

Feb. 11,
2025



READY

NONPROFITS

Pre-Application Webinar



Agenda

- 1 Welcome and housekeeping
- 2 About ARC & *READY Appalachia*
- 3 Strategic Consulting Partners introduction
- 4 *READY Nonprofits* overview
- 5 Grant opportunity
- 6 How to apply
- 7 Deadlines and important dates
- 8 Q&A

General Housekeeping

- ❖ Webinar attendees are **automatically muted** throughout the presentation.
- ❖ Put all **questions in the Q&A box**. We hope to answer your questions in real-time throughout the presentation or during Q&A time toward the end of the webinar. The FAQs document will also be updated after the webinar to include answers to many of your questions.
- ❖ **Remember:** posting your question will not only help you but likely others as well. We encourage you to ask anything that comes to mind!
- ❖ A link to the recording and a PDF version of this **PPT will be provided via email** within the week following the event. A **survey** will be included to get your feedback – **please let us know how we did!**

ARC & *READY* Nonprofits



Appalachian Regional Commission



- Created in 1965
- Federal, state, and local government partnership
- 13 states
- 423 counties
- 206,000 square miles
- 26 million people
- 74 local development districts

Appalachian Regional Commission

ARC VISION STATEMENT

Appalachia is a region of great opportunity that will achieve **socioeconomic parity** with the nation.

ARC MISSION STATEMENT

To **innovate, partner, and invest** to build community capacity and strengthen economic growth in Appalachia

ARC Strategic Investment Goals



Building Appalachian Businesses



Building Appalachia's Workforce Ecosystem



Building Appalachia's Infrastructure



Building Regional Tourism and Culture



Building Community Leaders and Capacity

Purpose of *READY Appalachia*

To advance ARC's strategic goal to **expand capacity building efforts in Appalachia** through **technical assistance and funding** designed to help economically distressed communities solve pressing issues and **create lasting, positive economic growth.**

Strategic Consulting Partners Introduction



About Strategic Consulting Partners



- ❖ **Strategic Consulting Partners** is a full-service management **cross-sectoral** consulting firm committed to shaping the future of our world by **building organizational** and **leadership capacity**.
- ❖ **A 30-year history providing the following services:** Strategic Planning, Organizational Development, Operational Effectiveness, Leadership Development, Training, Coaching, Organizational Health and Wellness, and Organizational Assessments.
- ❖ **We are a certified Women-and Minority-Owned Business (SBA, PA, VA)** located in Mechanicsburg, PA with cross-sectoral clients internationally.
- ❖ **Standards for Excellence** Licensed Consultants.



Monica Gould



Monica Gould, MBA, CMC, is the President and founder of Strategic Consulting Partners (SCP), where she thrives **on leading organizational change, navigating disruption, and building highly productive teams**. Over the past 30 years, she has equipped **more than 100,000 leaders** with the skills needed to develop long-term, sustainable strategies and create a healthier workplace culture at organizations such as USDA Dairy Program, the PA Bureau of Forestry, the PA Parks and Forests Foundation, the USDA Natural Resources Conservation Service, and beyond.

Jenny Gallagher Blom



Jenny Gallagher Blom, MA is the Vice President of Community Benefit and Strategic Innovation at SCP where she brings **more than 20 years of nonprofit experience**. Jenny engages with an array of cross-sectoral organizations in developing strategic plans, project management, succession planning, coaching, organizational change management, and operational support. **Jenny is passionate about meeting current community needs through developing strategic partnerships** with an emphasis on expanding organizational collective impact and increasing efficiency and effectiveness.

READY Nonprofits Course Instructors



Monica Gould, CMC, MBA – Board Development, Strategic Planning



Bob Whitmore, MBA, D.Ed. – Strategic Planning



Amy Fazio, MA – Fundraising, Board Development, Strategic Planning



Jenny Gallagher Blom, MA – Programs/Operations, Grant Writing and Management, Strategic Planning



Nancy Varsos, Master Trainer, MTBI - Human Capital/Human Resources



Chad Barger, AFP Master Trainer, ACNP – Fundraising, Marketing/Communications



Cindy Bergvall, Director and Strategic Consultant – Financial Management



Erik Davis, Strategic Consultant – Financial Management

READY Nonprofits Overview



Goals/Objectives of the Training Program (Phase I)

The *READY Nonprofits* Training Program
has three objectives:



1. Train Appalachian nonprofit organization executives, as well as their staffs and board members, to develop greater **organizational capacity** and become more **sustainable**, enabling them to better serve their **communities**.
2. Address the challenges faced by economically distressed communities by prioritizing **economic development-related** organizations.
3. Support **low-capacity nonprofit** organizations in remote areas of Appalachia to improve their skills related to nonprofit and grant management.

