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Nota di contenuto	Nonprofit Management 101; CONTENTS; FOREWORD; ABOUT THE BOOK; ACKNOWLEDGMENTS; Part One: The Big Picture - What the Field Is All About and Where You Fit In; CHAPTER 1: The Role of Nonprofits in American Life; CHAPTER 2: Welcome to the Movement; CHAPTER 3: On Leadership in the Nonprofit Sector; CHAPTER 4: Taking Charge of Your Nonprofit Sector Career; Part Two: Managing Organizations and People; CHAPTER 5: Strategy and Planning: Turning a Dream into Reality; CHAPTER 6: Strategic Restructuring: Collaboration, Alliances, and Mergers; CHAPTER 7: Risk Management and Insurance CHAPTER 8: Making Human Resources Work for You: Best Practices in Nonprofit Human Capital Management CHAPTER 9: The Importance of Diversity; CHAPTER 10: Bridging the Generation Gap; Part Three: Nonprofit Law and Finance; CHAPTER 11: Nonprofit Law; CHAPTER 12: Nonprofit Advocacy and Lobbying; CHAPTER 13: Nonprofit Financial Management; Part Four: Nonprofit Technology and IT; CHAPTER 14: The Technology Foundation: Hardware and Software; CHAPTER 15: A Cooperative Approach to Web Design; CHAPTER 16: Online Community Building: How to Wire a Network to Support Your Nonprofit's Mission

CHAPTER 17: Constituent Relationship Management Part Five: Fundraising; CHAPTER 18: Fundraising: Knowing When to Do What; CHAPTER 19: Individual Donor and Major Gift Strategies: The 83% Solution to Fundraising; CHAPTER 20: How to Seek a Grant; CHAPTER 21: Online Fundraising; CHAPTER 22: Online Peer-to-Peer Fundraising; CHAPTER 23: Cause-Related Marketing; CHAPTER 24: Social Enterprise 101: An Overview of the Basic Principles; Part Six: Marketing and Communications; CHAPTER 25: Nonprofit Marketing; CHAPTER 26: Using Web 2.0 Tools to Tell Your Organization's Story: Blogs, Flickr, and YouTube
CHAPTER 27: Crafting an Effective Newsletter Strategy CHAPTER 28: Painless and Effective Event Planning: Let's Get This Party Started!; CHAPTER 29: Public Relations for Nonprofits: Getting Ink for Your Cause; Part Seven: Boards and Volunteers; CHAPTER 30: Board Governance; CHAPTER 31: Getting Your Board to Fundraise; CHAPTER 32: Volunteer Recruitment; CHAPTER 33: Volunteer Engagement and Management; CLOSING THOUGHTS; AFTERWORD: WE ALL HAVE THE CAPACITY TO BE SOCIAL PROPHETS; Book Partners; ABOUT THE EDITOR; Endnotes; NAME INDEX; SUBJECT INDEX

Sommario/riassunto

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
