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ESTRELLA HAIDEN

"Data driven nonprofits is a guide book for nonprofit organizations that want to improve their performance and increase positive change in the world. Learn from industry leaders and nonprofit professionals that have unlocked the keys to becoming more data driven"--Back cover.

Enterprises are experimenting with using Hadoop to build Big Data Lakes, but many projects are stalling or failing because the approaches that worked at Internet companies have to be adopted for the enterprise. This practical handbook guides managers

and IT professionals from the initial research and decision-making process through planning, choosing products, and implementing, maintaining, and governing the modern data lake. You'll explore various approaches to starting and growing a Data Lake, including Data Warehouse off-loading, analytical sandboxes, and "Data Puddles." Author Alex Gorelik shows you methods for setting up different tiers of data, from raw untreated landing areas to carefully managed and summarized data. You'll learn how to enable self-service to help users find, understand, and provision data; how to provide different interfaces to

users with different skill levels; and how to do all of that in compliance with enterprise data governance policies.

Get ready to question everything you've been told about charity, and to find out how you can truly succeed at making the world a better place. Many of us donate to charitable causes, and millions more work or volunteer for non-profit organizations. Yet virtually none of us have been taught what it means to succeed at doing good, let alone how to do so. In short, we've never been encouraged to treat charity with the seriousness and rigor it deserves. How to be Great at Doing Good is a complacen-

cy-shattering guidebook for anyone who wants to actually change the world, whether as a donor, a volunteer, or a nonprofit staffer. Drawing on eye-opening studies in psychology and human behavior, surprising interviews with philanthropy professionals, and the author's fifteen years of experience founding and managing top-rated non-profits, this book is an essential read for anyone who wants to do more good with their time and money. Find out how Bill Gates and a team of MIT grads are saving thousands of lives by applying business principles to charity work – and how we can too. Peer inside our brains as we donate, and discover how the same chemical forces that make us crave junk food and sex can steer us toward bad charity decisions. See why following our passion and doing what we're good at can actually doom our efforts to improve the world. Learn how two seemingly identical charities can have jaw-dropping differences in impact, and find out how to pick the best one when donating. Sure to generate controversy among non-profits and philanthropists who prefer business as usual, *How to be Great at Doing Good* reveals that a more calculated, effective approach

to charity work isn't just possible – it's absolutely necessary for those who want to succeed at changing the world.

The world is beset with enormous problems. And as a nonprofit, NGO, foundation, impact investor, or socially responsible company, your organization is on a mission to solve them. But what exactly should you do? And how will you know whether it's working? Too many people assume that good intentions will result in meaningful actions and leave it at that. But thanks to Marc Epstein and Kristi Yuthas, social impact can now be evaluated with the same kind of precision achieved for any other organizational function. Based on years of research and analysis of field studies from around the globe, Epstein and Yuthas offer a five-step process that will help you gain clarity about the impacts that matter most to you and will provide you with methods to measure and improve them. They outline a systematic approach to deciding what resources you should invest, what problem you should address, and which activities and organizations you should support. Once you've made those decisions, you can use their tools, frameworks, and metrics to

define exactly what success looks like, even for goals like reducing global warming or poverty that are extremely difficult to measure. Then they show you how to use that data to further develop and increase your social impact. Epstein and Yuthas personally interviewed leaders at over sixty different organizations for this book and include examples from nearly a hundred more. This is unquestionably the most complete, practical, and thoroughly researched guide to taking a rigorous, data-driven approach to expanding the good you do in the world.

Leaders of nonprofit organizations deliver programs and services vital to the quality of life in the United States. All the activities of our religious communities; the vast majority of the arts and culture, human services, and community development pursuits; as well as education and environmental advocacies take root and deliver their services within the nonprofit sector. Welcome to the world of leadership in nonprofit organizations. This sector offers an opportunity to serve as well as to lead. *Leadership in Nonprofit Organizations: A Reference Handbook* engages voices on is-

sues and leadership topics important to those seeking to understand more about this dynamic sector of society. A major focus of this two-volume reference work is on the specific roles and skills required of the nonprofit leader in voluntary organizations. Key Features Presents contributions from a wide range of authors who reflect the variety, vibrancy, and creativity of the sector itself Provides an overview of the history of nonprofit organizations in our country Describes a robust and diverse assortment of organizations and opportunities for leadership Explores the nature of leadership and its complexity as exemplified in the nonprofit sector Includes topics such as personalities of nonprofit leaders; vision and starting a nonprofit organization; nonprofit law, statutes, taxation, and regulations; strategic management; financial management; collaboration; public relations for promoting a nonprofit organization; and human resource policies and procedures Nonprofit organizations are a large, independent, diverse, and dynamic part of our society. This landmark Handbook tackles issues relevant to leadership in the nonprofit realm, making it a welcome addition to any academic or public li-

brary.

