***\*\*Attendees that attend all six Non-Profit seminars will receive a certificate of completion on the last day. \*\****

**Publisher:** Publisher offers a large selection of "building blocks" that can be dragged into your documents, helping you to create page elements such as calendars, newsletter sidebars, and borders. Publisher integrates online sharing and mail merge features, which are handy when you need to send publications to a list of customers.  This seminar builds upon lessons learned in the previous seminar offered in Series I.

**FREE 07/25/17 4:00-6:00 Leland Campus**

**\*How to Start a Non-Profit:** Participants will discover: Basics on what a non-profit business is, refine the definition of a non-profit, issues to consider before starting a non-profit, key steps in forming a non-profit, forms and documents needed to be filed, do you need an attorney, etc.

**FREE 08/02/17 9:00-12:00 Main Campus**

**\*How to Do the 501 (c) (3) Thing:** In this seminar, participants will discover…what is a 501 (c) (3) organization, the steps to stabling a 501 (c)(3), how to develop a board of directors, developing by-laws, filing for a 501 (c)(3), etc.

**FREE 08/02/17 1:00-4:00 Main Campus**

**MS Office Putting It All Together (NEW)**: If you use Microsoft Word, PowerPoint, Excel or Publisher and would like to increase your productivity or that of your team, then this seminar is definitely for you.  Learn advanced strategies and time-saving techniques for the most popular Microsoft office products to take your productivity to the next level.  Need to track expenses in Excel and run a monthly report or send out a newsletter to clients on a weekly basis and would like to do it in less than 30 minutes?  It can be done!

**FREE 08/03/17 4:00-7:00 Main Campus**

**Starting a Small Business on a Limited Budget:** Can you still start business on a limited budget, could you start a business for $100, could a limited budget business lead to bigger dollars, more fun and, maybe, a new future? YES! There are lots of small businesses you can create without having a lot of startup dollars. Tons of business ideas are right in front of you; in your home, yard, hobbies, or past or current work experiences.

**FREE 08/07/17 6:00-8:30 Main Campus**

**Intro to Crowd Funding: How to Become Part of the Crowd (NEW)**: Google “crowdfunding” and in 0.49 seconds you have 34,000, 000 sites to explore. If we were to Google that search word every day that number of sites returned would go up. Crowdfunding seems to be everywhere but for many it is new and confusing and the various forms of crowdfunding differ depending on the individual or organization looking for support for their product or service or mission or cause. This seminar series is an opportunity to gain a better understanding of crowdfunding and the things to consider whether you are the donor or the donee; supporting a donation or an investment.

The first seminar session covers terminology, history, crowdfunding platforms, statistics, campaign considerations, the do’s and don’ts of running a successful campaign, and establishing a sound understanding of this crowdfunding phenomena. Crowdfunding can be a game changer to profit and not for profit organizations and causes. But it is not a path to free money. It is not without hard work and a commitment to the crowdfunding campaign once launched. And it is not for everyone. There must be a real compelling message and product or service and a real cause or outcome to be able to engage and get “the crowd” involved.

**FREE 08/08/17 5:00-7:00 Leland Campus**

**\*Grant Writing 101:** Bring your board members, or potential board members, directors and volunteers. Issues covered during our time together will include . . . 1. Planning; deciding what type of grant is needed, 2. Preparation; gathering all the information needed to include in a grant and 3. Introduction to a Project Logic Model used in present grant proposals.

**FREE 08/09/17 9:00-12:00 Main Campus**

**\*Grant Writing 102 (How & Where to Find Grants):** This seminar will cover….1. Discussing and understanding the project logic model, 2. Proposal; using the correct format in writing the grant, 3. Provider: knowing where to look for the provider that’s right for you.

**FREE 08/09/17 1:00-4:00 Main Campus**

**\*How to Develop a Budget for a Non-Profit:** No matter who or what the organizations, all have one thing in common: the need to achieve their goals and objectives with limited resources.

This 3 hour seminar is designed to assist nonprofit directors and officers to develop budgeting skills necessary to reach their full potential.

**FREE 08/15/17 9:00-12:00 Main Campus**

**\*Fundamental of Fundraising:** Come and learn more of “How to put the funds into your Fundraising efforts.” In this seminar we will cover:

· Ten Essentials You Need to Know Concerning Fundraising

· Tips Concerning Individual Funding & Better Fundraising

· 8 Ways to Raise 2,500 (or more) in 10 days (or less)

· Writing a Donation Letter that Seals the Deal

· Ongoing vs Episodic Funding

· What Does an Online Donor Look Like?

**FREE 08/15/17 1:00-4:00 Main Campus**

**Crowd Funding 201 (NEW):** In the first seminar above, equity funding (getting a piece of the company and opportunity) is only defined as one of the different types of crowdfunding. In seminar two we cover the newest form of early stage financing sometimes referred to as **Equity crowdfunding** which is the process whereby people (i.e. the 'crowd') invest in an early-stage unlisted company (a company that is not listed on a stock market) in exchange for shares in that company. A shareholder has partial ownership of a company and stands to profit should the company do well. But should it not do well, the opposite can occur. Only available since 2016 and regulated by each state, equity crowdfunding is not for the faint of heart – whether seeking funds or making the investment through crowdfunding campaigns. This session explores the history, current state and future of equity crowdfunding and the issues and considerations to take into account.

