



Master of Public Policy

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Nonprofit Management and Leadership

Nonprofit organizations, philanthropy, and social entrepreneurs are major players in how public policy gets developed and implemented as well as how change occurs in our society. In the United States, the nonprofit sector encompasses over a million organizations, annually reports trillions of dollars in revenue and assets, represents approximately ten percent of the workforce, annually generates over four hundred billion dollars through donations and volunteers, and is primarily funded by government resources.

Today's policy challenges require that tomorrow's leaders be well versed in innovative, collaborative cross-sector solutions. Expertise in the area of nonprofit management and philanthropy is critical to School of Public Policy graduate students in a variety of policy specializations.

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MPP students of all professional interests will find a number of interesting career opportunities in the nonprofit sector; ranging from social or environmental policy, to international development. Since policy students will likely become nonprofit leaders in a particular policy field, the specialization in Nonprofit Management and Leadership (NML) will require at least five courses, and the focus will require at least three courses. This three-course package would allow MPP students to potentially specialize in two policy fields and still achieve a NML credential or specialize in one policy field and also specialize in NML.

Nonprofit Management & Leadership Specialization

- Two required courses:
 - o PUAF 798Y: Nonprofit Management and Leadership (both semesters)
 - o PUAF 790: Project course (spring)
- Three courses from the five courses listed below are required:
 - o PUAF XXXX: Financial Management for Nonprofit Organizations (TBA)
 - o PUAF 689Z: Strategic Management for Nonprofit and Public Organizations (fall)
 - o PUAF 689P: Strategic Philanthropy

- (spring)
 - o PUAF 689Y: Theory, Practice, and New Paradigms in Nonprofit Fundraising (fall)
 - o PUAF 689D: Social Entrepreneurship (spring and summer)
- Students need to take PUAF 670: Public Financial Management as part of their core requirement

Nonprofit Management & Leadership Focus

- One required course:
 - o PUAF 798Y: Nonprofit Management and Leadership (both semesters)
- Two courses from the five courses listed below are required:
 - o PUAF XXXX: Financial Management for Nonprofit Organizations (TBA)
 - o PUAF 689Z: Strategic Management for Nonprofit and Public Organizations (fall)
 - o PUAF 689P: Strategic Philanthropy (spring)
 - o PUAF 689Y: Theory, Practice, and New Paradigms in Nonprofit Fundraising (fall)
 - o PUAF 689D: Social Entrepreneurship (spring and summer)
- Students need to take PUAF 670: Public Financial Management as part of their core requirement

Nonprofit Management and Leadership Council

In Spring 2012, our students created the new Nonprofit Management and Leadership Council that seeks to build networks, advance skills, and build a community of future nonprofit leaders studying at University of Maryland's School of Public Policy, fostering capacity internally and externally. Made up entirely of graduate students, we provide professional development panels, networking opportunities, social gatherings, and community service events that connect UMD students with nonprofit leaders throughout the D.C. region. Similar to the graduate program in nonprofit leadership and philanthropy, all NML council events mix expert advice with practical experience. For example, our first panel event of the year on Nonprofit Finance and Fundraising will begin with a panel of three leaders in the area and end with students devising their own fundraising plan for a particular type of nonprofit. With the support of the Center for Philanthropy and Nonprofit Leadership, the Council has started its second semester strong and is looking forward to further expanding and building its work.

We have hosted panels with exceptional professionals and leaders in the field including:

- Kelly Waldron, SE Community Involvement Associate, Deloitte
- Katy Moore, Member Services Director, Washington Regional Association of Grantmakers (WRAG)
- Susannah Washburn, Senior Advisor, Corporation for National and Community Service

- Jeff Gonya, Partner-in-Charge, Venable's Tax and Wealth Planning Practice
- Lisa Hillman, Senior Vice President, Legislative Affairs, President, AAMC Foundation
- John McKee, Director of Gift Planning and Leadership Gifts, University of Maryland

Course descriptions

PUAF 798Y: Nonprofit Management and Leadership (Spring 2013)

