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Join ministry **BOARD MEMBERS, CEOs, and STAFF** from across the nation for these ministry-changing days!



ECFA NONPROFIT FORUM SERIES
GOVERNANCE, FINANCIAL MANAGEMENT AND RESOURCE-RAISING

March 13, 14, 15, 2012 | 8:30 a.m. – 4:30 p.m. | Hosted by The Hope Center | Plano, Texas

REGISTER ONLINE at ECFA.org
Maximize Your ECFA Forums 2012 Experience
by Attending 2 or more days with
2 or more staff members!

	ECFA Members 1st Person	ECFA Members Per Person for 2 or more	Non-Members 1st Person	Non-Members Per Person for 2 or more
Registrations Received On or Before March 1, 2012				
One-day package	\$149	\$99	\$249	\$199
Two-day package (\$50 discount)	\$248	\$198	\$448	\$398
Three-day package (\$100 discount)	\$347	\$297	\$647	\$597
Registrations Received AFTER March 1, 2012				
One-day package	\$199	\$149	\$299	\$249
Two-day package (\$50 discount)	\$348	\$298	\$548	\$498
Three-day package (\$100 discount)	\$497	\$447	\$797	\$747



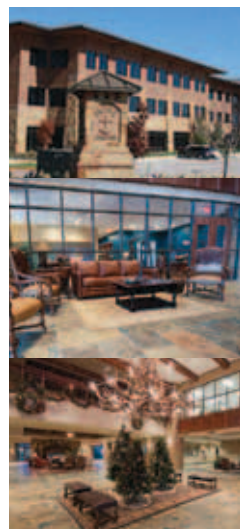
ECFA NONPROFIT FORUM SERIES

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ECFA FORUMS 2012:

- **March 13, 2012**
Nine Governance Essentials for Nonprofits
- **March 14, 2012**
Six Financial Oversight Strategies for Nonprofits
- **March 15, 2012**
Four Key Resource-raising Principles

The Hope Center
 2001 W. Plano Parkway
 Plano, TX 75075



EXPERIENCE THE HOPE CENTER'S EXTRAORDINARY VISION AND 9-ACRE HOSPITALITY!

The Hope Center's extraordinary nine-acre campus in Plano, Texas, just 30 minutes from the Dallas-Fort Worth (DFW) Airport, will be the location for the 2012 ECFA Nonprofit Forum Series. Talk about a Big Holy Audacious Goal! The culmination of a dream to co-locate over 35 like-minded Christian ministries together, the Hope Center Foundation created this campus to promote synergy, financial stewardship, and global expansion among Christian nonprofit organizations.

The spacious campus includes a 185,000 square-foot mountain lodge-style structure, surrounded by acres of lush landscaping, walking paths, and a prayer garden retreat. Amenities include a chapel, worship center, conference center, atrium, cafe bookstore, broadcast studios, call center, health center, print shop and postal center for the ministry tenants. Just visiting the campus will inspire and encourage you!

Risk-Free Guarantee:

Your satisfaction is our goal...and our guarantee. If you are not completely satisfied with this ECFA Forum 2012, we will make it right!

Hassle-Free Cancellation Option:

If you cancel before the Forum date, you will receive your choice of a certificate to attend a future ECFA forum or a refund (less a \$20 cancellation fee).

CONTINUING EDUCATION CREDIT

ECFA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37312-2417. Website: www.nasba.org.

CPE credits earned are based on a 50-minute session equaling one CPE credit—a maximum of five credits may be earned for the entire workshop. Program level: basic; delivery method: group-live; prerequisites: none; advanced preparation: none.



NACBA CREDIT

ECFA is a National Registered Continuing Education Provider (NRCEP) with the National Association of Church Business Administration (NACBA).

This program is a premier comprehensive continuing education program related to administration in the local church. It is designed to enhance the ongoing professional development of NACBA members and other ministry professionals, through the offering of quality learning experiences. 0.1 CEUs will be granted to persons who properly register and attend one contact hour of a minimum of 50 minutes of lecture, presentation, or discussion on approved topics.

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PRESENTED BY:
 Some of the nation's
 nonprofit experts

**GOVERNANCE,
 FINANCIAL MANAGEMENT,
 and RESOURCE RAISING**

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MARCH 13

Nine Governance Essentials for Nonprofits

Plus Dozens of Board Practices to Enrich Your Steward Leadership

- 1. Orienting new board members.** Few boards handle board orientation well. How does your organization become one of the exceptional ones in this area?
- 2. Balancing board roles.** How do board members balance their governance, volunteer, and participant hats?
- 3. Focusing versus micro-managing.** How do we inspire the board to focus on hiring and encouraging the CEO and owning the organization's strategy?
- 4. Creating clarity and alignment.** How do we ensure that board members, the CEO and senior team members are clear about their roles and responsibilities?
- 5. Discerning direction.** How do we hear from God and spiritually discern His direction about ministry vision, mission, core values and strategic planning?
- 6. Implementing effective practices.** How do we keep current on governance principles and practices and leverage board member strengths?
- 7. Identifying key organizational risks.** How do we determine and monitor the risks that could endanger or significantly impact our fulfilling of the Great Commission?
- 8. Understanding key legal issues.** How does your board identify and monitor the most important legal issues for your organization?
- 9. Resolving conflict—the peacemaking imperative for Christ-centered boards.** How does the board affirm biblical principles that give us a God-honoring road map?



