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

Resource List

Community Engagement

Books


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.


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 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.


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.


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.

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.


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.


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.


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.


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](http://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.

Strategic Positioning

Books


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 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.


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.


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.


*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.


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.

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.


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 online reputation.
Financial Stability

Books

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.

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.

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.

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

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.

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.