

Quality Through Inclusion: Strengthening Nonprofit Services in Our Community

Course Overview

Diversity and inclusion are essential components of quality nonprofit programs and services. For organizations serving rural and small communities, inclusion means understanding who is being served, recognizing who may be missing, and identifying the barriers that can prevent people from fully participating in programs, services, volunteer opportunities, and community activities.

This practical 90-minute webinar introduces nonprofit staff, volunteers, board members, and community leaders to the connection between quality, diversity, equity, accessibility, and inclusion. Participants will explore the many dimensions of diversity within their communities and consider how factors such as age, ability, income, culture, geography, transportation, digital access, literacy, and life circumstances can affect participation.

Through practical examples, reflection activities, and simple tools, participants will learn how to identify potential barriers, strengthen inclusive practices, and incorporate diversity and inclusion into programs, communications, policies, community engagement, and organizational decision-making.

The session emphasizes realistic and achievable approaches for small and rural nonprofit organizations. Participants will leave with practical strategies they can begin applying immediately to improve accessibility, inclusion, service quality, and community impact.

Learning Outcomes

By the end of this webinar, participants will be able to:

- Explain the relationship between quality, diversity, equity, accessibility, and inclusion in nonprofit organizations.
- Recognize the different dimensions of diversity within rural and small communities.
- Distinguish between equality and equity and understand how each can affect access to nonprofit programs and services.
- Identify physical, financial, geographic, digital, communication, cultural, organizational, and attitudinal barriers to participation.
- Examine programs and services through an inclusion lens to identify who may be unintentionally excluded or underserved.
- Apply practical strategies to strengthen inclusion across programs, communications, volunteer engagement, governance, policies, and organizational practices.
- Identify opportunities to engage people with lived experience in program and service development.
- Use feedback and community engagement as tools for continuous quality improvement.
- Identify at least one practical action their organization can take to strengthen inclusion and improve service quality.

NOTE:

As of September 1, 2026, the rate for TRAICON's 90-minute webinars will be \$495 per session. We have intentionally kept our pricing unchanged for nearly 10 years to support Small Business Enterprise Centres and their clients. As our webinar offerings have evolved through client

feedback, increased demand, and ongoing enhancements to content and resources, the updated rate better reflects the value, expertise, and quality of delivery provided.

TRAICON's 90-minute webinars are designed to deliver practical, high-impact learning grounded in real-world small business experience. Each session includes a copy of the presentation slides, along with supporting worksheets and/or templates that participants can use to apply the concepts and tools discussed during the session.

We appreciate your continued support and look forward to continuing to provide valuable learning opportunities for your clients.