



Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals

By Darian Rodriguez Heyman

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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.

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Editorial Review

From the Back Cover

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—it'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'Neal-McElrath, Rick Aubry, Greg Baldwin, Michelle Nunn, Holly Ross, Bruce Hopkins, Virginia Gross, David Greco, Robert Glavin, Kim Handler, 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,

and for information about the book in general, including other resources, visit www.Nonprofits101.org

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Jason Nunez:

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Sarah Farmer:

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Sheila Searcy:

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