READY Nonprofits Training Program

Learning Outcomes

- **Strengthen** operations, programming and fundraising specific to nonprofit organizations.
- **Build a network** of nonprofit colleagues across Appalachia.
- **Develop actionable plans** to address organizational capacity challenges.
- Help nonprofits better **serve their communities through** high-quality skill development designed to improve organizational capacity
- **Sustain** the work of participating nonprofits over time.
- **Leverage resources** to improve the quality of life and foster economic development within their communities.



Eligible Applicant Organizations

This program is open to **nonprofits serving Appalachia**.

The following entities are eligible to apply (both criteria must be met):

- **Public or private nonprofit organizations or associations**, including labor unions; and
- Entities that serve **communities in Appalachia**

Up to 75 **nonprofits** will be selected to participate.

Eligible Applicant Organizations

Nonprofit organizations who meet any of the following criteria are **encouraged to apply**:

**Serve
distressed
counties ***

**Lower-capacity
organizations**

**Nonprofits
located in
remote areas
of the region**

**Organizations
who have not
worked with
ARC before**

Entities That Are NOT Eligible

- **For-profit** organizations
- **Individuals** applying on their own
- Institutions of **higher education** or **major hospital systems**
- Organizations that **do not serve** communities in the Appalachian Region, as defined by the Appalachian Regional Development Act (ARDA), 40 USC 14102(a)(1).
 - A map of the Appalachian Region is available at www.arc.gov/about-the-appalachian-region/
- Organizations that meet the criteria for *READY Appalachia's* other three learning tracks: **local development districts** (LDDs), **local governments**, and **community foundations**

If you have questions about your nonprofit's eligibility, please contact READY@yourstrategicconsultant.com

Eligible Participants

Two participants from each nonprofit organization

The **Primary Participant** must be the:
executive director, or equivalent

The **Secondary Participant** is selected at the discretion of the organization dependent on the goals of participating in the training program and can be:

A staff, board, or committee member, or another relevant individual

Structure of the Training Program

The 7-week virtual training program will be conducted via Zoom

- Cohort learning
- Sessions facilitated by experienced instructors and subject matter experts

Each course will consist of the following:

- Five cohort-based **virtual** training sessions, 1.5 - 2 hours each session
- One hour of **assignments** each week, outside of course time
- Two one-hour, **one-to-one consultations** with the instructor as part of the seven-week course
- Two one-hour **follow-up consultations** occurring three months following the completion of the seven-week course

All courses will include a **pre- and post- course survey**, as well as a **post-course evaluation**.



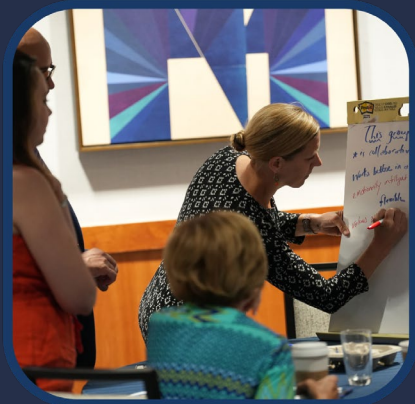
Course Schedule

Week	Format	Activity	Schedule	Length
Week 1	Cohort-based training	Opening Session	Set day/time	1.5 hours
Week 2	Cohort-based training	Module-Based Session	Set day/time	2 hours
Week 3	One-to-one	Consultation	Scheduled by org**	1 hour
Week 4	Cohort-based training	Module-Based Session	Set day/time	2 hours
Week 5	One-to-one	Consultation	Scheduled by org**	1 hour
Week 6	Cohort-based training	Module-Based Session	Set day/time	2 hours
Week 7	Cohort-based training	Summary Session	Set day/time	1.5 hours
Post Course*	Follow-up	Consultation	Scheduled by org**	1 hour
Post Course*	Follow-up	Consultation	Scheduled by org**	1 hour

Course Schedule



- The *READY Nonprofits* training program will be offered **June 23, 2025, through September 23, 2025**, with exact dates and times to be determined based on participant and instructor availability and courses selected by applicants.



- The total **time commitment** for the training program (to include assignments outside of course time) is estimated to be **20 hours**.

