



Now More Than Ever - Nonprofits Need an Entrepreneurial Mindset

Thursday, April 1, 2021 4:00 pm – 5:30 pm by Zoom

Nonprofit leaders need an entrepreneurial mindset as they plan, operate and fundraise for their organizations, with the same kind of creativity, “customer” focus, and attention to the bottom line (not profit, but financial success just the same while offering mission-driven services).

In this free workshop, Loyola Marymount University Professor Alexander Glosenber, who has worked with entrepreneurs all over the world, will guide participants through the basic principles of entrepreneurship, including how to identify and execute business opportunities, and how to market them for success. Examples from the many entrepreneurial start-up businesses he has worked with will be part of the discussion.

The workshop is co-sponsored by the Valley Economic Alliance and the United Chambers of Commerce of the San Fernando Valley.

For more information and to register, contact Ashley Wright, VNR Project Coordinator, at 818/677-2774 or ashley.wright.2@csun.edu.