Nonprofit organizations, nongovernmental organizations (NGOs), philanthropy, civil society, and social entrepreneurs are major players in how public policy gets developed and implemented as well as how change occurs in the United States as well as countries around the world. In the United States alone, the nonprofit sector encompasses over a million organizations, annually reports trillions of dollars in revenue and assets, represents approximately ten percent of the workforce, annually generates over four hundred billion dollars through donations and volunteers, and is primarily funded by government. The nonprofit sector is so heavily intertwined with the public sector that government executives will find themselves interacting and partnering with nonprofits on a regular basis. Through discussions of contemporary trends, challenges and issues, this course provides an introduction to the nonprofit sector and the leadership and management skills required to achieve social impact. Faculty: R

Grimm. Credits: 3. Prerequisites: None.

PUAF 689P: Strategic Philanthropy (Spring 2013)

This course explores different schools of thought related to strategic philanthropy: defined as privately-funded ventures designed to achieve social outcomes, spur innovation, and/or shape public policy. We examine the development of and challenges related to strategic philanthropy, its relationships to the government and business sectors as well as the successful skills and approaches of leaders and organizations engaged in strategic philanthropy. Other course topics include designing competitions from traditional request for proposals grantmaking to prize competitions, portfolio and risk management, grantee engagement, and grantee and program evaluation. We will also examine efforts to translate various philanthropic approaches to the public sector, governmental grantmaking, and traditional and emerging partnerships and collaborations between strategic philanthropy and government. Faculty: R Grimm. Credits: 3. Prerequisites: Students are encouraged to take PUAF 798Z Nonprofit Management and Leadership before or simultaneously with this course.

PUAF 689D: Social Entrepreneurship (Spring 2013)

This course is about using entrepreneurial skills

to craft innovative responses to social problems. Entrepreneurs are particularly good at recognizing opportunities, exploring innovative approaches, mobilizing resources, managing risks, and building viable enterprises. These skills are just as valuable in the social sector as they are in business. Social entrepreneurship applies to both profit and non-profit firms who have programs designed to create social value.

Faculty: J. Sanders. Credit: 3. Prerequisites: None but please note this is two-credit business course where the faculty member has successfully worked with MPP students to get three credits and this course also has a PUAF as well as a BUMO number.

PUAF 790: Project Course (Spring 2013)

The capstone is the project course, an opportunity for pre-career students to apply their newly-developed political, financial, economic, quantitative, ethical, analytical, and communication skills to actual problems for real-world clients. The project course helps students develop the skills to analyze concrete issues, and, if applicable, develop useful recommendations for decision-makers. Students are expected to develop clear and succinct oral and written deliverables that communicate the results of their analysis effectively.

PUAF 689Y: Theory, Practice, and New Paradigms in Nonprofit Fundraising

Stemming from the discipline of economics, psychology, and sociology, Theory, Practice, and New Paradigms in Nonprofit Fundraising explores the theoretical understandings of fundraising for nonprofit organizations and how they are applied to the practice of raising voluntary support. Students will also investigate different theoretical paradigms in which scholars and scholar-practitioners can approach the study and practice of fundraising. Additionally, students will discover the fundraising theories and practices that engage communities across diverse social identities including, communities of color, LGBT, and gender.

PUAF 689Z: Strategic Management for Nonprofit and Public Organizations

Serving as a successful leader for a nonprofit or public organization of any kind requires an understanding of the strategic management process. In addition, a well-developed and managed strategy is a key to an organization's performance. This course provides an integrated approach to leadership theories and concepts, research, and modern practices related to strategic planning and execution. Leading strategy approached will be discussed and students will gain a deep understanding of how strategy can be effectively developed, implemented, and managed in these organizations. The course will be relevant for students who want to work for and/or consult

with nonprofit and government organizations.

For more information contact Robert Grimm at rgrimm@umd.edu. Sign up for the Specialization or Focus by emailing Karen Logan: kclogan@umd.edu

Learn more about philanthropy at the Maryland School of Public Policy

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