While the economy has boomed since the Great Recession, so too have real estate rents and gentrification in cities across North America; nonprofits priced out of formerly affordable neighborhoods lack adequate workplaces to meet their missions. Shared Space and the New Nonprofit Workplace presents a comprehensive overview of shared space as an innovative model and effective long-term solution for nonprofit organizations' need for stable and affordable office and program space. In particular, it focuses on co-locating multiple nonprofits in shared spaces, often called nonprofit centers, with shared services and a collaborative culture. This comprehensive resource provides a practical road map to develop new workspaces; documents benefits for nonprofit staff, organizations, and their communities; presents challenges and solutions from successful nonprofit shared spaces; and considers nonprofit centers' history and future trends. Further, it offers nonprofits an opportunity to engage in forward-thinking practices, such as collaborative service delivery, green building operations, and cross-sector alliances. The book will be use-

ful to nonprofit executives, staff and board members, foundations, philanthropists, real estate and urban planning professionals interested in creating these projects, and researchers and students of the nonprofit sector.

The essential guide for nonprofits wanting to manage their Internet applications in a coordinated, cost-effective, and efficient manner The rapid onset of increasingly advanced and complex technologies has challenged nonprofits to invest with their sparse resources in attempting, and failing, to keep pace with for-profit companies, with the result that most now cannot compete with new commercial products and commercial applications. Nonprofit Internet Management reveals how current technologies can be utilized in full measure most effectively by nonprofits and addresses how to manage various applications for maximum benefit to internal operations and community service. Covers management models, social networking information, case studies, fundraising strategies, collaboration and coordination examples, and sample communications techniques Includes chapters written by leading Internet professionals In-depth discus-

sion of Website design, technology trends, social networks, managing the organization using online tools, E-governance and board leadership, prospect research and donor modeling, volunteer recruitment and management, mobile technology, stewardship and relationship management, and green technology applications Filled with case studies, Nonprofit Internet Management also includes screenshots, tables, worksheets and checklists. It's an essential resource for every nonprofit organization operating in our modern wired world.

The Nonprofit Communications Engine is a framework designed to help nonprofit leaders build, refine, and optimize their organization's ability to communicate effectively.

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 re-

mained silent, defenseless, and disorganized. In *Charity Case*, Pallotta proposes a visionary solution: a Charity Defense Council to re-educate the public and give charities the freedom they need to solve our most pressing social issues. Proposes concrete steps for how a national Charity Defense Council will transform the public understanding of the humanitarian sector, including: building an anti-defamation league and legal defense for the sector, creating a massive national ongoing campaign to upgrade public literacy about giving, and ultimately enacting a National Civil Rights Act for Charity and Social Enterprise From Dan Pallotta, renowned builder of social movements and inventor of the multi-day charity event industry (including the AIDS Rides and Breast Cancer 3-Days) that has cumulatively raised over \$1.1 billion for critical social causes The hotly-anticipated follow-up to Pallotta's groundbreaking book *Uncharitable* Grounded in Pallotta's clear vision and deep social sector experience, *Charity Case* is a fascinating wake-up call for fixing the culture that thwarts our charities' ability to change the world.

In the current economic climate, non-

profits need to focus on ways to stand out from the crowd, win charitable dollars, and survive the downturn. Effective, mission-focused communications can help organizations build strong identities, heightened reputations, and increased fundraising capability. *Brandraising* outlines a mission-driven approach to communications and marketing, specifically designed to boost fundraising efforts. This book provides tools and guidance for nonprofits seeking to transform their communications and marketing through smart positioning, branding, campaigns, and materials that leverage solid strategy and great creative, with a unique focus on the intersection of communications and fundraising.

