

Sustaining Your Nonprofit Into the Future: A Curriculum for Home and Community Based Service Providers

Resource List

Community Engagement

Books

Andresen, Katya. *Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes*. Jossey-Bass, 2006.

This publication demystifies winning marketing campaigns by simplifying them to ten essential rules. It includes entertaining examples and easy steps to apply the rules ethically and effectively to good causes of all kinds.

Beckwith, Sandra, *Publicity for Nonprofits: Generating Media Exposure That Leads to Awareness, Growth, and Contributions*. Kaplan Business, 2006.

Every nonprofit organization, regardless of its size, needs publicity to drive awareness of its goals. Award-winning publicist Sandra Beckwith shows how to capture the public's attention with successful nonprofit publicity strategies. This book contains “how to” information and compelling nonprofit case studies.

Collins, Jim. *Good to Great: Why Some Companies Make the Leap... and Others Don't*. HarperCollins, 2001.

Collins and his team of researchers sorted through a list of 1,435 companies, looking for those that made substantial improvements in their performance over time. They finally settled on 11 and discovered common traits that challenged conventional notions of corporate success. Peppered with stories and examples from the great and not so great, the book offers a road map to excellence.

Gonzalez-Ramos, Gladys; Cohen, Elaine V.; Hagestuen, Ruth A. *Health Connect: A Practical Guide to Community Outreach*. Medtronic Foundation, 2007.

Three authors worked with diverse communities to capture the learning, teachings, and insights from “front-line” professionals making a difference in their communities. This guide to action offers tactics, tools, tips and resources to improve the ability of your organization to serve persons of all backgrounds.

Hart, Ted; Greenfield, James M.; Johnston, Michael. *Nonprofit Internet Strategies: Best Practices for Marketing, Communications, and Fundraising Success*. John Wiley, 2005.

This guide helps nonprofits analyze their options and select the strategies to integrate marketing, communications, and fundraising practices with online efforts. This how-to guide describes real experiences and case studies in non-technical language for readers.

Hoskins, Linda; Angelica, Emil. *Fieldstone Alliance Nonprofit Guide to Forming Alliances: Working Together to Achieve Mutual Goals*. Fieldstone Alliance, 2005.

Alliances make good sense for nonprofits. They must be used wisely to determine which alliances will result in strategic outcomes given the conditions and need. This guide will help you understand and strategically form ones that work for your organization.

Lukas, Carol; Hoskins, Linda. *Fieldstone Alliance Nonprofit Guide to Conducting Community Forums: Engaging Citizens, Mobilizing Communities*. Fieldstone Alliance, 2003.

Readers will gain step-by-step instructions to plan and carry out exciting, successful community forums that will educate the public, build consensus, focus action, or influence policy.

Mattessich, Paul W.; Monsey, Barbara. *Community Building: What Makes It Work; A Review of Factors Influencing Successful Community Building*. Fieldstone Alliance, 1997.

This practical guide shows you what really does (and doesn't) contribute to community building success. It reveals 28 keys to help you build community more effectively and efficiently.

Stern, Gary. *Marketing Workbook for Nonprofit Organizations Volume II: Mobilize People for Marketing Success*. Fieldstone Alliance, 1997.

This guide helps you build a successful promotional campaign based on the most persuasive tool of all: personal contact! Whether your goal is raising funds, recruiting volunteers, or selling tickets, the old saying, "people buy from people," is as true as ever. Learn to mobilize your organization using real-life examples, instructions, and detailed worksheets to create an effective campaign.

Winer; Michael; Ray, Karen. *Collaboration Handbook: Creating, Sustaining and Enjoying the Journey*. Fieldstone Alliance, 1994.

This guide helps organizations build collaborations that get results! You will learn how to get a collaboration going, define the results you're after, determine everyone's roles, create an action plan, and evaluate the results. Case studies, worksheets, and special sidebars with helpful tips are included.

Organizations & Websites

MAP for Nonprofits, www.mapfornonprofits.org, helps nonprofit organizations to more effectively achieve their unique mission through building capacity. MAP works with more than 600 large and small nonprofits each year to provide high-value management consulting, board recruitment, training, and other services to Minnesota nonprofits.

Minnesota Council on Foundations (MCF), www.mcf.org, is a community of grant makers that works to strengthen philanthropy and improve the vitality of communities. MCF is a regional membership association composed of family and private foundations, community and public foundations, corporate foundations and giving programs. Their electronic newsletter (*Giving Forum*), education events, and training sessions help guide nonprofits throughout Minnesota.

