



## Synopsis

A comprehensive handbook for leading a successful nonprofit This handbook can educate and empower a whole generation of nonprofit leaders and professionals by bringing together top experts in the field to share their knowledge and wisdom gained through experience. This book provides nonprofit professionals with the conceptual frameworks, practical knowledge, and concise guidance needed to succeed in the social sector. Designed as a handbook, the book is filled with sage advice and insights from a variety of trusted experts that can help nonprofit professionals prepare to achieve their organizational and personal goals, develop a better understanding of what they need to do to lead, support, and grow an effective organization. Addresses a wealth of topics including fundraising, Managing Technology, Marketing, Finances, Advocacy, Working with Boards Contributors are noted nonprofit experts who define the core capabilities needed to manage a successful nonprofit Author is the former Executive Director of Craigslist Foundation This important resource offers professionals key insights that will have a direct impact on improving their daily work.

## Book Information

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## Customer Reviews

Essential Resources, Tools, and Hard-Earned Wisdom from Fifty Leading Experts "To all those who want to change their world, you now have a how-to operator's manual for the nonprofit sector. This invaluable tool is sure to help you advance your cause and develop your organization's a must-read." —JODY WILLIAMS, Nobel Peace Prize Laureate (1997); Chair, Nobel Women's Initiative Showcasing practical tips and takeaways, this how-to

manual and resource guide provides easy to implement solutions for organizations seeking to expand impact and meet mission. Seasoned veterans share knowledge and useful insights on all aspects of nonprofit management, including: Leadership and Strategic Planning Collaboration, Partnerships, and Mergers Fundraising from Individuals, Companies, Foundations, and Grant Writing Earned Income Strategies Marketing, Public Relations, and Events Technology, Web 2.0 Tools, Social Networking, Online Fundraising, and Website Design Board Governance and Volunteer Engagement Human Resources and Career Planning Legal and Financial Management Lobbying and Advocacy Nonprofit Management 101 features contributions from: Paul Hawken, Lynne Twist, Ami Dar, Kay Sprinkel Grace, Beth Kanter, David Fenton, David La Piana, Peter Brinckerhoff, Andrea McManus, Emmett Carson, Shelly Cryer, Jeanne Bell, Tori O&#39;Neal-McElrath, Rick Aubry, Greg Baldwin, Michelle Nunn, Holly Ross, Bruce Hopkins, Virginia Gross, David Greco, Robert Glavin, Kim Hendler, Bob Harrington, Pamela Davis, James Weinberg, Cassie Scarano, Michael Watson, Nayantara Mehta, Nancy Chen, Marcia Avner, Jeannie Fox, Elliot Harmon, Jon Warnow, Joe Solomon, Steve Wright, Katya Andresen, Rebecca Higman, Kivi Leroux Miller, Nicci Noble, Sean Sullivan, Jay Aldous, Jennie Winton, Zach Hochstadt, Marika Holmgren, Lisa Chen, Emily Heard, Vernetta Walker, Vincent Hyman, and the late Bob Zimmerman. Edited by the former executive director of Craigslist Foundation, Darian Rodriguez Heyman, everything you need to launch, lead, manage, and effectively grow your nonprofit is here in this landmark publication. This book is supported by fifty partner organizations, including Nonprofit Leadership Alliance (formerly American Humanics), the only national alliance of colleges, universities, and nonprofit organizations certifying future and current nonprofit managers and leaders according to nationally validated nonprofit sector workforce preparation standards. For more information about the 50 book partners and 50 authors, visit [www.josseybass/go/nonprofit101](http://www.josseybass/go/nonprofit101), and for information about the book in general, including other resources, visit [www.Nonprofits101.org](http://www.Nonprofits101.org)

I wish I'd known that this would not give me ANY insight into starting a nonprofit. In fact, it might not even help you to run one. There's no flow, just a set of essays with varying levels of info. For example, the chapter on online community building suggests making a page on Facebook or using direct email to reach your core group. Yeah, no kidding. I didn't need to buy this book to learn that! The foreward by Ami Dar was the only valuable thing I took from this tome. What a waste of money. Non profit rule #1 should be - don't waste money. I sincerely regret buying this.

Very easy to read and super thorough and Practical. I order this book 2 years ago and still use it

frequently.

This is a must-have book for anyone (especially leaders) in the nonprofit industry. I am the leader of a nonprofit center, and spend a lot of time training executives and board members in the field. This book is an excellent resource, providing in-depth information from experts in the nonprofit world. I also teach communication for a university (undergrad and graduate). I will be incorporating this text into our classes. The book is relevant and offers excellent information/ideas that are easy to apply. It's obvious the authors are writing from years of experience and expertise. Once you buy it, you'll find yourself referring to it over and over. Dan Prater  
Executive Director  
The Center for Nonprofit Communication  
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I was introduced to Darian's book prior to applying to graduate school for a degree in Non Profit administration. This book actually gave me direction when I crafted my application to school along with my personal statement required for admission. It's been a thorough and fabulous point of reference. Now that I'm in my second semester, I've found it to be a perfect compliment to my required texts and a great additional resource for my papers. Bravo Darian! Looking forward to your next book.

Helpful. A checklist format would be a good addition

Great resource. I am the coordinator at a nonprofit peace and justice organization and this is a great resource. I review it often and read experts little by little to learn and it ideas. It is like an operations manual for a small non-profit.

this is book is extremely comprehensive and touches upon just about everything you can think of to understand non-profits. many sections provide a general knowledge of the topic and offers more resources. this book is well organized, well designed, and has many contributors to make it fully accessible to any non-profit employee, manager, or board of director. this manual should be in every executives office, and readily available for reference at any given moment.

Perfect Book

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