Individually Crowdfunding 101 is a must for anyone and together with Crowdfunding 201 these two seminars will prepare the person or company seeking early stage investors to take the first step towards using the crowd to getting investors.

**FREE 09/13/17 5:00-7:00 Leland Campus**

**How to Increase Credit Score to Over 740; Prepare for a Business Bank Loan:** An excellent credit score is now considered to be 740 points or higher. Should you have one credit card or four, should you pay off your balances every month or carry a balance, should you carry a credit card even though you have not used it in years? The answers to these questions may surprise you when it comes to increasing your credit score**.**

**FREE 09/14/17 5:00-8:00 Shallotte Chambers**

**Success Secrets to Sell Your Art & Create a Profitable Art Business:** Do you love creating art but hate selling it, do you easily sell everyone else's creations but get stuck when it comes to your own, would you like to inspire more people to purchase your art and create a more profitable art business? If so, this seminar is for you. Discover the top success secrets you can use to create soaring sales and eager buyers for your art. Be sure to bring a sample of your art with you to this energizing, exciting seminar.

**FREE 09/19/17 4:00-7:00 Southport Campus**

**Facebook Marketing Basics:** Learn how to finally use Facebook to attract leads to your business or cause.  Facebook marketing changes every three months.  Whether you need assistance with creating ads or writing better Facebook posts to gain more engagement, this seminar will give you some strategies to begin seeing results immediately.

**FREE 09/21/17 4:00-7:00 Main Campus**

**Crowdfunding your Next Fundraiser: The New N.C. Options (NEW):** Because of legislation passed by the N.C. General Assembly in July 2016, startups in North Carolina can now raise up to $2 million from average investors using their own web site or a registered funding portal. A further simplified option, called the Local Public Offering (LPO), permits raising up to $250,000 without use of a web site. Think of this as a friends-and-family round except now any North Carolina resident can back an offering. These options include various safeguards for investors while expanding fundraising avenues for startups. A representative of the N.C. Department of the Secretary of State’s Office will cover recent developments in investment crowdfunding.

**FREE 09/27/17 6:00-8:00 Leland Campus**

**Coach Reggie’s How to Double Your Sales & Profits in the Next 12 Months (NEW):** Learn simple strategies & tactics that will help you quickly increase customers, sales & profits in your business**.** This seminar is designed for business owners who are open to learning simple, yet effective ways to make massive changes in their businesses and have their sales and profits double.

**FREE 10/04/17 4:00-8:00 Main Campus**

**Search Engine Optimization for Profit (NEW):** Do you have a beautiful website for your business with minimal traffic?  If so, you will want to attend this seminar to learn the tips and tricks to get people clicking on your website.  From Google search to paid advertising, we will be covering the latest SEO secrets that you can implement with no money and just a little time for 30 days.

**FREE 10/12/17 4:00-7:00 Main Campus**

**Using Pictures, Video and Podcasting to Gain More Business (NEW):** What every business owner needs to know to use multimedia including Pictures, Video and Audio to build your brand, stay top of mind for customers and increase your business revenue. Learn how to capture compelling images and stories that attract your next customer to buy and get them to share with their friends to expand your customer base.  Social Media Marketing is driven by quality content delivered with words, pictures, video and audio.

**FREE 10/17/17 9:00-12:00 Main Campus**

**Instagram, Pinterest and Snapchat Marketing for Your Small Business (NEW):** By using the various social media platforms you maximize your exposure. The three platforms speak to over three generations of prospective customers. You will gain knowledge in the class about which platform is best for you, and how to properly use text, photos and video on each platform in a way that’s appropriate for marketing your business.

**FREE 10/17/17 1:00-4:00 Main Campus**

**Mobile App Development (NEW):** Smartphones are everywhere and mobile is now.  Find out how a mobile app can usher your business into the future and position you for success.  Why?  Time spent on websites and blogs are decreasing while people are spending way more time on mobile apps on their smartphones.

**FREE 11/02/17 4:00-7:00 Leland Campus**

**Creating a Winning Business Plan:** Whether you have a service business, retail, manufacturing or direct marketing you need a plan. In fact, if you try to borrow money for a business the first question asked by the lender will be, “Do you have a business Plan?”

**FREE 11/06/17 6:00-8:30 Main Campus**

**Basic Information on Permitting & Guidelines for Food Service Establishments (NEW):** Are you thinking about cooking and selling food in a restaurant or via a mobile food unit?  If you answered yes, then you should attend this fact-filled seminar. Here you will learn the NC rules governing food establishments, the permitting process and special guideline’s for a mobile food unit.

**FREE 11/09/17 4:00-6:00 Main Campus**