



School of Continuing Education  
*Marketing*

## NEWS RELEASE

### **For Immediate Release**

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### **Nonprofit Entrepreneurs and Endowment Sources Connected by UWM Course**

Milwaukee—In a new nonprofit entrepreneurial certificate program at the University of Wisconsin-Milwaukee a panel of potential endowment institutions will review the nonprofit plans of the participants. Plans that prove solid will be reviewed and possibly approved for an endowing donation.

To introduce this course to the public the UWM School of Continuing Education is hosting *The Non-Profit Entrepreneurial Program Kickoff: Success Stories of Non-Profit Entrepreneurs* to unveil the new Non-Profit Entrepreneurial Certificate Program. The Certificate program is aimed at increasing the success of entrepreneurs starting a nonprofit enterprise.

This is the first time that UWM has offered a course with the potential to take participants from the conception stage all the way through to endowment as a part of the instructional process. The *Non-Profit Entrepreneurial Program Kickoff* is scheduled for November 16, 2006 at 6pm and the School of Continuing Education in downtown Milwaukee.

Co-Leader and Chief Instructor for the non-profit entrepreneurial program Shirley Buford says that a program like this in the Milwaukee area is in great demand. "We are finding that a lot of individuals want to start a nonprofit to support a local cause. However these would be activists do not have the training and connections to create an effective nonprofit agency." She goes on to say, "The course will help new nonprofit managers gain the knowledge, confidence and connections necessary to be leaders in the nonprofit sector."

Potential non-profit managers spend eight weeks in workshops building their feasibility plans. The workshops address the most pressing issues in nonprofit management. Training topics will cover capacity building, financial management, nonprofit positioning and strategy options, marketing plans, understanding legal needs and how to address funding issues. At the end of the course, the participants have a solid plan that outlines exactly how their nonprofit could begin to affect some change in the community.

Executive Founding Director for UWM's Hispanic Entrepreneurial Center and Project Leader of the Non-Profit Entrepreneurial Certificate Program, Nelson Soler says that this is an extraordinary opportunity for a potential nonprofit organization. "This would not only be a great opportunity to gain valuable knowledge on how to run a nonprofit organization, but also a golden opportunity to secure valuable connections to donors, activists and an initial endowment."

During the two-hour event attendees will have the opportunity to meet the instructors and request more in depth information. There will also be a discussion session: *Showcasing Success Stories of Nonprofit Entrepreneurs*, featuring stories from successful non-profit entrepreneurs and an opportunity to network with entrepreneurs and service providers as well as learn more about the great new nonprofit entrepreneurship certificate offered by UWM.

The *Non-Profit Entrepreneurial Program Kickoff: Success Stories of Non-Profit Entrepreneurs* is free and open to the public, light appetizers and refreshments will be served. To register for this event please contact Andrea Zweifel at zandrea@uwm.edu or 414-227-3174.