Nonprofit Training Courses

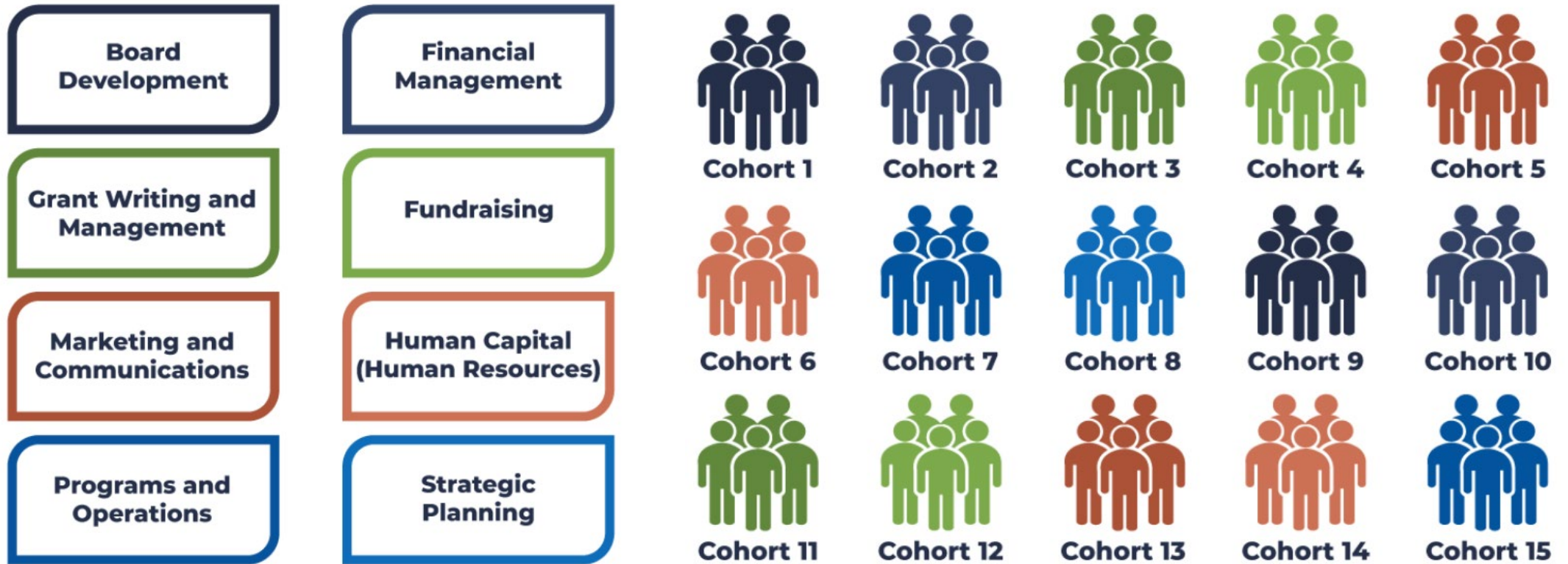
Course Curriculum

- Entities will participate in **one** of the eight courses.
- Applicants will prioritize their top **two courses** as part of the application process.



Cohort Design

Participants selected for the **READY Nonprofits Training Program** will be organized into **15** cohorts, with up to **five** organizations per cohort. The two participants from each organization will participate in the same cohort and course.



Course Option 1: Board Development

Course Overview:

The course is designed to **equip** individuals with the knowledge and skills needed to cultivate **effective and high-performing** nonprofit boards. Participants will explore fundamental principles of governance, ethical responsibilities, recruitment, onboarding, and the roles and responsibilities of board members. Emphasis will be placed on fostering a **culture of accountability** and navigating the unique challenges faced by nonprofit boards.



Course Option 2: Financial Management

Course Overview:

The course will equip participants with the essential skills and knowledge necessary to **effectively navigate** the unique financial landscape of nonprofit organizations. Participants will gain a comprehensive understanding of **financial reports** and how to **facilitate discussions** and **presentations** to the board, funders, and stakeholders. Participants will engage in hands-on exercises, practical templates, and discussions that allow for application within their organization.



Course Option 3: Fundraising

Course Overview:

The course offers an exploration of **strategies** and **techniques** to create a **sustainable path** to consistent, **diverse fundraising**. Participants will delve into the art of **donor relations**, cultivating long-term relationships and leveraging technology to **amplify fundraising** efforts.