The new world of results-driven aid that could put an end to extreme poverty Drawing on 2 decades covering global development as editor in chief of *Devex*, Raj Kumar explores how nontraditional models of philanthropy and aid are empowering the world's poorest people to make progress. Old aid was driven by good intentions and relied on big-budget projects from a few government aid agencies, like the World Bank and USAID. Today, corporations, Silicon Valley start-ups, and billionaire philan-

thropists are a disrupting force pushing global aid to be data driven and results oriented. This \$200 billion industry includes emerging and established foundations like the Chan Zuckerberg Initiative and the Bill and Melinda Gates Foundation. Entrepreneurial startups like Hello Tractor, which offers an Uber-like app for farmers in Nigeria, and Give Directly, whose app allows individuals to send money straight to the phone of someone in need, are also giving rise to this new culture of charity. The result is a more sustainable philosophy of aid that elevates the voices of the world's poor as neighbors, partners, and customers. Refreshing and accessibly written, *The Business of Changing the World* sets forth a bold vision for how we can use our vote, our voice, and our wallet to turn well-intentioned charity into effective advocacy to transform the world for good. Businesspeople, policymakers, entrepreneurs, nonprofit executives, philanthropists, and aid workers around the world will all be influenced by this transformation.

Do you need a roadmap for creating online initiatives? Are you frustrated by the lack of collaboration for your great ideas? Is digital fundraising simply too confusing or

overwhelming? The "Insider's Guide" will answer these questions... and more!

Consultants are playing an increasingly important role in the challenging world of nonprofits. Yet despite the demand for consulting services, nonprofit professionals often lack the necessary insight into how best to choose and work with a consultant. *Nonprofit Consulting Essentials* is a vital resource both for nonprofit leaders selecting and working with a consultant to guarantee the best use of their agency's resources, as well as consultants seeking a clear understanding of the more subtle dynamics that define a successful consulting practice working with social sector organizations. Drawing on Penelope Cagney's years of experience as a top-level nonprofit consultant, *Nonprofit Consulting Essentials* is filled with keen insights and in-depth interviews with the founders and leaders of influential consulting firms. Throughout the book, Cagney outlines a number of concrete consulting strategies that can serve as additional tools for managers seeking to resolve complex organizational development issues. *Nonprofit Consulting Essentials* also offers recommenda-

tions to nonprofit leaders and consultants to make their relationship the best it can be. Once a solid alliance is formed, they can tackle complex organizational challenges together, such as fundraising and marketing, governance and management, and organizational development. Cagney explores what it takes to make the consulting experience a success and covers vital topics such as: the key differences between consulting with nonprofits versus for-profit organizations, the primary areas of nonprofit consultation, making the consulting relationship work, the special ethical considerations of consulting in the sector, and understanding emerging trends in consulting. *Nonprofit Consulting Essentials* reviews the best practices and thinking in the nonprofit consulting practice, providing leaders and consultants a way to ensure a robust organization in the future.

This book presents an accessible introduction to data-driven storytelling. Resulting from unique discussions between data visualization researchers and data journalists, it offers an integrated definition of the topic, presents vivid examples and patterns for data storytelling, and calls out key challenges and new opportunities for research-

ers and practitioners. Steer your organization away from burnout while boosting all-around performance. The Happy, Healthy Nonprofit presents realistic strategies for leaders looking to optimize organizational achievement while avoiding the common nonprofit burnout. With a uniquely holistic approach to nonprofit leadership strategy, this book functions as a handbook to help leaders examine their existing organization, identify trouble spots, and resolve issues with attention to all aspects of operations and culture. The expert author team walks you through the process of building a happier, healthier organization from the ground up, with a balanced approach that considers more than just quantitative results. Employee wellbeing takes a front seat next to organizational performance, with clear guidance on establishing optimal systems and processes that bring about better results while allowing a healthier work-life balance. By improving attitudes and personal habits at all levels, you'll implement a positive cultural change with sustainable impact. Nonprofits are driven to do more, more, more, often with fewer and fewer resources; there comes a breaking point where pas-

sion dwindles under the weight of pressure, and the mission suffers as a result. This book shows you how to revamp your organization to do more and do it better, by putting cultural considerations at the heart of strategy. Find and relieve cultural and behavioral pain points. Achieve better results with attention to well-being. Redefine your organizational culture to avoid burnout. Establish systems and processes that enable sustainable change. At its core, a nonprofit is driven by passion. What begins as a personal investment in the organization's mission can quickly become the driver of stress and overwork that leads to overall lackluster performance. Executing a cultural about-face can be the lifeline your organization needs to thrive. The Happy, Healthy Nonprofit provides a blueprint for sustainable change, with a holistic approach to improving organizational outlook. The Networked Nonprofit: Connecting with Social Media to Drive Change. This groundbreaking book shows nonprofits a new way of operating in our increasingly connected world: a networked approach enabled by social technologies, where connections are leveraged to increase impact in effective