Minnesota Council of Nonprofits (MCN), www.mncn.org, informs, promotes, connects and strengthens individual nonprofits and the nonprofit sector. MCN brings diverse nonprofits together to increase their economic, board, and community capacity. Their events and workshops advance the professional abilities of non-profits throughout Minnesota.

MinnesotaHelp.info, www.minnesotahelp.info online directory of services designed to help individuals in Minnesota find human services, information and referral, financial assistance, and other forms of help. It is especially rich in resources for seniors, persons with disabilities, caregivers, parents, families, and low-income populations.

QuickFacts, quickfacts.census.gov includes a variety of information about a state population, geography, and business environment. You can enter the name of a specific county and receive population data and other data to help you stay timely on population changes.

The U.S. Office of Minority Health (OMH), www.omhrc.gov, provides national information and resources to improve and protect the health of racial and ethnic minority populations. OMH helps develop policies and programs to eliminate health disparities.

“Lessons Learned: Sustainability of Partners in Caregiving: The Adult Day Services Program,” www.rwjf.org, *Robert Wood Johnson Foundation*, May 2006 offers a review of national lessons and older adult service outcomes on sustainability.

Strategic Positioning

Books

Bonk, Kathy; Griggs, Henry Griggs; Tynes, Emily. *The Jossey-Bass Guide to Strategic Communications for Nonprofits*. Jossey-Bass Publishers, 1999.

This publication offers detailed suggestions for communicators at all levels of experience. It includes case studies on writing press releases, attending news conferences, and other significant communication actions.

Collins, Jim. *Good to Great: Why Some Companies Make the Leap... and Others Don't*. HarperCollins, 2001.

Collins and his team of researchers sorted through a list of 1,435 companies, looking for those that made substantial improvements in their performance over time. They finally settled on 11 and discovered common traits that challenged conventional notions of corporate success. Peppered with stories and examples from the great and not so great, the book offers a road map to excellence.

Covey, Stephen R. *The Seven Habits of Highly Effective People*. Free Press – A Division of Simon & Schuster; 1989, 2004.

This book is an excellent guide for anyone who wants to improve their abilities as a leader and innovator in any facet of business or industry.

Drucker, Peter F.; Stern, Gary. *The Drucker Foundation Self-Assessment Tool*. Jossey-Bass Publishers, 1999.

The Drucker Method of organizational self-assessment poses key market questions including, “Who is our customer?” and “What does the customer value?” as overarching assessment questions. If you want to integrate marketing into your organization’s strategic plan, this is a valuable publication.

Gladwell, Malcolm. *The Tipping Point: How Little Things Can Make a Big Difference*. Little, Brown & Company; 2000, 2002.

Tipping points are "the levels at which the momentum for change becomes unstoppable." The author follows trends from inception to end and tries to discover why some ideas "tip" and others do not. Explore three rules for reaching a “tipping point” stage: contagiousness; the fact that little causes can have big effects; and change may happen in one moment.

McLaughlin, Thomas A. *Nonprofit Strategic Positioning: Decide Where to Be, Plan What to Do*. John Wiley & Sons, Inc., 2006.

This nonprofit-oriented book describes strategic positioning as an alternative to traditional strategic planning. You will explore nonprofit strategy development and implementation while paying attention to new niches in many sectors. This strategic positioning publication will give you a fresh perspective of nonprofit challenges in the 21st century.

Sharken Simon, Judith; Donovan, J. Terence; Andrews, Rebecca B. *The Five Life Stages of Nonprofit Organizations: Where You Are, Where You're Going, and What to Expect When You Get There*. Fieldstone Alliance, 2001.

The life stage model is a powerful tool for understanding your organization's current status and preparing to move it ahead to the future. In this guide, organization development consultant Judith Sharken Simon will help you understand where your organization is in its life cycle.

Stern, Gary J. *Marketing Workbook for Nonprofit Organizations, Volume I: Develop the Plan*. Amherst Wilder Foundation, 2001.

If marketing seems too commercial or too complex, or if your current efforts aren't delivering results, this book is for you. This guide will help you create a simple, usable marketing plan designed to get results in a clear five-step process. You will learn to position your organization in a unique niche, develop a marketing plan and promotional campaign, and use “web wisdom” to build an on-line reputation.

Financial Stability

Books

Angelica, Emil; Hyman, Vincent. *Coping with Cutbacks: The Nonprofit Guide to Success When Times are Tight*. Fieldstone Alliance, 1997.

Successful nonprofits see that solutions of the past won't work in a sustainable, changing world. A paradigm shift from "How do we get more money to keep our nonprofit in business?" to "How do we involve other segments of the community to address issues?" is identified. Learn how to involve business, government, and other nonprofits to solve problems together. A six-step process for finding financial and non-financial solutions is outlined. 185 specific cutback strategies - gathered from interviews with nonprofit managers - are identified.