Course Option 4: Marketing/Communications

Course Overview:

The course is designed to equip participants with essential skills and strategies to effectively **promote their missions** and **engage with diverse stakeholders**—both internal and external. The course will focus on practical aspects of planning and implementing **marketing, fundraising, and crisis communication plans**. Participants will learn to tailor communication strategies to different audiences using storytelling, social media, and visual content to **enhance engagement** and build meaningful connections with donors, volunteers, and the community.



Course Option 5: Programs/Operations

Course Overview:

The course offers a strategic **exploration** of the essential skills and principles necessary to **effectively plan, implement, and optimize programs** within mission, vision, and value-driven organizations. It will also focus on strategic **program development** and **scaling**, emphasizing the integration of data-driven decision-making and the use of technology to enhance efficiency. Participants will explore techniques for assessing **program impact, measuring outcomes**, and adapting strategies based on **evolving needs** and community dynamics.



Course Option 6: Human Capital (Human Resources)

Course Overview:

The course will explore the unique **challenges** and **opportunities** in **managing personnel** within the context of mission-driven organizations. Participants will delve into the fundamental principles of human resource management, covering key topics such as recruitment, onboarding, employee relations, **performance management**, **succession planning**, and **legal compliance** specific to the nonprofit sector.



Course Option 7: Grant Writing and Management

Course Overview:

The course is designed to empower participants with the skills and knowledge needed to **secure** and **effectively manage federal grants** for their organizations. Participants will review the intricacies of federal grant writing, covering key components such as **needs assessment, project design, budget development, key performance indicators (KPIs), and proposal submission**. Participants will gain hands-on experience in crafting grant applications that align with their nonprofit's mission, fostering the essential skills needed to successfully navigate the competitive federal grant landscape. The course reviews federal grant management, addressing critical aspects of post-award activities.



Course Option 8: Strategic Planning

Course Overview:

This course is designed to provide participants with a thorough understanding of the principles and practices of strategic planning. Participants will learn how to conduct an **environmental scan** to assess internal and external factors affecting an organization, **set strategic goals**, and **develop action plans** for successful implementation.



Requirements for Participation

Participants who commit fully will get the most out of the program.

To be **eligible for the grant opportunity**, both participants must attend at least:

- **4 of the 5 virtual sessions**
- **All (2) of the one-to-one consultations**
- **All (2) of the follow-up consultations**

ARC expects the two participants identified in the application will be the participants representing the nonprofit organization throughout the duration of the program.

- Participants should **complete all assignments** before sessions each week.
- Failure to fully participate **could disqualify nonprofits** for Phase II (Grant Opportunity).

READY Nonprofits Grant Opportunity



Grant Opportunity (Phase II)

Participating nonprofits who successfully complete the training program will be eligible to **apply for up to \$25,000** in ARC funding, with no match required, to implement internal capacity-building projects.

- Projects can focus on a capacity need identified during the training component
- **Note:** construction projects will not be allowed
- To see what types of projects are eligible for the grant opportunity, nonprofits may view **ARC's Guidance for Capacity-Building Projects** (Organizational Capacity-Building sections only)



How to Apply (Phase I)



The Notice of Solicitation of Applications (NOSA)



READY Nonprofits Training Program

Federal Fiscal Year 2025

Notice of Solicitation of Applications (NOSA) for Training Participation

This notice of solicitation of applications (NOSA) announces an opportunity to apply to be a participant in the Appalachian Regional Commission's *READY Nonprofits* training program. This NOSA provides an overview of the training program and details the specific requirements needed to submit an application.

Potential program applicants are encouraged to read the **[Notice of Solicitation of Applications \(NOSA\)](#)** thoroughly before applying.

What You Need to Complete the Application

- Tax ID Number
- Financial information for the nonprofit
- Program and Service Information
- **Contact information** for primary and secondary participants
- **Three** identified organizational **capacity challenges** that could be addressed by participating in the *READY Nonprofits* training program
- **Data** about the Appalachian communities served by the nonprofit organization



Link to PDF of [Application](#)

Sections of the Online Application



- Eligibility Quiz

- Organizational Information

- Mission Impact

- Organizational Needs Assessment

- Participant Information

- Signature and Agreement

- Submission

Application Portal



Introduction

Please complete and submit this application for consideration as a participant in the Appalachian Regional Commission (ARC) *READY Nonprofits* Training Program.

The deadline to submit this application is February 28, 2025 (5:00 p.m. ET).

Instructions

Please share information about your nonprofit organization so that we may better understand your level of experience and capacity. The purpose of *READY Nonprofits* is to help underserved and low-capacity nonprofits develop management and organizational capacity-building skills.