Michael Batts
Managing Shareholder,
Batts Morrison Wales
& Lee, P.A.

Richard Hammar
Attorney & CPA,
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Denomination

Steve Macchia
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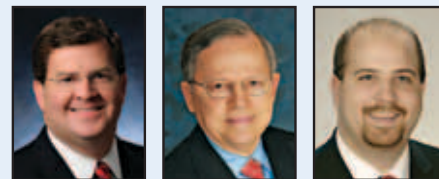
John Pearson
President,
John Pearson
Associates, Inc.

MARCH 14

Six Financial Oversight Strategies for Nonprofits

Plus Dozens of Financial Practices to Enrich Your Steward Leadership

- 1. Board committee structure and appropriate board oversight.** What is the proper working relationship among the board, its committees, top leaders and financial managers?
- 2. An organization-wide approach to risk management.** What is risk management? Whose responsibility is it? How should a ministry address it?
- 3. Effective internal control strategies.** What are the most important internal control strategies an organization can employ related to financial reporting?
- 4. Effective internal financial reporting to the board, board committees, and the top leaders.** How can non-financial information enhance the evaluation and decision-making process?
- 5. Budgeting as a strategy to improve financial position.** How can your organization use budgeting as a strategy to strengthen your organization's financial position?
- 6. Putting your best foot forward financially.** How can you "tell your financial story" in an accurate, compelling way?



Michael Batts
Managing Shareholder,
Batts Morrison Wales
& Lee, P.A.

Dan Busby
President,
ECFA

John Van Druenen
Vice President,
ECFA

MARCH 15

Four Key Resource-raising Principles

Plus Dozens of Stewardship Practices to Enrich Your Resource-raising

- 1. Faithful.** Is your resource-raising program conducted according to biblical principles that minister to supporters and glorify God? Raising Kingdom resources in a God-pleasing manner requires the right biblical framework. You will be introduced to the Four Foundations of a faithful resource development program.
- 2. Strategic.** Is your resource-raising program strategic and well-planned, built on past success and best practices? Most organizations work with limited resources, so their development work must be focused, well-planned and strategic. We will help you develop a strategic approach to your development work, integrating it with your organizational strategic plan and using your resources in the most efficient manner to achieve your development goals.
- 3. Effective.** Is your resource-raising program well-executed with skill, intelligence and integrity? The bottom line for every development effort is its ability to be the conduit through which funds are received to fund the work of the organization. We will present the keys to the effective execution of your development plans. These keys will be directly applicable to your work and will provide the essential framework for fund development success.
- 4. Standards-based.** Is your resource-raising program standards-based? ECFA's stewardship standards provide a plumb-line for every ministry's stewardship program. We will examine how your ministry can avoid common pitfalls in applying these standards.



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ATTEND THESE ECFA FORUMS AND YOU WILL:

- **Bless Your Organization!** When your ministry CEO, board chair, other board members, CFO and development staff attend, the value to your organization will be greatly enhanced.
- **Network With Others!** Compare notes with other ministries and you'll be inspired and encouraged to learn what God is doing in other organizations through their highly committed leaders.
- **Pray and Plan!** Peter Drucker said "the best way to predict the future is to create it." Learn how ministries are balancing strategic planning with spiritual discernment—trusting God and exercising due diligence.
- **Leverage Kingdom Strengths!** Return home with an abundance of new resources, new insights and a planning tool for maximizing your organization's strengths and creativity—as you steward your God-given role in the Great Commission.

Each ECFA FORUMS 2012 participant will receive:

- ECFA Forums 2012 | Binder (100+ pages)
- Access to materials for training segments at your board meetings
- 20 easy-to-use, but powerful tools and templates for improving your practices
- Research Summary of ECFA's 2011 Board Practices Survey
- Continental breakfast and lunch with coffee breaks

POP QUIZ! True or False?

1. Our board annually monitors individual board member performance against agreed upon service commitments.

2. Our finance committee refrains from interfering with the CEO's role in leading the organization operationally.

3. Our organization has a well-thought-out approach to organization-wide risk management.

4. Our organization understands that a "balanced" budget may not be a healthy budget.

5. Our board has a spiritual discernment process in place to hear from God about our current and future work.

6. Our organization has a strategic approach to the development work, integrating it with the organizational strategic plan.

7. Our organization effectively serves as a conduit through which funds are received to fund the work of the ministry.