

- Title** **Proving Your Program A Good Investment: A Framework For Return On Investment**
- Duration** 90-180 minutes depending upon your needs
- Recommended Audience** Funders, Donors, Board Members, Executive Directors
- Synopsis** What is it that funders want to see....outcomes, outcomes, outcomes. But as times get leaner the successful nonprofit will also have to show the dollar value of those outcomes.....what did a unit of improvement cost? In this way, policy makers can decide where to send money in order to get the most bang for the buck. If you can't show this then you're at risk of getting left out.
- In this session we'll help you take your measurable outcomes and align them with program costs. With some simple formulas you'll be able to show funders how a single dollar produces 3....5....even 15 dollars of value to the community.
- Learning Objectives** By the end of this session, participants will be able to:
- Explain the necessity for calculating their Return On Investment
  - Outline the basic steps for calculating their own ROI
  - Identify three specific steps they can take to begin the process.
- Presenter Biography** For the past 25 years Michael Brand has built effective nonprofit organizations in places as diverse as Montana, Florida, California as well as the Czech Republic and Australia. A resident of Bellefonte, Michael provides consultation and development services to a wide array of nonprofit organizations across the USA with a specialization in Good Governance, Fiscal Sustainability, and Performance Management. In addition to a private practice, Michael also serves as a Program Officer with the Erie Community Foundation running their organizational performance project.
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