Navigating the Application: Once you begin the application, you will be able to navigate forward and backward through the questions using the "Back" and "Save and Next Page" navigational buttons at the bottom of each page.

Save and Continue Later: You will be able to save your work and continue at a later time by clicking the "Save and Continue Later" button at the bottom of each page. The application portal will prompt you to enter your email address and click "Send Link". The portal will then send you an email with a link to access and finish the application later.

Resources: The bottom toolbar includes links to the NOSA, FAQs, Support Email, and a PDF of this application.

The PDF application linked below is only to be used as a resource. Applications must be completed and submitted within this portal. **Faxed, mailed, or emailed applications will not be accepted.**

The application must be completed prior to the **deadline of February 28, 2025 (5:00 p.m. ET)** for the application to be considered. All fields with an asterisk (*) are required, and incomplete applications will not be accepted. Only **one application per organization** may be submitted.

If you have any questions related to the *READY Nonprofits* Training Program or need technical assistance, please review the NOSA and FAQs linked below, or contact the *READY Nonprofits* help desk at READY@yourstrategicconsultant.com.

Application Portal

Navigation

BACK

SAVE AND NEXT PAGE

 Save and Continue Later

Link to continue editing later

Please use the following link to return to and complete this application from any device or browser.

https://yourstrategicconsultant.com/ready/?gf_token=a2e523ee22aa40e18d0ddff260eb85e9

Note: This unique link will expire in 45 days.

Enter your email address and an additional copy of this link to the application form will be sent to you.

Email Address*

SEND LINK



NOSA



FAQs



Support Email



Application

Helpful resources, including
printable version of application

arc.gov/ready

Application Portal

Navigation

BACK

SAVE AND NEXT PAGE

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Link to continue editing later

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Note: This unique link will expire in 45 days.

Enter your email address and an additional copy of this link to the application form will be sent to you.

Email Address*

SEND LINK

 NOSA

 FAQs

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Application Portal

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Email Address*

SEND LINK

 NOSA

 FAQs

 Support Email

 Application

Helpful resources, including
printable version of application

arc.gov/ready

Application Portal

General Tips

- All fields with an **asterisk are required**, and incomplete applications will not be eligible for consideration.
- Provide **all information requested** in the application answering to the best of your ability.
- Once the application is submitted, **no further changes can be made**.

Application Portal

General Tips

Supported Browsers

The application portal supports the following browsers:

- Google Chrome (latest version recommended)
 - Microsoft Edge (latest version recommended)
 - Mozilla Firefox (latest version recommended)
 - Safari (latest version recommended)
-
- Complete and submit your application to ARC via the online application portal no later **than 5:00 p.m. ET on February 28, 2025.**

Application Portal Troubleshooting:

Please email **READY@yourstrategicconsultant.com** for additional assistance.

arc.gov/ready

Application Portal

Eligibility Quiz



Eligibility



To help assess your organization's eligibility for the ARC *READY Nonprofits* Training Program, please first submit your answers to the following questions:

1. Is your organization a public or private nonprofit organization or association? *

- Yes
- No

2. Does your nonprofit serve communities within the ARC geographic footprint? *

(refer to <https://www.arc.gov/about-the-appalachian-region>)

- Yes
- No

3. Major hospital systems and institutions of higher education are NOT eligible to apply. Is your nonprofit organization a major hospital system or an institution of higher education? *

- Yes
- No

4. Local development districts, local governments, and community foundations are NOT eligible to apply. Is your nonprofit organization a local development district, local government, or community foundation? *

- Yes
- No

5. The training program consists of seven weeks of virtual training and coursework, alongside a cohort of other nonprofits. The total time commitment for the training program is estimated to be 20 hours. (see the NOSA for more information.) Will your organization commit to participating in the entirety of the program? *

- Yes
- No

Application Portal

Organizational Information



Organizational Information



6. Name of organization *

Organization name

7. Name of organization's Executive Director *

Executive Director name

8. Address of organization *

Address

Apartment, suite, etc. (optional)

City

State

ZIP Code

9. County, State where your organization is located *

State and county where located

10. Does your organization have a website? *

Yes

No

Application Portal

Mission Impact



Mission Impact



23. Please share your organization's Mission Statement. If no Mission Statement exists, please enter "No mission statement". *

Mission statement

24. Please share your organization's Vision Statement. If no Vision Statement exists, please enter "No vision statement". *