ways that drive change for the betterment of our society and planet. "The Networked Nonprofit is a must-read for any nonprofit organization seeking innovative, creative techniques to improve their mission and better serve their communities." —Diana Aviv, president and CEO, Independent Sector "The Internet means never having to ask permission before trying something new. In The Networked Nonprofit, Kanter and Fine show nonprofits how to harness this flexibility to pursue their missions in partnership with two billion connected citizens." —Clay Shirky, author, Here Comes Everybody: The Power of Organizing Without Organizations "The Networked Nonprofit uniquely describes the historical context and the current challenges that compel nonprofit leaders to work in networked ways and offers easy steps to help users exploit the potential of social media and 'working wikily.'" —Stephanie McAuliffe, director, organizational effectiveness, The David and Lucile Packard Foundation "A must-read for nonprofit leaders who want to change their organizations from the inside out by embracing the power of social networks." —Charlene Li, founding partner, Altimeter Group; author, Open Leader-

ship; and coauthor, Groundswell "This is a perfect handbook for anyone who wants to leapfrog their current limitations of understanding and find real-world applications of technology to extend their mission."
—Michele Nunn, CEO, Points of Light Institute, and cofounder, HandsOn Network
"Kanter and Fine provide the 'Google Maps' for nonprofits to harness social media to kick butt and change the world."
—Guy Kawasaki, cofounder, Alltop.com, and former chief evangelist, Apple Inc. "URGENT! Read this book. Take notes. Take action. If you work for a nonprofit, you don't have to do every single thing these seasoned authors have to share, but you certainly have to know what you're missing."
—Seth Godin Register at www.josseybass.com/email for more information on our publications, authors, and to receive special offers.

This book is both a rallying cry and a tool for empowerment. The nonprofit sector needs more Prospect Development and Advancement Services representation at the senior leadership table in order to thrive in the era of data and precision and it is up to us to demonstrate this need. Do you

want to be empowered to take control over your career and get out of reactive mode? Do you want your organization to raise more money and fulfill its mission? Do you want to ensure that your work has the greatest impact? Do you want your voice to be heard? Do you want to be an influencer with a seat at the table? Do you want to have more, and better relationships with your colleagues? If you answered yes to any of the above questions, this book is a must read and will be one of the best investments you can make for your career. This book will guide you on how to fine-tune your work and build a precision prospect development program that will get you invited to a seat of influence at your organization. Precision Prospect Development utilizes precision to build and maintain a connected, living, sustainable, cybernetic structure through which we collect, analyze and distill data into actionable intelligence to increase efficiency, solve business challenges, drive strategy and increase revenue. Author BioNathan is a leading figure in the nonprofit industry and currently serves as Associate Vice President of Prospect Development at City of Hope, one of the nation's top National

Cancer Institutes. Previously, he spent over 11 years in various roles at Stanford University, including 7 years as Director of Data Analytics and Prospect Research for the Children's Hospital. In addition, Nathan is a sought-after speaker in management philosophy, business intelligence and artificial intelligence. He is a scholar of philosophical systems with an emphasis on applying philosophy and technology to create a more socially just society. He coined the term "Precision Philanthropy" to refer to a future-state, cybernetic structure, that utilizes artificial intelligence technologies to dramatically enhance efficiency in the nonprofit sector. Nathan is the author of Precision Prospect Development and co-author of Precision Philanthropy: Artificial Intelligence and the Future of Generosity. He currently serves on the Artificial Intelligence in Advancement Advisory Council. An updated edition of a groundbreaking book on best practices for nonprofits What makes great nonprofits great? In the original book, authors Crutchfield and McLeod Grant employed a rigorous research methodology derived from for-profit books like Built to Last. They studied 12 nonprofits that have achieved extraordinary

levels of impact—from Habitat for Humanity to the Heritage Foundation—and distilled six counterintuitive practices that these organizations use to change the world. Features a new introduction that explores the new context in which nonprofits operate and the consequences for these organizations Includes a new chapter on applying the Six Practices to small, local nonprofits, including some examples of these organizations Contains an update on the 12 organizations featured in the original book—how they have fared, what they've learned, and where they are now in their growth trajectory This book has lessons for all readers interested in creating significant social change, including nonprofit managers, donors, and volunteers.

Trying to do good deeds does not guarantee that a nonprofit organization will succeed. The organization must do good deeds well. This textbook offers a blueprint for nonprofit success, adopting a strategic perspective that assumes vision, mission, strategy, and execution as the pillars upon which success is built. While many experts on nonprofits argue that fundraising is the single key to success, William B. Werther Jr., and Evan M. Ber-

man show that effective fundraising depends largely on how the nonprofit is positioned and how it performs. They address such issues as leadership and board development, strategic planning, staffing, fundraising, partnering, productivity improvement, and accountability. Emphasizing the context of nonprofits and detailing improvements than can be made by managers at all levels, the book strikes a balance between policy discussion and practical usefulness. Written for use in graduate courses in nonprofit management, Third Sector Management will also be invaluable to directors, staff, volunteers, and board members of nonprofit organizations.

