

The Substance Abuse Mental Health Service Administration (SAMHSA's) Capacity Building Workshop Topics and Workshop Descriptions

1) Effective Marketing Strategies

This workshop provides clear, adaptable and effective marketing strategies to attract potential funders and reach users of their services. Participants learn how to develop a marketing plan and how to enhance media marketing materials (brochures, press releases, PSAs; i.e.). Participants also engage in interactive exercises such as the "Elevator Speech" and are furnished various marketing templates.

Duration: 2 hours

2) Fund Development and Fundraising

This workshop provides information on a variety of fund development strategies. Participants learn about fundraising/friend raising, donor development, earned income strategies, social entrepreneurship, social networking, business venture opportunities, and successful capital campaign strategies. They are also engaged knowledge application group interactive planning exercises. Fundraising and fund development templates and good sample templates are provided.

Duration: 2.5 hours

3) Charitable Choices (*Optional*)

To be entrusted with public funds to serve the needy, faith based organizations need to know the requirements and regulations prescribed by the Charitable Choice Legislation enacted in 1996 and then expanded in 2001. This session will provide participants with information regarding their rights and protection under the law as well as the law's expectation of Faith based recipients of Federal funds.

Duration: 1.5 hours

4) Financial Management

To receive grant funding and to qualify for most business venture opportunities, non profits must be able to demonstrate financial responsibility. Funders often require financial records as well as summary statements of their business activities. This workshop focuses on basic financial management principles ranging from developing a budget, hiring a fiscal officer/ bookkeeper, or to having an independent audit. Participants learn valuable business practices that enable them to understand and follow fiscal policies and procedures, reporting requirements and the keys to good money management.

Duration: 2 hours

5) Building and Sustaining Successful Community Collaborations and Partnerships

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There is real value in developing and forming collaborative partnerships to respond to community needs. In this workshop, participants learn about the benefits of working together, how to develop and enhance these relationships and how to leverage limited community resources as well as position themselves for the availability of multiple and diverse funding support and resources.

Duration: 1.5 hours

5) Grants Writing and Grants Management

The two-three day grantmanship training workshop is a hand on workshop that covers the grant development process, from researching funding sources to writing and managing the grant once awarded. Participants will learn the basics about planning, developing and submitting the grant proposal.

Duration: 2 Day Training

5) Sustaining Program Services- Expanding Treatment Capacity

Creating and sustaining a promising community program or initiative similarly requires a clear concept of how to address the critical needs of communities. It encompasses everything from conceptualizing your work, to engaging the range of stakeholders needed to make it happen, to effective implementation and ongoing management. This workshop will assist organizations with effectively planning for sustainability and building competencies that will lead to success and stability over time.

Duration: 4- 6 hours

6) How to Conduct an Organizational Assessment

This workshop examines the organizational structure of organizations and the utility of each component to support long term sustainability. Participants will evaluate by looking at the organization's mission, vision and goals, board leadership, staff development and competence, and organizational legitimacy. If you are either starting a non-profit organization or re-organizing your existing one, this workshop may fit your needs. *Duration: 2 hours*

7) Understanding the Strategic Planning Process

Every organization needs a clear and concise strategic process or road map to know where they are and to chart where they would like to go as well as the action steps that are needed to get where they are going. Learning how to develop a strategic plan is the first step to doing so. This workshop will focus on the strategic plan process. Participants will be assisted with learning how to develop a functional strategic plan specifically designed for their organization.

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8) Program and Organizational Development

This workshop is exclusively designed for organizations that have been in business for less than three years. It covers the essential components that are necessary to implement effective program services and build appropriate infrastructures; focusing on the activities directly related to the establishment of new services, the improvement, expansion or integration of an existing service.

Duration: 2 hours

9) Results Oriented Evaluations

Organizations will be introduced to the basic elements of outcome evaluations. Participants will learn how to assess the value and impact of their program services. Discussion will focus on inputs, activities, and outputs and briefly guide the participant into the Logic Model process.

Duration: 2 hours

(12) Evidence Based Practices and Practice Based Evidence

This workshop introduces participants to evidenced base practices. The workshop educates participants about what works to deliver effective outcomes. Participants learn about critical success factors, the necessity of clear program and client goals and objectives and how these outcomes can influence funding organizations' decisions. Participants will also explore how to use real time feedback to develop, guide, and evaluate behavioral health services.

Duration: 2 hours

(13) Essential Business Practices

Most organizations that provide human or social services are driven by their passion for a noble mission, their compassion for hurting people, or even by their faith. While most of these organizations adopt some type of nonprofit structure to pursue their charitable missions, they soon realize that they face challenges that are common to any kind of business and that unless they successfully address the business challenges; they lack the infrastructure to fulfill their mission. This session explores a variety of essential business practices and helps service organizations develop a culture of excellence that provides the foundations for them to be successful in fulfilling their noble mission. Participants have a chance to examine their organization in light of these essential practices and develop a strategy for strengthening their foundations.

Duration: 2 hours

14. Program Return on Investment (PROI)

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Most funders, grant makers, corporate sponsors and donors want a return on their investment and so do programs. It is often a precursor for continued funding. Participants will learn how to increase and diversify funding to ensure program sustainability. Program Return on Investment™ (PROI) enables programs to assign real-dollar values to their outcomes and, thereby, make a case for support that demonstrates the return on investment today's grant makers, donors, and corporate sponsors expect. PROI also helps programs prove worthy of Program-related Investments and financing for earned-income ventures.

Duration: 1 ½ -2 hrs

**15. Changing the Landscape: Health Care Reform / Affordable Care Act and What It Means to
You**

Health Care Reform, the Affordable Care Act (ACA) is changing the landscape of the behavioral health delivery system for providers (mental health and substance use) and recovery support services. Participants will learn about ACA provisions, Medicaid/ Medicare and potential changes in the SAPT block grant. In addition what they must do to prepare for this new paradigm shift and the new way behavioral health business will be done.

Duration: 1 hour

Please Note: Hours of workshop presentations can be tailored.