DESCRIPTION

Step-by-step, The Nonprofit Membership Toolkit shows how to create, manage, and sustain a dynamic membership program that will help a social change organization thrive. Written for both new and well-established social change organizations, this book is grounded in proven marketing techniques. It gives managers and executive directors the information and tools needed to understand their current members and attract new ones, and it walks organizations through the process of linking program goals with membership goals. The Nonprofit Membership Toolkit includes a wealth of illustrative examples and sample membership publications. Schedules for typical membership tasks keep organizations on track, and the easily reproducible worksheets and checklists and the companion Web site help readers design a program that can be adapted to meet the unique needs of their individual organization. The Nonprofit Membership Toolkit will help executive directors, development directors, staff and board members, and other volunteers involve the community, build program effectiveness, and diversify and strengthen their organization's funding base.

ABOUT THE AUTHOR

Ellis M. M. Robinson has more than twenty-five years of experience in membership development, fundraising, and nonprofit management, serving more than five hundred local, state, and national organizations. As president of The Buttonwood Partnership, Robinson conducts workshops and intensive training seminars nationwide on cultivating, retaining, and growing membership. Her clients have included Alaska Wilderness League, Island Institute, The Land Trust Alliance, Training Resources for the
Environmental Community, Colorado Environmental Coalition, Natural Resources Council of Maine, Clean Wisconsin, and the Texas Bicycle Coalition.

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