



The Complete Guide to Nonprofit Management

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The Complete Nuts-and-Bolts Guide to Managing Today's Bottom-Line Oriented Nonprofit Organizations

This significantly revised and expanded Second Edition of the highly popular how-to book identifies and addresses the unique concerns of nonprofit organizations. Cutting through the morass of mere theory, the experts at Smith, Bucklin & Associates, Inc., a leading nonprofit management firm, get right to actual practice with dozens of real-world examples and case studies, and up-to-date, vital, "combat-tested" strategies and techniques for dealing with virtually every nonprofit business management issue, including:

- * The daily role of boards of directors
- * Fund development and marketing
- * Public and government relations
- * Educational programs and certification
- * Information services
- * Human resources management
- * Using the Internet

In addition, featured here is a refocused strategic planning chapter that presents an ongoing, organic form of planning, as well as updated discussions of the importance of mission statements, planning publicity campaigns and coordinating special conventions, developing and marketing education programs, and much more.

Get the bottom line from the "front office." Whether you are an executive or manager of a nonprofit organization, a volunteer, consultant, fund-raising professional, a member of a board of directors or a trustee, the information in this indispensable guide is more critical-and more effective-than ever before.

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