Praise for *Endowment Building* "This comprehensive work shows how endowments can provide multiple opportunities for donor involvement when the solicitation program is well designed and integrated with other fund development and program goals. Emphasizing the critical ethical issues inherent in marketing and structuring endowment gifts, it is an excellent reference manual and training guide." --Joanne Scanlan, PhD, Senior Vice President for Professional Development Council on Foundations, Washington, D.C. "Endowment Build-

ing provides both practical, hands-on advice and a philosophical, inspirational framework to guide novice and experienced mission-based organizations. Given the demographic opportunities and challenges facing the nonprofit world, this book is a must-read." --Nancy Herrold Strapp, Executive Vice President and Chief Development Officer Buckhorn Children & Family Services, Louisville, Kentucky "A comprehensive guide on how to start, grow, and maintain an endowment. It shows how to put theory into practice with numerous real-life examples and success stories." --Joe Bull, Director of Planned Giving, The Ohio State University, Columbus, Ohio "After you read this book, you will know what to do and how to do it. It is a wonderful tool for new and emerging community foundations!" --Kay M. Marquet, President and CEO, Community Foundation Sonoma County, California "Endowment Building is an insightful, succinct, easy-to-read resource on building successful endowment programs. It's a well-organized guide containing practical suggestions and reminders of things development professionals know but sometimes forget." --Jeff W. Smith, Vice President and Trust

Counsel, BaptistFoundation of Texas, Dallas

The tools nonprofits need to measure the impact of their social media Having a social media measurement plan and approach can no longer be an after-thought. It is a requirement of success. As nonprofits refine their social media practice, their boards are expecting reports showing results. As funders provide dollars to support programs that include social media, they too want to see results. This book offers the tools and strategies needed for nonprofits that need reliable and measurable data from their social media efforts. Using these tools will not only improve a nonprofit's decision making process but will produce results-driven metrics for staff and stakeholders. A hands-on resource for nonprofit professionals who must be able to accurately measure the results of their social media ventures Written by popular nonprofit blogger Beth Kanter and measurement expert Katie Delahaye Paine Filled with tools, strategies, and illustrative examples that are highly accessible for nonprofit professionals This important resource will give savvy nonprofit profession-

als the information needed to produce measurable results for their social media.

The public relations industry is undergoing a revolution in using data to define promotional programs, to measure influence and to address the needs of clients with more precision than ever. Applying tools that range from online surveys to social-media listening to applying big data with sophisticated algorithms, today's PR professionals are data-driven in virtually everything they do. Data-Driven Public Relations Research is the first book for PR students and practitioners to offer an overview of these new practices as well as a glimpse into the future of these new applications, including "big data" and some of the applications from real-world PR campaigns and strategic planning. It includes contemporary cases involving brand name companies who are blazing new trails in the use of metrics in public relations. This book presents a practical, accessible approach that requires no prior training or experience, with easy to follow, step-by-step measurement examples from existing campaigns. Using Excel, the book enables readers to export lessons from the classroom to the office, where use of statistical packages is rare

and can give PR practitioners the advantage over competitors. This pragmatic approach helps readers apply metrics to PR problems such as: Finding the best target audiences Understanding audience communication needs and preferences How best to present research outcomes How to manage major projects with specialized research firms. Accompanying electronic resources for the book include sample answers to the book's discussion questions, PowerPoint lecture slides for instructors and sample research exercises using Excel.

"The foundation has been laid for fully autonomous," Elon Musk announced in 2016, when he assured the world that Tesla would have a driverless fleet on the road in 2017. "It's twice as safe as a human, maybe better." Promises of technofuturistic driving utopias have been ubiquitous wherever tech companies and car-makers meet. In *Autonorama: The Illusory Promise of High-Tech Driving*, technology historian Peter Norton argues that driverless cars cannot be the safe, sustainable, and inclusive "mobility solutions" that tech companies and automakers are promising us. The salesmanship behind the driver-