Vision statement

25. Tell us about how you put your mission into action. Please share the services you offer. *

Enter answer here

Application Portal

Organizational Needs Assessment



Organizational Needs Assessment



36. Does your organization have a current strategic plan? *

- Yes
- No

38. Does your organization have an emergency succession plan for unexpected staff turnover? *

- Yes
- No

40. Does your organization have a succession plan in place? *

- Yes
- No

Application Portal

Participant Information



Participant Information



60. Primary Participant Information (Executive director or equivalent)

Organizational Position Title *

Name *

E-mail address *

Phone number *

Application Portal

Signature and Agreement



Signature and Agreement



By selecting yes, you are verifying the accuracy of the application information to the best of your knowledge. If selected to participate in the READY Nonprofits Training Program, the organization agrees to participate in assessment activities including but not limited to follow-up surveys to determine program impact. *

Yes, I agree

Name of Person submitting application *

E-mail address *

Position *

Application Portal

Submission Confirmation



Submission Confirmation



Are you sure you want to submit? Once submitted, applications are considered final and cannot be revised. *

Yes, I want to submit my application.

BACK

SUBMIT

 Save and Continue Later

Application Portal

Submission Confirmation

ARC READY NONPROFITS TRAINING PROGRAM APPLICATION



You have submitted the ARC *READY Nonprofits* Training Program application form. A PDF version of your application will be sent to your email.

Applicants will be notified if they have been selected for the program by the week of April 28, 2025. If you have any questions, please email READY@yourstrategicconsultant.com

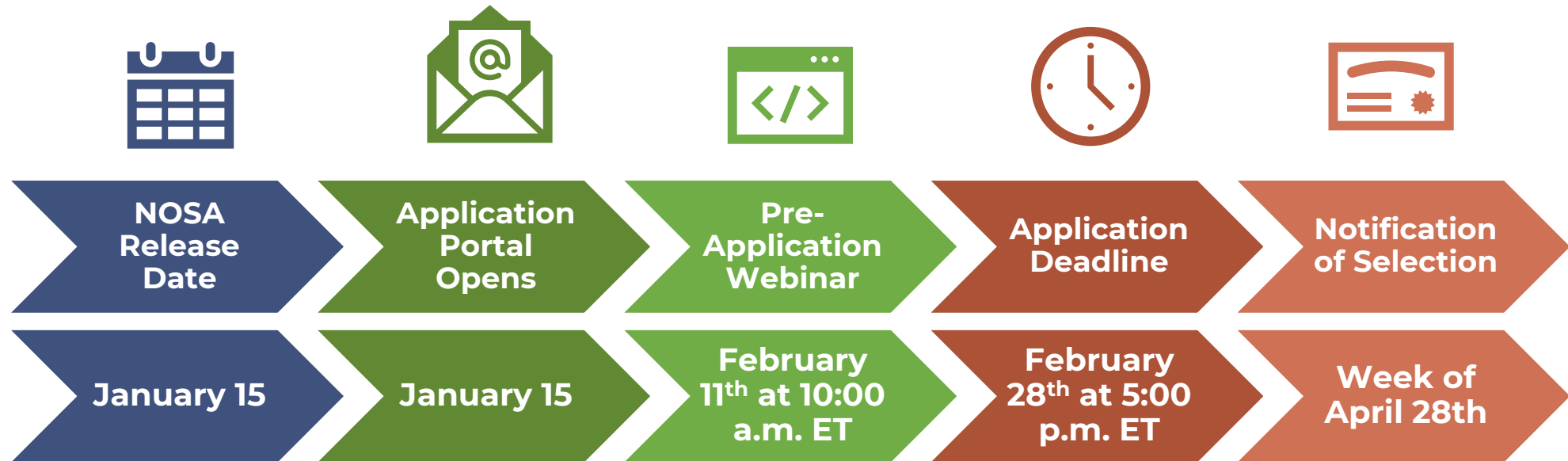


[NOSA](#) [FAQs](#) [Support Email](#) [Application](#)

Deadlines & Important Dates



Timeline



Training Program Dates: June 23, 2025 – September 23, 2025

Questions?



Have additional questions?

**To learn more and find a list of FAQs, please go to
<http://www.arc.gov/ready/nonprofits>**

Contact us: READY@yourstrategicconsultant.com

Reminder: Within the week following the event, you will receive an email with a link to the recording and a PDF version of this PPT.

Connect with ARC



x.com/ARCgov



facebook.com/ARC.gov



instagram.com/ARCgov



linkedin.com/company/appalachian-regional-commission



arc.gov/newsletter-signup