



NONPROFIT LEADERSHIP TOOLS for UNCERTAIN TIMES

e-book SET

The Essential Collection

Nonprofit Finance for Hard Times:
Leadership Strategies When Economies Falter

Susan U. Raymond, Ph. D.

Jump-Starting the Stalled Fundraising Campaign

Julia I. Walker

Mission Impact: Breakthrough Strategies for Nonprofits

Robert M. Sheehan

Nonprofit Leadership Tools for Uncertain Times



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INTRODUCTION

2011 was tough for American nonprofits. With a global recession in full swing, nonprofits are searching for new ways to stretch their budgets, do more with less, and maximize their return on investment. We don't know how long the recession will last, but clearly the economy will be presenting challenges for nonprofits in the foreseeable future.

Wiley invites you to start 2012 off right with our *Nonprofit Leadership Tools for Uncertain Times* e-Book Set.

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- *Nonprofit Finance for Hard Times: Leadership Strategies when Economies Falter* by Susan U. Raymond, Ph.D.—Learn how to survive the current economic conditions and prepare for future economic cycles.
- *Jump-Starting the Stalled Fundraising Campaign* by Julia I. Walker—Get timely advice to help your nonprofit develop a strategic approach to fundraising in the weak economy.
- *Mission Impact: Breakthrough Strategies for Nonprofits* by Robert M. Sheehan—Discover the very best current thinking on performance and strategy available, drawing from both the corporate and nonprofit worlds.

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With contributions by Michael P. Hoffman

Leadership Strategies
When Economies Falter

NONPROFIT FINANCE FOR



HARD TIMES

Susan U. Raymond, Ph.D.

Nonprofit Finance for Hard Times

Nonprofit Finance for Hard Times

Leadership Strategies When Economies Falter

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**With Contributions by
Michael P. Hoffman**



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*For colleagues, here and abroad,
who have encouraged this work.
With friends, everything is possible.
Without them, all is lost.*

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