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5: Enact a National Civil Rights Act for Charity and Social Enterprise  
Create a Corporate Structure for For-Profit Foundations; Use the  
Corporate Structure to Create For-Profit Charities; Change IRS  
Regulations to Define Fundraising as Having a Charitable Purpose; Fund  
an iTunes for Charity; Visions from Visionaries; Where We Go from  
Here; 6: Organize Ourselves; 1 Become a Member; 2 Donate; 3 Start a  
Local "Nonprofits Anonymous" Discussion Group; 4 Hold an  
Introductory Office Meeting at Your Organization's Offices, and Commit  
to Bringing in at Least Five New Members  
5 Sign On to Our Rapid Response Media Team 6 Sign On to Our Rapid  
Response Public Policy Team; 7 Sign On to Our One-Thing-a-Day List;  
8 Submit Stories for Our Research Project on the Negative Effects of  
Lack of Investment in Overhead; 9 Help Us Recruit Great "I'm Overhead"  
Stories; 10 Organize Regional Seminars for Board Members; 11  
Organize Regional Seminars for Major Donors; 12 Sponsor an All-Staff  
Presentation at Your Organization; 13 Ask Your State Legislator to  
Come to a Regional Meeting, and Get Her to Say Yes; 14 Work with  
Local Media to Get Ad Space Donated  
15 Reach Out to Five Charities and Ask If They've Heard About This  
Effort 16 Wear the "I'm Overhead" Shirt, Post the Bumper Sticker, Put up  
the Poster at Your Office, Fly the Flag in Your Reception Area, and Share  
the Ideas in This Book with Others; 17 Be Creative; We Haven't Thought  
of Everything Here; 7: You Cannot Stop the Spring; Deadlines Make All  
the Difference; Let's Think Huge; Notes; Thank You; About the Author;  
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Sommario/riassunto

A blueprint for a national leadership movement to transform the way the public thinks about giving. Virtually everything our society has been taught about charity is backwards. We deny the social sector the ability to grow because of our short-sighted demand that it send every short-term dollar into direct services. Yet if the sector cannot grow, it can never match the scale of our great social problems. In the face of this dilemma, the sector has remained silent, defenseless, and disorganized. In *Charity Case*, Pallotta proposes a visionary solution: a Charity Defense Council

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