less future is distracting us from investing in better ways to get around that we can implement now. Unlike autonomous vehicles, these alternatives are inexpensive, safe, sustainable, and inclusive. Norton takes the reader on an engaging ride—from the GM Futurama exhibit to “smart” highways and vehicles—to show how we are once again being sold car dependency in the guise of mobility. He argues that we cannot see what tech companies are selling us except in the light of history. With driverless cars, we’re promised that new technology will solve the problems that car dependency gave us—zero crashes! zero emissions! zero congestion! But these are the same promises that have kept us on a treadmill of car dependency for 80 years. Autonorama is hopeful, advocating for wise, proven, humane mobility that we can invest in now, without waiting for technology that is forever just out of reach. Before intelligent systems, data, and technology can serve us, Norton suggests, we need wisdom. Rachel Carson warned us that when we seek technological solutions instead of ecological balance, we can make our problems worse. With this wisdom, Norton contends,

we can meet our mobility needs with what we have right now.

In *Do More Good*, Bill McKendry provides incredible insights and tips from his over thirty-five years of helping nonprofit organizations expand their reach and become more effective in their communication, and he provides a blueprint for expanding your brand’s impact. Giving nonprofit leaders the tools and decision-making power to move their organization from good to growth so they can DO MORE GOOD. If you’re passionate about doing good work for a cause—what birthed that desire in you? Somewhere, somehow, you were stirred by your experiences to do good things in this world. You also decided that you didn’t just want to make a living and survive—you wanted to make a difference. That’s why communicating effectively and maximizing your organization’s potential are so critical. Raising funds and public awareness are challenging enough for any nonprofit leader, but communicating well is really the fuel that will advance and grow your mission. Author and entrepreneur Bill McKendry is one of the leading authorities on nonprofit branding and marketing. In *Do More Good*, he provides

incredible insights and tips from his over thirty-five years of helping nonprofit organizations expand their reach and become more effective in their communication. He shares dozens of examples and stories from his captivating career (including spending a day as a homeless man and shooting a commercial with Mother Teresa). *Do More Good* contains the blueprint you need to magnify your brand’s impact. With Bill’s helpful advice and unique perspectives, you and your team will be inspired and equipped to do even more good.

Fundraising Analytics: Using Data to Guide Strategy Fundraising Analytics shows you how to turn your nonprofit’s organizational data—with an appropriate focus on donors—into actionable knowledge. The result—A vibrant, donor-centered nonprofit organization that makes maximum use of data to reveal the unique diversity of its donors. It provides step-by-step instructions for understanding your constituents, developing metrics to gauge and guide your success, and much more.

Offering a new framework for nonprofit brand management, this book presents

the Brand IDEA (Integrity, Democracy, and Affinity). The framework eschews traditional, outdated brand tenets of control and competition largely adopted from the private sector, in favor of a strategic approach centered on the mission and based on a participatory process, shared values, and the development of key partnerships. The results are nonprofit brands that create organizational cohesion and generate trust in order to build capacity and drive social impact. The book explores in detail how nonprofit organizations worldwide are developing and implementing new ways of thinking about and managing their organizational brands.

How can today's nonprofits demonstrate effective use of funds? How can they motivate employees and volunteers and combat burnout and high turnover? How can they ensure that they are performing in accordance with their mission and purpose? Author Stephen J. Gill answers these questions and more in *Developing a Learning Culture in Nonprofit Organizations*. Filled with practical tips and tools, the book shows students and managers of human services, arts, education, civic, and environmental agencies how to implement a

learning culture with individuals, teams, the organization as a whole, and the larger community. Key Features Draws on the author's more than 25 years of consulting experience Demonstrates how to create a culture of intentional learning that uses reflection and feedback, focuses on successes and failures, and builds a strong organization that motivates employees and volunteers Offers specific, hands-on tools for each level of the organization, from the individual and team to the whole organization and the community Discusses not only the need for a learning culture but also the barriers that may stand in the way Takes a step-by-step approach that facilitates managers' and students' understanding and learning Incorporates practical tools that can be used in nonprofit management and in actual field instruction Developing a Learning Culture in Nonprofit Organizations is appropriate for courses in Social Work Evaluation, Public and Nonprofit Management, and Evaluation.

Learn to identify, capture, and utilize impactful data for organizational transformation Impact & Excellence is the culmination of a four year research study into the most successful data-driven strategies for

today's non-profit and government organizations. The book focuses on five strategic elements to success based on proven principles, with solutions that are easy to implement and often lead to sweeping change. Each chapter includes discussion questions and action items to help leaders implement key concepts in their own organizations. Included with purchase is access to the Measurement Culture Survey, which, will allow readers to access a free benchmark report. Learn to implement a measurement culture that emphasizes strong performance and measurable outcomes Read vivid case studies from successful organizations that do things differently Learn to utilize and leverage data to take decisive actions within your organization Avoid common barriers to developing a measurement culture and learn ways to overcome limitations The book utilizes a series of experiences and templates to help leaders develop a unique action plan tailored to their organization's particular circumstances. Filled with real success stories to inspire readers and with full study results available in the appendix, Impact & Excellence is a crucial resource for leaders to enable their social sector organizations

to prosper and compete in today's economy.

