Registered Developing Centre Course

Part Two

Table of Contents

Module Three - Communication Basics

- Lesson One
 - The Importance of Clearly and Consistently Communicating About Your Pregnancy Care Centre
- Lesson Two
 - How We Communicate Clearly and Consistently
- Lesson Three
 - o The Power of Words
- Lesson Four
 - Verbiage Do's and Don'ts
- Lesson Five
 - o Communicating Your Vision About Your Developing Centre
- Lesson Six
 - Vision Casting Principles
- Lesson Seven
 - o Platforms to Use When Communicating Your Vision
- Lesson Eight
 - Community Survey
- Lesson Nine
 - o Community Survey Continued
- Lesson Ten
 - Community Meeting
- Lesson Eleven
 - Community Meeting Continued
- Lesson Twelve
 - o Dealing With Challenging Questions and Opposition

Module Four - The Board

- Lesson One
 - Introduction
- Lesson Two
 - o Role of the Board
- Lesson Three
 - Electing a Board of Directors
- Lesson Four
 - Board Meetings

Module Five - Board of Directors Best Practices

- Lesson One
 - Key Principles
- Lesson Two
 - Evaluation of the Executive Director
- Lesson Three
 - o Responsibilities of the Board of Directors
- Lesson Four
 - Strategic Planning
- Lesson Five
 - o Healthy Teams
- Lesson Six
 - Healthy Teams Continued

Module Six - Legal Considerations

- Lesson One
 - Legal Advice
- Lesson Two
 - Legal and Charitable Status
- Lesson Three
 - o Governing Documents
- Lesson Four
 - Mission and Vision Statements
- Lesson Five
 - Additional Information and Resources

Please note: Modules Six to Nine are not divided into microlessons

Module Seven – Finances, Location, and Facility (including important decorating and facility considerations)

Module Eight - Hiring Staff (Executive Director and additional staff) and Volunteers

Module Nine – Overview of Branding and Communication (logo development, brochures, and other marketing materials)