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Nota di contenuto	Intro -- Preface -- Demystifying Digital Transformation: Why Do Decision-Makers, Staff, and Consultants in Nonprofits Embrace the Journey?! -- Digital Transformation Has Become Even More Perplexing Just in the Past Few Months! -- Whom Are We Trying to Demystify Digital Transformation for, and Why? -- What to Expect? -- References -- Contents -- About the Authors -- Abbreviations -- Chapter 1: Introduction -- 1.1 Unraveling the Enigma of 'Nonprofit Digital Transformation' -- 1.2 Digital or Transformation: Which One Supersedes? -- 1.3 Digital Transformation for Nonprofits: The Conundrum Deepens -- 1.4 Here Is the Verdict! Defining Digital Transformation for Nonprofits -- 1.5 A Brief Glimpse at What This Book Has in Store -- 1.5.1 Part I: Nonprofits and Digital Transformation -- 1.5.1.1 Chapter 2 - Digital Transformation: The New Frontier for NPOs -- 1.5.1.2 Chapter 3 - Nonprofit Digital Transformation: Choice or Mandate? -- 1.5.2 Part II: Nonprofits' Inherent Nature from Digital Transformation Lens -- 1.5.2.1 Chapter 4 - Nonprofits vs. For-Profits Digitalization -- 1.5.2.2 Chapter 5 - A Qualitative Study -- 1.5.2.3 Chapter 6 - Mapping Out Nonprofit Digital Transformation -- 1.5.3 Part III: Digital Maturity for Nonprofits -- 1.5.3.1 Chapter 7 - Digital Maturity Model -- 1.5.3.2 Chapter 8 - Nonprofit Digital Maturity Model

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Sommario/riassunto

Nonprofit Digital Demystified by Ali A. Gooyabadi and Zahra Newton Lee offers a comprehensive guide for nonprofit organizations (NPOs) navigating digital transformation. The book addresses the unique challenges NPOs face in adopting digital technologies, contrasting their experiences with those of corporations and government entities. It highlights the pitfalls of relying on consultants unfamiliar with NPOs' distinct needs and emphasizes the importance of a holistic, culture-driven approach to digital initiatives. The authors aim to empower NPO leaders, staff, and consultants by demystifying digital transformation, promoting innovation, and ensuring these organizations can continue their missions effectively in an increasingly digital world. The intended audience includes nonprofit leaders, community organizers, social workers, and other stakeholders interested in integrating digital strategies into their work.
