



Opening of the call for applications for the

NGO Leadership Workshop

Make your organization more effective and sustainable

10th - 13th October 2017

Bratislava, Slovakia

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 3rd 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.

Training programme:

- **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 2: Essentials of NGO Management** (Leadership, Change Management, Management of Inter-organizational Relationships and Donor Relations) by **Linda Gasser, Faculty Affiliate, William Davidson Institute and Lecturer, Cornell University**
- **Day 3: Branding and Building Partnerships for NGOs** by **Ivan Jezik, Communication Expert, NGO Branding Consultant, Mentor and Lecturer, VOICES**

and

Social Media and Communications for NGOs by **Peter Sebo, Digital Marketing and Social Media Specialist, PS:Digital**

- **Day 4: Advocacy and Public Policy Building** by **Pavol Demes, Political Analyst and former Minister of Foreign Affairs of the Slovak Republic**



Participants:

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

Costs:

The organizer will reimburse the travel costs of the selected participants to and from Bratislava, including local travel, which are directly related to the NGO Leadership Workshop, according to the guidelines obtained after receiving confirmation of acceptance. The Pontis Foundation 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 training programme, participants will receive a certificate jointly issued by the National Endowment for Democracy (NED), 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 Pontis Foundation.

Application process:

The deadline for applying is **Tuesday the 18th July 2017, CEST 23:59**. Application forms should be sent to ivana.ulicna@pontisfoundation.sk with the subject '**NGO Workshop Application**'. The applications will be evaluated and participants will be selected by the Pontis Foundation, WCEE, and WDI. All applicants will receive a response by the 30th 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 Ivana Ulicna at ivana.ulicna@pontisfoundation.sk.

Organizers:

The NGO Leadership Workshop brings together the unique advantages of the National Endowment for Democracy and two organizations at the University of Michigan, both focused on strengthening democratic accountability, as well as the local insight of the Slovak-based NGO, and Pontis Foundation, which works to support democratization and the development of civil society. The Workshop is organized by the National Endowment for Democracy, 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 Pontis Foundation.