A wide-ranging anthology on the goals of philanthropic gift giving

Ever heard of an internal entrepreneur? You might know the type. They're kind of employee who pushes mercilessly towards the trends of the future. Often looked at as a little bit outside the mainstream, more often than not the decisions this internal entrepreneur makes on behalf of an organization pay off in spades. So what makes an internal entrepreneur? How can you, as a nonprofit, create a culture that rewards future, internal entrepreneurs and innovation and doesn't shut it down? The book "The Future of Nonprofits: Thrive and Innovate in the Digital Age" helps organizations do those very things. Better predicting future trends helps to reshape culture, creating the kind of environment ripe for positive growth in this fast changing world we work in today. Designed for nonprofit employees on all levels, the book will become a go to handbook for those interested in adapting in the modern world, not looking to be left behind. The Future of Nonprofits helps organizations capitalize

on internal innovation. Innovative nonprofits are able to better predict future trends to remake and reshape their culture, structure, and staff to be a more nimble and lean. By applying the strategies laid out in this book, nonprofit professionals of all levels can prepare their organizations to take advantage of future trends and develop innovative "internal entrepreneurs" that will grow revenue and drive their mission. Provides nonprofits with a comprehensive playbook on how to create a new, more flexible, innovative organization Provides nonprofits a look at the future of fundraising and communications trends into 2016 Case studies highlight successes and failures Highlights the power and strength of Social Media Highlights how to hire, train, manage and inspire "internal entrepreneurial" employees Features actionable advice on creating an organization that is primed to grow and thrive in the immediate and long-term future This game-changing book reveals how every nonprofit can put technology, innovation and future trends to work to reach their mission and grow revenue.

"Nonprofit Fundraising 101 is a practical guide for nonprofit professionals and deci-

sion makers that helps them take their cause mobile. Building on the success of the author's previous title, Nonprofit Management 101, Nonprofit Fundraising 101 takes readers deep into the specific applications of mobile technology -- one of the hottest topics for nonprofits. This this new book provides readers with practical tips and tools, as well as expert advice and insights from a variety of well-recognized industry experts, comprehensively addressing all areas a nonprofit can utilize mobile technology. It expertly addresses how to use mobile to build and retain audiences, manage and promote content, recruit and utilize volunteers, fundraise more efficiently and effectively, and monitor organizations' goals and key performance indicators, as well as offers specific mobile tools and applications that will meet each nonprofit's needs. Readers of this book get a comprehensive look at a critical and emerging set of tools and practices, all designed to empower and enable them to use mobile technology to run their nonprofits more effectively and efficiently. Also features a toolkit of resources, best practices, and practical tips to establish and maintain a robust mobile presence for

their nonprofit. Nonprofit Fundraising 101 addresses the entire spectrum of mobile technology use for nonprofits, including information on topics ranging from organizational effectiveness, audience building and communications strategies, volunteer recruitment and management, as well as an overall guide to existing tools and applications"--

Over the last 20 years, the number of professional managers displaced from US corporate jobs has increased dramatically. This has coincided with the rapid expansion of employment in the US nonprofit sector; a sector that has a high proportion of managerial and professional workers among its employees. Workforce Transitions from the Profit to the Nonprofit Sector examines the career sequences of dislocated white-collar corporate managers who want to move to the nonprofit sector. It highlights the managers' motivations, the structural barriers which prevented them from making the transition, and the methods of penetrating the barriers. It uncovers the reasons why some corporate managers are able to make the transition and why others do not. Finally, it presents the methods of adaptation that were util-

ized in their new environments. This volume will be of interest to human resource managers in the profit and nonprofit sectors, sociologists, occupational researchers, and organizational psychologists.

