DESCRIPTION

A new edition of the essential guide to nonprofit management

This intensely practical, comprehensive guidebook is for both leaders new to the nonprofit sector looking for a quick primer on all the issues that matter, as well as established veterans looking to understand how all the pieces fit together. Showcasing practical tips and takeaways, this how-to manual and resource guide provides easy to implement solutions for organizations seeking to expand impact and meet mission. Seasoned veterans including Van Jones, Fair Trade founder Paul Rice, Lynne Twist, Kay Sprinkel Grace, Joan Garry, and more share knowledge and useful insights on all aspects of nonprofit management, including:

• Fundraising from individuals, companies, and foundations

• Online fundraising, social networking, and effective use of technology

• Marketing, public relations, and events

• Board and volunteer engagement

• Human resources and career planning

• Lobbying and advocacy

• Legal and financial management

• Leadership and strategic planning
This is essential reading for anyone in the nonprofit sector looking for the latest information in the field.

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**ABOUT THE AUTHOR**

**DARIAN RODRIGUEZ HEYMAN** is an accomplished social entrepreneur, fundraiser, and speaker. He is former Executive Director of Craigslist Foundation and author of two bestselling books: this one and *Nonprofit Fundraising 101*. Heyman currently serves as the part-time Executive Director of Numi Foundation and Editor-in-Chief of Blue Avocado.

**LAILA BRENNER** is a writer and veteran fundraiser who has raised millions of dollars for organizations including Habitat for Humanity, The Trust for Public Land, and Code for America. She has worked to promote causes including education and literacy, access to technology, and environmental conservation. She is co-author of *Nonprofit Fundraising 101* and a mother of two.

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