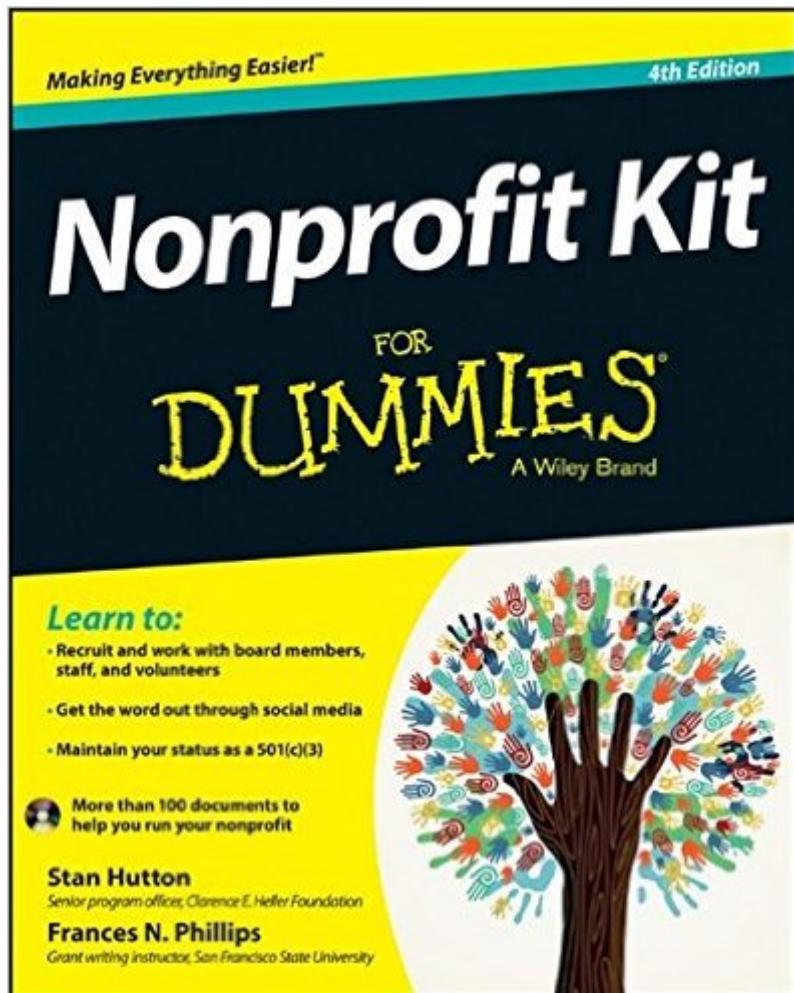


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# Nonprofit Kit For Dummies



## **Synopsis**

Tips and techniques to help your nonprofit thrive More so now than in years past, a significant number of nonprofit organizations have experienced a major decrease in funding and contributions. Nonprofit Kit for Dummies, 4th Edition caters to these organizations and shows you how your nonprofit can thrive and survive even in the most unpredictable and uncertain economic climate. This new edition of Nonprofit Kit For Dummies offers tips and information on everything you need to navigate the process of setting up and effectively running a nonprofit organization, including: hybrid corporations; employee performance reviews; IRS regulations; social media; nonprofit marketing and fundraising; building cash reserves and risk capital; online research and fundraising; and much more. Covers raising money, applying for grants, and developing the perfect mission statement Details on how state laws vary, how to conduct program evaluations; and how to conform to accounting standards CD includes forms, worksheets, templates, and moreâ "plus stronger, more specific examples of organization plans and resources to guide organizational financial systems and procedures Whether you're thinking about starting your own nonprofit or are already working in the sector, Nonprofit Kit For Dummies is a valuable source for getting the latest information and practical advice on running a prosperous nonprofit organization. Note: CD-ROM/DVD and other supplementary materials are not included as part of the e-book file, but are available for download after purchase.

## **Book Information**

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## **Customer Reviews**

I am a volunteer at the New York-New Jersey Trail Conference, which has been active acquiring public lands, building and maintaining trails, and a variety of related activities ever since the early

1920s. The Conference was instrumental in establishing the Appalachian Trail, and now maintains about that same mileage of trails (over 2,000) just in the states of New York and New Jersey. I have found this book excellent in helping me understand various aspects of the structure of the Conference, at explaining those aspects to new and old members, and at suggesting changes in the way the Conference does things. It is a superb reference book for an already existing organization. I would fault it in one very significant respect. It does not address the proposition that nonprofits should change their self image from "nonprofit" to "not for profit" organizations. I met for dinner last night with a financial person who is getting involved in a major not for profit project, in order to "give back" the remarkable benefits she herself has received. As I understand it, Warren Buffett and Bill and Melinda Gates and others have strongly influenced her to take these actions; she said that a large number of her peers were doing so as well. They all bring their business training to the table and have done a significant study of the phrases "nonprofit" and "not for profit. As we all know, words have tremendous power and their branding research indicates that there is a clear preference for the phrase "not for profit" in terms of focusing efforts of the organization. They found that "non-profit" has a "mushy" feeling.

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