

Building Your Pipeline



**Nonprofit
Leadership
Alliance**

Our World. Only Better.



A team of highly trained employees can be the greatest asset bolstering a nonprofit organization's ability to achieve its mission. The Nonprofit Leadership Alliance supports the critical work of its Nonprofit Workforce Partners by helping them recruit and retain talented and diverse staff.

A Proven Method

Through the Alliance's Certified Nonprofit Professional (CNP) credential, the only workforce-tested, competency-based nonprofit management credential in the country, future and current nonprofit leaders gain the skills, experiences and resources proven to fast-track nonprofit careers.

CNP Core Competencies

1. Communication, Marketing and Public Relations
2. Cultural Competency and Diversity
3. Financial Resource Development and Management
4. Foundations and Management of the Nonprofit Sector
5. Governance, Leadership and Advocacy
6. Legal and Ethical Decision-Making
7. Personal and Professional Development
8. Program Development
9. Volunteer and Human Resource Management
10. Future of the Nonprofit Sector

The Right Candidate

Research shows that CNPs:

1. Stay at organizations longer;
2. Are more likely to rise to executive levels;
3. Are up to two years ahead of their peers in terms of career preparation and skills;
4. Are diverse (one in three Alliance students is a person of color).

Benefits for Workforce Partners

- Exclusive access to CNP Launch—The Alliance's talent management services that connect students and CNPs to our workforce partners.
- Connections to campus partners and the Alliance's network of 10,000 CNPs for recruiting volunteers, interns, donors and employees.
- 20% off tuition for all staff to the online CNP program (geared toward those working in the sector).
- Complimentary expo booth at the annual Alliance Management Institute with over 750 nonprofit professionals and students.
- Additional resources such as "Internship in a Box" guide, professional development webinars, national employment data, etc.
- Brand support and publicity opportunities.

The Mission

Since 1948, the Nonprofit Leadership Alliance has worked to strengthen the social sector with a talented, prepared workforce.

Learn More



Join the Movement

For more information about the benefits of Alliance partnership, contact Kaitlyn Hudgins, kaitlyn.hudgins@nonprofitleadershipalliance.org, (816) 463-9470 or visit www.NonprofitLeadershipAlliance.org.