

Opening of the call for applications for the

NGO Leadership Workshop

Make your organization more effective and sustainable!

22 - 26 October 2018

Warsaw, Poland

Do you work for an NGO in a challenged context? Do you want to advance your organization by improving your internal and managerial capacities or increase your effectiveness in advocacy and communication with external environments? Apply for the 4th Annual NGO Leadership Workshop and join us!

The objective of the Workshop is to empower selected civil society representatives to strengthen their internal expertise, managerial and income generating capacities, abilities to engage with both general public and government stakeholders and assist in networking with international linkages. Particular focus will be on the civil society organization (CSO) representatives advancing democratic accountability and rule of law in their home countries.

The Workshop is structured around presentations by distinguished experts and follow-up interactive small group discussions and Q&A sessions.

Workshop Program:

- **Pre-workshop welcome reception, October 22.** Special guest welcome by former US Ambassador to Slovakia & founder of the University of Michigan Weiser Center for Europe and Eurasia (WCEE), Ronald Weiser.
- **Day 1: Planning and Sustainability of NGOs** (Vision and Strategy Development for NGOs, Individual Fundraising and Creation of a Case for Support) by **John Beauclerk, Development practitioner with wide experience in NGO management, INTRAC.** Day 1 will also feature a special guest talk by former president of Poland, Aleksander Kwaśniewski.
- **Day 2: Essentials of NGO Management** (Leadership, Change Management, Management of Inter-organizational Relationships and Donor Relations) by **Linda Gasser, Faculty Affiliate, William Davidson Institute & Lecturer, Cornell University**
- **Day 3: Advocacy and Public Policy Building** (What Advocacy is and How Can it Help Solve Problems, Advocacy vs. Capacity, Methods and Strategy for NGOs' Advocacy) by **Katarzyna Batko-Tołuć, Vice President and Program Director of the Civic Network Watchdog Poland**
- **Day 4: Marketing Strategy for NGOs** by **Peter Šebo, (Digital and Mobile Marketing, Marketing Strategy and Social Media) Founder, CDO, and Digital Marketing Consultant, PS:Digital**

Participants:

The Workshop is open to 25 NGO leaders from Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Georgia, Kazakhstan, Kosovo, Kyrgyzstan, Macedonia, Moldova, Russia, Serbia, Tajikistan, Ukraine and Uzbekistan. Participants will be selected through an open application process and will receive the training at no charge.

Cost:

The Poland-based organizer, Education for Democracy Foundation (FED), will reimburse the travel costs of the selected participants to and from Warsaw, including local travel, which are directly related to the NGO Leadership Workshop, according to the guidelines obtained after receiving confirmation of acceptance. Education for Democracy Foundation (FED) will give approval for the proposed travel and will reimburse the costs, and cover accommodation costs of all the participants. You will be required to keep all original receipts, tickets, and boarding passes for financial reimbursement. At least one dinner and four lunches and coffee breaks will be provided by the organizer. Breakfast is included for the participants staying at the hotel. Participants are expected to cover the costs of other meals during the week.

Certificates:

Upon completion of the program, participants will receive a certificate jointly issued by the Weiser Center for Europe and Eurasia at the University of Michigan (WCEE), the William Davidson Institute at the University of Michigan (WDI), and the Education for Democracy Foundation (FED).

Application Process:

The deadline for applying is **Monday, 2 July 2018, CEST 23:59**. Application forms should be sent to **Anna Kertyczak** at anna.kertyczak@fed.org.pl with the subject **'NGO Workshop Application.'** The applications will be evaluated and participants will be selected by the WCEE, WDI, and FED. All applicants will receive a response by **18 July**.

Language:

The working language of the Workshop is English. Therefore, advanced English language skills are required for successful completion of the Workshop.

More Information:

For more information about the Workshop, please contact Anna Kertyczak at anna.kertyczak@fed.org.pl

Organizers:

The NGO Leadership Workshop brings together two organizations at the University of Michigan, both focused on strengthening democratic accountability - the Weiser Center for Europe and Eurasia (WCEE) and the William Davidson - as well as the local insight of the Poland-based NGO, Education for Democracy Foundation (FED), which works to support democratization and the development of civil society. The Workshop is funded by the WCEE.