

Best Skills Best Churches



These days, it's not business as usual in places of worship.

Become a reliable, knowledgeable partner to help your church leadership!

The ASU Lodestar Center for Philanthropy and Nonprofit Innovation is offering a certificate in nonprofit management called **Best Skills Best Churches**. This is a 6-month program, specifically for communities of faith, with topics from volunteer management to marketing to financial management.



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nmi nonprofit
management
institute

NMI is a professional development entity of the

ASU Lodestar Center
for Philanthropy and Nonprofit Innovation
Arizona State University

Designed specifically for clergy and lay leaders.

Courses

Classes are held one weekend a month on Friday night (6 to 9 p.m.) and Saturday morning (9 a.m. to 12 p.m.)

Volunteers in Service – September 12-13, 2025

People, whether they are employees or volunteers, are the life-force of any nonprofit organization. This training session will provide tools for developing job descriptions, recruiting/hiring, orienting, training, and evaluating and coaching the performance of employees and volunteers. Special emphasis will be placed on communication, motivation and recognizing volunteer and employee efforts, including appreciation and celebration.

Legal Aspects of Governance – October 10-11, 2025

Participants will learn about the legal aspects of nonprofit governance. The role of the vestry will be discussed as high-quality leaders in the parish and their role in leading the church into the future. An understanding and appreciation of the roles of board members will be discussed. The role of strategic planning in governance will also be discussed.

Effective Communication and Handling Conflict – November 14-15, 2025

This course will provide participants with a foundation for dealing with the types of internal and external communications needed to effectively manage staff, volunteers, and congregants. Participants will explore various ways to address conflictual issues from governance to financial stability, and best practices in managing parish ministry programming.

Marketing and Community Presence – January 2-3, 2026

What is the public face of your faith-based organization in the larger community? What role does marketing play? How can you better use new technologies and relevant language to reach members and prospective members? This course will explore marketing concepts and provide practical insights on using tools such as websites, blogs, Facebook, etc., to create a message that will resonate with and welcome people outside of your current membership.

Financial Management for Effective Service – February 6-7, 2026

How do you ensure you have the necessary resources to meet the mission of your nonprofit organization? Accounting practices for nonprofits will be explored, as well as ethical and legal/tax issues. In addition, budgeting and how to read financial statements will be covered.

Fundraising Aspects of Stewardship – March 13-14, 2026

This course will explore tools to enhance your congregation's stewardship and giving, with checks and balances to maintain transparency. This session explores the basics of philanthropy and the donor-centered fund development process and how to create a plan that will result in effective fundraising strategies for staff and volunteers – even in tough economic times.



Learn more

lodestar.asu.edu/ednc2025



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