Succeeding with data isn't just a matter of putting Hadoop in your machine room, or hiring some physicists with crazy math skills. It requires you to develop a data culture that involves people throughout the organization. In this O'Reilly report, DJ Patil and Hilary Mason outline the steps you need to take if your company is to be truly data-driven—including the questions you should ask and the methods you should adopt. You'll not only learn examples of how Google, LinkedIn, and Facebook use their data, but also how Walmart, UPS, and other organizations took advantage of this resource long before the advent of Big Data. No matter how you approach it, building a data culture is the key to success in the 21st century. You'll explore: Data scientist skills—and why every company needs a Spock How the benefits of giving company-wide access to data outweigh the costs Why data-driven organizations use the scientific method to explore

and solve data problems Key questions to help you develop a research-specific process for tackling important issues What to consider when assembling your data team Developing processes to keep your data team (and company) engaged Choosing technologies that are powerful, support teamwork, and easy to use and learn Building a strong, productive analytics shop takes careful planning, methodical steps and smart use of resources and data. This workbook walks you through how to structure your office for a successful, data-driven program. The workbook covers these topics: Understanding what Analytics Is Fitting Analytics into Your Organization The Types of Analytics Projects and how You Can Use Them Determining Whether to Build or Buy How to Build an In-House Team How to Buy Services Successfully Getting Buy In How organizations—including Google, StubHub, Airbnb, and Facebook—learn from experiments in a data-driven world. Have you logged into Facebook recently? Searched for something on Google? Chosen a movie on Netflix? If so, you've probably been an unwitting participant in a variety of experiments--also known as ran-

domized controlled trials--designed to test the impact of different online experiences. Once an esoteric tool for academic research, the randomized controlled trial has gone mainstream. No tech company worth its salt (or its share price) would dare make major changes to its platform without first running experiments to understand how they would influence user behavior. In this book, Michael Luca and Max Bazerman explain the importance of experiments for decision making in a data-driven world.

With business advice from an expert entrepreneur, learn how to identify and leverage the key factors that will bring sustainability and success to your startup. Kathleen Kelly Janus, a lecturer at the Stanford University Program on Social Entrepreneurship and the founder of the successful social enterprise Spark, set out to investigate what makes a startup succeed or fail. She surveyed more than 200 high-performing social entrepreneurs and interviewed dozens of founders. *Social Startup Success* shares her findings for the legions of entrepreneurs working for social good, revealing how the best organizations get over the revenue hump. How do social ventures

scale to over \$2 million, Janus's clear benchmark for a social enterprise's sustainability? Janus, tapping into strong connections to the Silicon Valley world where many of these ventures are started or and/or funded, reveals insights from key figures such as DonorsChoose founder Charles Best, charity:water's Scott Harrison, Reshma Saujani of Girls Who Code and many others. *Social Startup Success* will be social entrepreneurship's essential playbook; the first definitive guide to solving the problem of scale.

This textbook presents marketing concepts which are then supported with real-world examples. Key features include: treatment of the most important marketing activities, marketing fundamentals, separate chapters on 'social marketing' and cause marketing, and numerous international examples.

As we move into an era of unprecedented volumes of data and computing power, the benefits aren't for business alone. Data can help citizens access government, hold it accountable and build new services to help themselves. Simply making data available is not sufficient. The use of data for

the public good is being driven by a distributed community of media, nonprofits, academics and civic advocates. This report from O'Reilly Radar highlights the principles of data in the public good, and surveys areas where data is already being used to great effect, covering: Consumer finance Transit data Government transparency Data journalism Aid and development Crisis and emergency response Healthcare

A nonprofit's real-world survival guide and nitty-gritty how-to handbook This down-to-earth book shows how to hack through the bewildering jungle of marketing options and miles-long to-do lists to clear a marketing path that's right for your organization, no matter how understaffed or underfunded. You'll see how to shape a marketing program that starts from where you are now and grows with your organization, using smart and savvy communications techniques, both offline and online. Combining big-picture management and strategic decision-making with reader-friendly tips for implementing a marketing program day in and day out, this book provides a simple yet powerful framework for building support for your organization's

mission and programs. Includes cost-effective strategies and proven tactics for nonprofits An ideal resource for thriving during challenging times Fast, friendly, and realistic advice to help you navigate the day-by-day demands of any nonprofit Written by one of the leading sources of how-to info and can-do inspiration for small and medi-

um-sized nonprofit organizations, Kivi Leroux Miller is, among other things, a communication consultant and trainer, and president of EcoScribe Communications and Nonprofit Marketing Guide.com.

Fundraising Analytics: Using Data to Guide Strategy Fundraising Analytics shows you how to turn your nonprofit's organizational data with an appropriate focus on

donors into actionable knowledge. The result? A vibrant, donor-centered nonprofit organization that makes maximum use of data to reveal the unique diversity of its donors. It provides step-by-step instructions for understanding your constituents, developing metrics to gauge and guide your success, and much more.