

## Books for Nonprofits

Compiled by The Community Tax Law Project

Austin, James E., ***The Collaboration Challenge*** (Jossey-Bass, 2000). Discusses the process of creating and sustaining successful strategic partnerships between nonprofits and businesses. Insights and lessons are drawn from the experiences of more than 15 collaborations, including Timberland and City Year, Starbucks and CARE, and Georgia-Pacific and The Nature Conservancy.

Barbato, Joseph, ***The Mercifully Brief, Real World Guide to Attracting the Attention Your Cause Deserves*** (Emerson & Church, 2005). A guide to using various forms of media including, phone, print, internet, etc.; to attract attention to your cause. Barbato runs a consulting firm in Alexandria, VA, whose clients include many of the top nonprofits in the country.

Barbato, Joseph & Furlich, Danielle, ***Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits*** (Fireside Books, 2000). Explains how to use words well to win your cause the money it needs. Whether you work for a storefront social action agency or a leading university, the authors' knowledgeable, practical advice will help you: write the perfect proposal -- from the initial research and interviews to the final product, draft, revise, and polish a "beguiling, exciting, can't-put-it-down and surely can't-turn-it-down" request for funds, create case statements and other big money materials, and survive last-minute proposals and other crises.

Blazek, Jody, ***IRS Form 990: Tax Preparation Guide for Nonprofits*** (Wiley, 2004). This hands-on workbook walks readers through the process of achieving and maintaining exempt status for a non-profit organization. Blazek provides filled-out sample forms and easy-to-use worksheets, with line-by-line instructions, checklists covering major tax-compliance issues, and links to pertinent model documents, and checklists, located on the IRS Web site.

Bonk, Kathy, et. al., ***The Jossey-Bass Guide to Strategic Communications for Nonprofits*** (Jossey-Bass, 1998). Shows readers how to select the right media, identify audiences, develop messages, produce printed materials, train spokespeople, use paid advertising and public service announcements, and handle negative press.

Bornstein, David, ***How to Change the World: Social Entrepreneurs and the Power of New Ideas*** (Oxford University Press, 2004). Profiles and analyzes nine social entrepreneurs that have made a difference in places such as Rio de Janeiro, Brazil, Bombay, India, and Washington, D.C. Using these case studies as a base, the author discusses what methods are best for the socially-minded entrepreneur.

Brinckerhoff, Peter, ***Financial Empowerment: More Money for More Mission: An Essential Financial Guide for Not-for-Profit Organizations*** (John Wiley & Sons, 1998). Practical strategies for helping an organization get more funds from current sources, find and develop new funding sources, keep more of what they've made, and

more. It highlights the eight characteristics of financial empowerment, and provides the skills and concepts that a nonprofit organization and its managers will need to survive, including estimating cash needs, treating funders like valued customers, developing money-making businesses, determining the financial options that are available, and implementing an empowered budget process.

Browning, Beverly A., ***Grant Writing for Dummies*** (For Dummies, 2d ed. 2005). This friendly insider's guide shows you step-by-step how to research your options, deal with application forms, give prospective funders the specifics they're looking for — and get the money you need.

Bryson, John M. & Alston, Farnum K., ***Creating and Implementing Your Strategic Plan: A Workbook for Public and Nonprofit Organizations*** (Jossey-Bass, 2d ed. 2004). Filled with illustrative examples and detailed questionnaires that take the reader through each phase of the planning process. Using easy-to-understand worksheets, Bryson and Alston provide clear instructions for creating a strategic plan tailored to the needs of the individual organization. Offers concrete guidelines for conducting brainstorming sessions.

Bryson, John M., ***Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement*** (Jossey-Bass, 3d ed. 2004). In this revised third edition, Bryson updates his perennial bestseller to help today's leaders enhance organizational effectiveness. This new edition includes coverage of: (1) Strategy Change Cycle—a proven planning process used by a large number of organizations; (2) detailed guidance on implementing the planning process and includes specific tools and techniques to make the process work in any organization; and (3) much more.

Carlson, Mim & Donohoe, Margaret, ***The Executive Director's Survival Guide: Thriving as a Nonprofit Leader*** (Jossey-Bass, 2002). Filled with practical advice for succeeding in the position and offers a reader-friendly question and answer format.

Carver, John, ***Boards That Make a Difference: A New Design for Leadership in Nonprofit and Public Organizations*** (Jossey-Bass, 2d ed. 1997). Offers a board model designed to produce policies that make a difference, missions that are clearly articulated, standards that are ethical and prudent, meetings, officers, and committees that work, and leadership that supports the fulfillment of long-term goals.

Chait, R.P, Ryan, W.P., Taylor, B.E., ***Governance as Leadership: Reframing the Work of Nonprofit Boards*** (Wiley, 2004). Provides a powerful framework for a new covenant between trustees and executives: more macrogovernance in exchange for less micromanagement. Offers a new framework for helping nonprofit organizations maximize the effectiveness of their boards.