Balzek, Jody Balzek. *Nonprofit Financial Planning Made Easy*. John Wiley & Sons Inc.'s Nonprofit Series, 2008.

Explore straightforward strategies to make financial management a more smooth and successful process. This book is filled with practical forms and checklists to aid you in planning and managing your organizations' financial resources. You will be guided in step-by-step measures that help keep your financial resources and your mission in balance.

Carlson, Mim; Clark, Cheryl. *Team-Based Fundraising Step by Step: A Practical Guide to Improving Results Through Teamwork*. Jossey-Bass Publishers, 2000.

Many nonprofits rely on a single staff member or volunteer to raise the money they need to sustain or grow their programs. This book is a practical approach to involving the entire organization in fundraising. Learn to clearly define goals, specific roles, joint accountability, diverse talents and skills, and strong leadership. Detailed implementation strategies, sample forms, checklists, and worksheets are included.

Carlson, Mim. *Winning Grants Step by Step: The Complete Workbook for Planning, Developing, Writing Successful Proposals (2nd Edition)*. Jossey-Bass Publishers, 2002.

This workbook will help you to write persuasive and successful proposals from beginning to end, including preparing effective need statements.

Larson, Rolfe. *Venture Forth! The Essential Guide to Starting a Moneymaking Business in Your Nonprofit Organization*. Fieldstone Alliance Publications, 2002.

Whether your organization is large or small, this book's seven steps will guide you through a complete business plan. Examples, tips, timelines, and reproducible worksheets will help you assess the strengths and weaknesses of venture ideas to find the most promising ones. You will learn to make solid decisions based on data rather than impressions and prepare a complete financial analysis showing your breakeven point and future profitability.

Ralser, Tom. *ROI for Nonprofits: The New Key to Sustainability*. John Wiley & Sons, Inc., 2007.

Nonprofits face the same challenges as for-profits when it comes to raising money and keeping investors happy. When investors in nonprofits are shown that their money is making a difference - that their investment is paying off - they are more likely to keep investing. This book includes case studies, pragmatic tips, tools, and methods on defining return on investment, leverage of investors, learning from the for-profit world, moving to an investment-based mindset, and treating investors as investors.

Ruegg, Debra; Fraser, Terry; Howden, Anne; Stevens, Susan Kenny. *Budgeting Your Way to Financial Sustainability* by LarsonAllen Public Service Group; Larson, 2002.

The budget is the nonprofit industry's most commonly prepared and widely accepted financial instrument. Yet few organizations use the budget to its fullest advantage. This publication will help you adopt an income-based approach to budgeting, identify and fund your indirect costs, segregate program costs from one another, set pricing and develop unit costs, and determine how to establish cash reserves.

Organizations and Websites

Duke University, Financial Stability: mcc.studentaffairs.duke.edu

This website describes terms such as financial stability, cost-benefit analysis, considerations in balancing a budget, branding, and other aspects of financial stability. It is clearly written to introduce the reader to these basic principles.

Fieldstone Alliance, www.fieldstonealliance.org, offers key articles, web-based education, and other services for non-profit professionals. Their publications, training seminars, and other resources provide timely learning for professionals working in nonprofit organizations.

Minnesota Council on Foundations (MCF), www.mcf.org, is a community of grant makers that works to strengthen philanthropy and improve the vitality of communities. MCF is a regional membership association composed of family and private foundations, community and public foundations, corporate foundations and giving programs. Their electronic newsletter (*Giving Forum*), education events, and training sessions help guide nonprofits throughout Minnesota.

Nonprofits Assistance Fund (NAF), www.nonprofitsassistancefund.org, fosters community development by building financially healthy nonprofit organizations. NAF aids nonprofits through transformational lending, healthy financial practices and strategic financial guidance. NAF helps agencies to achieve their goals and serve others.

Robert Wood Johnson Foundation, www.rwjf.org, hosts a website that will give you news and resources on long-term care and other subjects.

The University of St. Thomas Center for Nonprofit Management, www.stthomas.edu, offers fundraising courses on how to build your leadership and increase your fund development potential. Learn how to find and approach constituents for funding. Fine-tune your fundraising skills and methods, budget process and data collection for grants.

The University of St. Thomas Mini Master of Nonprofit Finance, cbecrm.stthomas.edu, is a mini master's program for nonprofit leaders. Courses are tailored to address participant needs involving successful nonprofit financial management. You gain the opportunity to have a financial situation analyzed by faculty and other nonprofit executives.