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Nonprofit Management

ALL-IN-ONE

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Dr. Beverly A. Browning,
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Nonprofit Management

ALL-IN-ONE

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Nonprofit Management All-in-One For Dummies®

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Introduction

It may sound corny, but we feel a certain sense of mission when it comes to nonprofits. We've started them, directed them, raised funds for them, consulted for them, volunteered for them, given money to them, and written about them. We've worked with nonprofits in one way or another for more years than we care to remember.

Why have we continued to work for nonprofit organizations? Yes, we care about others and want to see the world become a better place — our values are important to us. But, to be honest, that's not the only reason we've worked for nonprofit organizations for so many years. We believe the reason is that we can't think of anything more interesting or more challenging to do.

Starting a new program is exciting. Securing your first grant is thrilling. Working with the multifaceted personalities that come together on a board of directors is fascinating. Learning a new skill because no one else is there to do it (even book-keeping!) is fun. Seeing the faces of satisfied clients, walking along a restored lake-shore, hearing the applause of audiences — all are gratifying.

That's why we do it.

About This Book

This book is a generous conglomeration of material from a number of *For Dummies* books, carefully selected to cover the gamut of nonprofit management — everything you need to know to start and manage a charitable organization, from applying for your tax exemption to raising money to pay for your programs to handling the accounting to feeling comfortable speaking publicly or posting on social media about the cause.

To make the content more accessible, we've divided it into six minibooks:

- » **Book 1:** Bringing Your A-Game to Nonprofit Management
- » **Book 2:** Fundraising for Your Good Cause

- » **Book 3:** Applying for and Winning Grants
- » **Book 4:** Being Smart about Nonprofit Bookkeeping and Accounting
- » **Book 5:** Speaking on Behalf of Your Nonprofit
- » **Book 6:** Spreading the Word through Social Media Marketing

We try to be honest about the difficulties you'll sometimes face. You probably won't be able to achieve everything you set out to accomplish, and you'll always wish you had more resources to do more things. Still, we can't imagine doing anything else. Maybe you'll feel the same way after you jump into the nonprofit world.

Note: When we refer to nonprofit organizations, unless we say otherwise, we're talking about organizations that have been recognized as 501(c)(3) nonprofits and are considered public charities by the IRS.

As you're reading, you may note that some web addresses break across two lines of text. If you're reading this book in print and want to visit one of these web pages, simply key in the web address exactly as it's noted in the text, pretending the line break doesn't exist. If you're reading this as an e-book, you've got it easy — just click (or tap) the web address to be taken directly to the web page.

Foolish Assumptions

When writing this book, we made some assumptions about who may be interested in reading it. Here are some of the readers we imagined:

- » You have an idea that will help solve a problem in your community, and you believe that starting a nonprofit organization is the best way to put your idea into action.
- » You serve on a board of directors and wonder what you're supposed to be doing.
- » You may be anyone from a full-time staff member to a volunteer charged with fundraising tasks.
- » You care about the mission you're raising funds to support and want to make a positive difference.
- » You're seeking research and education on grant-writing sources and approaches.

- » You direct or manage a midsize nonprofit and want to understand a little more about how to manage day-to-day operations and take care of your own books.
- » You're interested in keeping the books of a nonprofit organization.
- » You may be required to speak publicly about your nonprofit.
- » You're using social media sites (such as Facebook or Twitter) to promote your nonprofit.
- » You don't have time to waste; you need to get to work right away with ideas and tools that can help you succeed.

If any (or all!) of these describe you, we're confident this book will answer your questions and give you the information you're seeking.

Icons Used in This Book

We use the following icons throughout the book to flag particularly important or helpful information.



REMEMBER

The Remember icon emphasizes important information that you should be ready to put into practice.



TECHNICAL
STUFF

You may not need this technical stuff today (and can skip over it), but — who knows? It may be invaluable tomorrow.



TIP

This icon is posted next to little hints and suggestions gleaned from our experience over the years. Put these ideas to good use to save yourself some time, energy, or money.



WARNING

Warnings are just what you think they may be. We alert you to information that can help you avoid problematic situations.

Beyond the Book

In addition to the material in the print or e-book you're reading right now, this product comes with some access-anywhere goodies on the web. Check out the free Cheat Sheet for fundraising resources for new nonprofits, e-grant tips, ways to make keeping the books a little easier, and a list of top tools for your social media marketing efforts. To get this Cheat Sheet, simply go to www.dummies.com and type **Nonprofit Management All-in-One For Dummies Cheat Sheet** in the Search box.

Where to Go from Here

One of many handy features about this book is that it's modular, which means you can start reading anywhere you like! If you're new to the nonprofit world, we suggest beginning with Book 1, where you find fundamental information to get you moving in the right direction. If you're familiar with nonprofits already but want to better understand the responsibilities and activities associated with fundraising, grant writing, or bookkeeping and accounting, you can find the answers you need in Books 2, 3, and 4, respectively. Book 5 provides valuable information on becoming a more effective public speaker — skills that can help you no matter what level your involvement is with a nonprofit organization. If you need help to publicize and market your programs via social media, we offer some suggestions in Book 6.

Whether you're new to the nonprofit world or a seasoned professional, we think you'll find helpful and valuable information in this book to get you started or continue your good work.