Collins, Jim, ***Good To Great*** (Collins Business, 2001). Through careful research the author discovered common traits that challenged many of the conventional notions of corporate success. At the heart of those rare and truly great companies was a corporate culture that rigorously found and promoted disciplined people to think and act in a disciplined manner. Offers a well-reasoned road map to excellence that any organization would do well to consider.

Collins, Jim, ***Good to Great and the Social Sectors*** (HarperCollins, 2005). A monograph to accompany his work, *Good to Great*, Collins offers answers to the questions raised by leaders in the social sector. Claims that the difference between successful organizations is not between the business and the social sector, the difference is between good organizations and great ones.

Crutchfield, Leslie and McLeod Grant, Heather, ***Forces for Good: The Six Practices of High-Impact Nonprofits*** (Jossey-Bass, 2007) The authors spent four years surveying thousands of nonprofit CEOs, conducting hundreds of interviews, and studying 12 high-impact nonprofits to uncover their secrets to success. What the authors discovered surprised them, and is revealed in the book.

Dropkin, Murray, ***The Budget-Building Book for Nonprofits: A Step-by-Step Guide for Managers and Boards*** (Jossey-Bass, 1998). Guides nonprofit executives and boards through the budget cycle, offering practical instruction on completing each step of the process. Specifically designed to give nonprofits everything they need to prepare, approve, and implement their own budgets. Examples, to-do lists, worksheets, schedules, and other hands-on tools help readers get down to work.

Dropkin, Murray & LaTouche, Bill, ***The Cash Flow Management Book for Nonprofits*** (Jossey-Bass, 2001). Reveals how to create an effective plan for cash flow management. Offers suggestions for using this plan to develop successful strategies for the day-to-day and long-term financial planning of any nonprofit organization. Filled with to-do lists, sample forms, worksheets, schedules, policies and procedures, and checklists.

Frumkin, Peter, ***On Being Nonprofit*** (First Harvard University Press, 2005). Conceptual and policy primer on the nonprofit sector. Analyzes and discusses the four definitional functions of nonprofit organizations: delivering needed services, promoting civic engagement, expressing values and faith, and channeling entrepreneurial impulses.

Elkington, John and Hartigan, Pamela, ***The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World*** (Harvard Business School Press, 2008). Elkington and Hartigan run with playwright George Bernard Shaw's quote: "The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Thus, all progress depends on the unreasonable man." Using that thesis, the authors argue that the best place to find tomorrow's revolutionary business models is on the unpredictable fringes of the mainstream market.

Grant, Gary B. & Grobman, Gary M. ***Fundraising Online: Using the Internet to Raise Serious Money for Your Nonprofit Organizations*** (White Hat Communications, 2006). In the aftermath of two of the world's greatest natural disasters, the 2004 tsunamis and Hurricane Katrina, people donated hundred of millions of dollars via the Internet to support relief groups aimed at helping survivors. Over the past few years, online giving has become more popular and an alternative of charitable giving. The authors provide steps for nonprofit organizations on how to search, solicit, and structure grants via the Internet, as well as how to network and market online.

Greenleaf, Robert K. ***Servant Leadership: A Journey into the Nature of Legitimate Power and Greatness*** (Paulist Press, 2002). Servant leadership is a practical philosophy that replaces traditional autocratic leadership with a holistic, ethical approach. Servant Leadership helps leaders find their true power and moral authority to lead. It helps those served become healthier, wiser, freer, and more autonomous. This book encourages collaboration, trust, listening, and empowerment. It offers long-lasting change, not a temporary fix and extends beyond business for leaders of all types of groups.

Hopkins, Bruce R., ***Starting and Managing a Nonprofit Organization: A Legal Guide*** (Wiley, 4th ed. 2004). In plain English, attorney Bruce Hopkins describes corporate, tax and fund-raising laws and explains their implications and applications in the nonprofit organization. He also provides practical, step-by-step guidance on how to competently handle all legal aspects of obtaining and maintaining tax-exempt status, reporting revenue, nonprofits and private benefit, charitable giving, employee compensation, lobbying, using for-profit subsidiaries, and much more.

Hutton, Stan & Phillips, Frances, ***Nonprofit Kit for Dummies*** (For Dummies, 2d ed. 2005). Designed for nonprofessional managers and volunteers who hope to start a nonprofit but don't know where to begin or who already run one but are struggling with a multitude of decisions and tasks -- real-life issues like staffing, budgeting, fundraising, tax reports, and facilities.

