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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; Index

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
