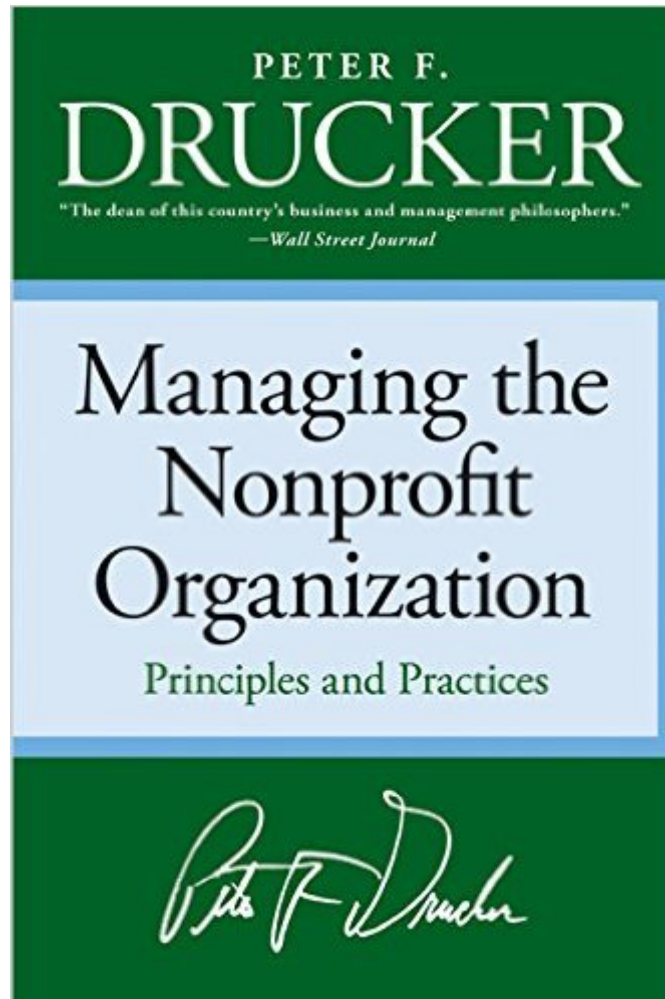


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# Managing The Nonprofit Organization



## Synopsis

The groundbreaking and premier work on nonprofit organizationsThe nonprofit sector is growing rapidly, creating a major need for expert advice on how to manage these organizations effectively. Management legend Peter Drucker provides excellent examples and explanations of mission, leadership, resources, marketing, goals, and much more. Interviews with nine experts also address key issues in this booming sector.

## Book Information

Paperback: 256 pages

Publisher: HarperBusiness; Reprint edition (May 9, 2006)

Language: English

ISBN-10: 0060851147

ISBN-13: 978-0060851149

Product Dimensions: 5.3 x 0.6 x 8 inches

Shipping Weight: 7 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars See all reviews (87 customer reviews)

Best Sellers Rank: #22,419 in Books (See Top 100 in Books) #11 in Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities #326 in Books > Business & Money > Management & Leadership > Motivational #378 in Books > Business & Money > Management & Leadership > Management

## Customer Reviews

As usual Peter Drucker has come up with an enlightening piece of management theory. This book is for anyone entering the world of non-profit.Mr. Drucker details the unique motivations of the non-profit organization and explains the management methods necessary to navigate this organization type.Another great work by Drucker. Even if you are not in the non-profit world I recommend that you read this.**TABLE OF CONTENTS:****PART ONE: THE MISSION COMES FIRST: AND YOUR ROLE AS A LEADER.** 1. The Commitment. 2. Leadership Is a Foul-Weather Job. 3. Setting New Goals-Interview with Frances Hesselbein. 4. What the Leader Owes-Inteview with Max De Pree. 5. Summary: The Action Implications.**PART TWO: FROM MISSION TO PERFORMANCE: EFFECTIVE STRATEGIES FOR MARKETING, INNOVATION, AND FUND DEVELOPMENT.** 1. Converting Good Intentions into Results. 2. Winning Strategies. 3. Defining the Market-Interview with Philip Kolter. 4. Building the Donor Constituency-Interview with Dudley Hafner. 5. Summary: The Action Implications.**PART THREE: MANAGING FOR PERFORMANCE: HOW TO DEFINE IT;**

HOW TO MEASURE IT. 1. What is the Bottom Line When There is No "Bottom Line"? 2. Don't's and Do's-The Basic Rules. 3. The Effective Decision. 4. How to Make the Schools Accountable-Interview with Albert Shanker. 5. Summary: The Action Implications.PART FOUR: PEOPLE AND RELATIONSHIPS: YOUR STAFF, YOUR BOARD, YOUR VOLUNTEERS, YOUR COMMUNITY. 1. People Decisions. 2. The Key Relationships. 3. From Volunteers to Unpaid Staff-Interview with Father Leo Bartel. 4. The Effective Board-Interview with Dr. David Hubbard. 5. Summary: The Action Implications.PART FIVE: DEVELOPING YOURSELF: AS A PERSON, AS AN EXECUTIVE, AS A LEADER. 1. You Are Responsible. 2.

Non-profit institutions, the agents of human change, have moved from the margins to the center of American society because government has limited ability to perform social tasks. As non-profits are the nation's biggest "employer" when considering the numbers of hours contributed by volunteers they need good management. There is not much material available to help non-profit leaders and management with such areas as mission, strategy, organization, marketing, raising money, innovation, use of volunteers and human resources, the role of the board, and relationships with a diversity of constituencies. This lack of material combined with high levels of commitment may contribute to the high rate of burnout. Although non-profit institutions have been America's resounding success and growth industry over the last fifty years they still receive only 2-3% of GNP while the share for medicine and education has increased several times. Drucker considers the first task ahead for non-profits to be the conversion of "donors" into "contributors." Contributing time to a non-profit gives people a sense of community, purpose, direction and the ability to perform and achieve. But most non-profits still have to learn this. This book therefore sets out to do two things: provide advice from the business world appropriate to the non-profit and, through interviews with distinguished non-profit performers, show what can and should be done. The book has five sections, the first being "The Mission Comes First: and your role as a leader." I provide a few snippets that were particularly meaningful to me. Some mission statements work while others don't work, the ultimate test being right action.

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