

Alliance's Excellence in Action Nonprofit Management Certification

TO: Board of Directors
FROM: CEO/ED
RE: EIA

Fellow Members of the Board,

I have recently received an Individual Certification in Nonprofit Management through the MS Alliance of Nonprofits and Philanthropy in their Excellence in Action (EIA) program. I highly recommend that our organization become EIA Certified, which requires at least one staff member, our ED, and ideally more board members. Some of the benefits of this certification include:

- Improved operations
- Enhanced professional skills
- Increased understanding of nonprofit leadership across our organization
- Connected with other nonprofit leaders
- Enhanced our engagement with those we serve
- Increased sound fundraising practices
- Examined our governance principles, standards, and best practices
- Continued to be the voice for our clients and partners
- Identified best practices in many organizational areas
- Continued to implement sound financial systems
- Created proactive partnerships
- Protected our organization with state and federal agency guidelines
- Used impactful outcomes to tell our organization's story

Testimonials from participants:

- *"Our museum completed The EIA Certification Program in 2016. Because we improved our organizational capacity thru EIA, we submitted an improved grant application with solid data that earned us a grant award of over one million dollars to expand the museum. We fully credit EIA with preparing us for this opportunity."*
- *"The EIA Certificate program allowed me to develop my professional growth as a nonprofit leader, as well as identify where my organization was at risk in all the critical components. Each course provided unique, comprehensive tools I could immediately implement. The information was so valuable I could not take the courses fast enough! It was well worth the investment of both my time and money."*
- *"Very good. Excellent program. Should be mandatory for all board members."*
- *"I learned so much more in EIA than I did in my master's Social Work Program. This should be required for MSCW's!"*

For more detailed information about the Excellence in Action Nonprofit Management Certification, including pricing, curriculum, and schedule you can visit <https://alliancems.org/training-events/excellence-in-action/>.