Independent Sector & Urban Institute, ***The New Nonprofit Almanac and Desk Reference: The Essential Facts and Figures for Managers, Researchers, and Volunteers*** (Jossey-Bass, 2002). Analyzes statistical information about the number of people employed, their share of total wages and salaries, and general employment trends in the independent sector. Overview of the total private contributions from individuals, foundations, and corporations and offers analyses of current giving trends and the effect of tax laws. Estimates the income derived from private giving, government payments and private payments— and includes information on how the funding is distributed. Detailed financial information on reporting organizations and public charities.

Light, Mark, ***The Strategic Board: The Step-by-Step Guide to High-Impact Governance*** (Wiley, 2001). The Strategic Board™ model of governance is a step-by-step, easy-to-implement, multilevel course of action that enables a board to craft a comprehensive Governance Plan™ that develops a Leadership Plan that determines

"Where to go tomorrow?", creates a Delegation Plan that specifies "Who does what?", follows through with a Management Plan that decides "What gets done today?" and puts in place a Vigilance Plan to answer the question "Did it happen?"

Mancuso, Anthony, ***How to Form a Nonprofit Corporation*** (NOLO, 7th ed. 2005). The definitive guide for anyone who wants to start a nonprofit organization, this book shows step by step how to form and operate a tax-exempt corporation in all 50 states. It includes complete instructions for obtaining federal 501(c)(3) tax exemption and for qualifying for public charity status with the IRS. It also includes all the forms of Articles, Bylaws and Minutes, both as tear-outs and on disk.

McMillan, Edward J., ***Not-for-Profit Accounting, Tax, and Reporting Requirements*** (John Wiley & Sons, 2003). Step-by-step guide helps not-for-profits apply for tax-exempt status, handle IRS audits, set up a wholly owned taxable subsidiary, anticipate tax implications of lobbying expenses, and perform a host of other functions. This completely revised and expanded edition includes three all-new chapters, including one on the basics of filing IRS forms 990 and 990-T. Further, detailed appendices offer full explanations of the four accounting standards—SFAS #116, 117, 124, and 136—that primarily affect not-for-profit organizations.

Mutz, John & Murray, Katherine, ***Fundraising for Dummies*** (For Dummies, 2d ed. 2005). A straightforward guide to fundraising. Covers changes in tax law, philanthropy, and the business environment made since the dot.com bubble and the events of September 11, 2001.

Pakroo, Peri, ***Starting & Building a Nonprofit: A Practical Guide***, (NOLO, 2005). Filled with user-friendly information, practical advice and step-by-step instructions, this book is your guide through the process of getting your nonprofit up and running. It explains how to pick the perfect name for your organization, structure a nonprofit to achieve your goals, choose a federal tax-exempt status, create a mission statement, develop a strategic plan and initial budget, launch a successful fundraising plan, and much more.

Pointer, Dennis D. & Orlikoff, James E., ***The High-Performance Board: Principles of Nonprofit Organization Governance*** (Jossey-Bass, 2002). Charitable organization board governance is often far from optimal. This book provides sixty-four principles, and the best practices and practical applications of each principle, which will allow your charity's board to perform at its peak.

Pynes, Joan E., ***Human Resources Management for Public and Nonprofit Organizations*** (Jossey-Bass, 2d ed. 2004). Offers students and practitioners the guidance and techniques necessary to implement effective human resources management strategies in public and nonprofit organizations — from job analysis to performance evaluation, from recruitment and selection to training and development, from compensation and benefits to collective bargaining. Also covers important but neglected topics such as recruiting and managing volunteers, working with a board of directors, and federal and state labor relations.

Ruppel, Warren, ***Not-for-Profit Accounting Made Easy*** (Wiley, 2d ed. 2007). Explains not-for-profit accounting principles and reporting standards in simple terms that are easily understood by those with little or no prior accounting experience. It conforms to FASB and AICPA standards and forms. Note: this edition will not be available until April 2007.

Taylor, Caroline, ***Publishing the Nonprofit Annual Report: Tips, Traps, and Tricks of the Trade*** (John Wiley & Sons, 2001). Offers your nonprofit organization hands-on guidance to help you create an annual report that goes beyond fulfilling your financial reporting responsibilities and instead becomes a valuable communications, marketing, and image-building tool. Shows you how to create a plan, fit the report process into the overall schedule, assign tasks, develop the executive message, work with designers to integrate visual elements, and get the report printed on time and within budget.

Zietlow, Jon, et. al. ***Financial Management for Nonprofit Organizations: Policies and Practices*** (John Wiley & Sons, 2007). This cash management and investment handbook helps managers from diverse backgrounds learn to manage their organization's money. It examines traditional treasury functions including banking and cash flow and explores investment management and strategies for managing excess cash, endowment, and long-term (planned) gifts. It also examines financial management strategies that impact cash flow, including borrowing, risk management, benchmarking, and long-term planning. Includes a diskette with spreadsheet solutions to common financial management problems, such as interest rate calculations, basic yield calculations, financial ratios and more.