Association of Nutrition Services Agencies, Frank transformed a small association into a nationally recognized force. He expanded and diversified the agency's funding base, built an effective grassroots and national advocacy program, wrote legislation introduced into the House and Senate and launched an international program focused on nutrition and HIV/AIDS in South Africa and Namibia. His publications include *Practical Abundance: A Comprehensive Guide to Fundraising and Development for Nonprofits* which he used as the text for *Fundraising Concepts and Practices*, a course he co-taught at NYU's School of Continuing Education and Professional Studies.

Maria Badali is an accomplished management consultant with 15+ years' experience across sectors, industries and geographies. As the Principal and Lead Consultant at Arkle Consulting Group, she specializes in change management, strategic planning, human capital development, and team effectiveness for corporate, nonprofit, government, and academic organizations. Maria's multidisciplinary and multicultural skills provide her with a unique perspective when developing strategies for individual and organizational success. She is able to effectively integrate business, operational and people related dynamics in working towards desired outcomes.

As a facilitator, consultant and executive coach, Maria has consulted to a wide range of organizations, including ASPCA, Columbia University School of Public Health, Covenant House International, Credit Suisse, Dramatist Guild Fund, The Metropolitan Museum of Art, National Park Service, Novartis, NYC Administration for Children Services, Pfizer, Policy Committee on NYC Hunger Resources, Settlement Health, and Roche. Maria holds an MBA in Strategic Management and Finance from the Zicklin School of Business at Baruch College and a Master's degree in Linguistics and Pedagogic from the University of Petrozavodsk, Russia.

Merle Benny

A communication specialist, Merle helps nonprofits build capacity and attract greater resources with well-crafted communication and a powerful story. Driven by innovation, collaboration and inclusion, Merle brings a deep knowledge, record of success and fresh perspective to each project.

Merle is a speaker, facilitator and consultant. Her workshop, *Pitch to Win: How to Inspire Giving* prepares nonprofit leaders to present their cause in order to increase capacity and stimulate

growth. Her expertise is in marketing including branding, copywriting and video production. Her work is continually inspired by the tools and techniques being developed by the entrepreneurial community.

Merle is actively engaged as an Organizer for 1 Million Cups, a Kauffman Foundation entrepreneurial program. She leads Nonprofit Connect, a monthly nonprofit networking event. She is the former Board Chair of Interfaith Hospitality Network, Essex County NJ. She is a published author and award-winning speaker.

If you are interested in applying for this program, please e-mail your responses to the following questions to Meher Shulman at mshulman@hfpq.org by **August 1 at 5:00 PM**. ***We will notify you of the selection results by August 16.***

If you have any questions, please contact Meher at 548-1888 x1047, mshulman@hfpq.org.

We look forward to receiving your application!



NSP

Nonprofit Support Program

HARTFORD FOUNDATION FOR PUBLIC GIVING

Application

1. Name	
2. Firm Name	
3. Mailing address	
4. Phone number	
5. E-mail address	
6. Website (if you have one)	
7. Please describe your experience in the nonprofit sector in detail (roles and length of time)	
8. How long have you been a consultant?	
9. What are your top 3 areas of expertise?	
10. Please explain why you wish to participate in this program and why you would be a good candidate. (please explain in detail)	
11. Please indicate that you commit to attending both workshops in their entirety.	
12. Do you think you will be able to join us for the informal reception on September 12 from 4:30 to 6:00 PM?	