

Hardy Smith's Recommended Resources for Nonprofits:

Books:

- ***Bowling Alone*** by Robert Putnam (essential reading for understanding membership and volunteer involvement trends)
- ***Cause Marketing*** by Joycelyne Daw (great for development of sponsor relationships)
- ***Purple Cow*** by Seth Godin (stimulates creative thinking and effective marketing ideas)
- ***I See Your Name Everywhere*** by Pam Lontos (gives how tos for creating publicity)
- ***The Nonprofit Board Answer Book-A Practical Guide for Board Members and Chief Executives (Second Edition 2007)*** by BoardSource. Highly recommend.
- ***Boards That Make a Difference-A New Design for Leadership in Nonprofit and Public Organizations (Third Edition)*** by John Carver
- ***Taming the Troublesome Board Member*** by Katha Kissman
- ***Nonprofits Made Easy*** by David Bangs Jr.
- ***Little Black Book of Connections*** by Jeffrey Gitomer (explains value of relationships, how to develop them, and how to maximize them)
- ***Willie's Way, 6 Secrets for Wooing, Wowing, and Winning Customers and Their Loyalty*** by Phillip Van Hooser
- ***Fundraising for Dummies*** by John Mutz & Katherine Murray (good resource and plenty of tips for developing successful fundraising efforts. Is used in a number of college level curriculums for nonprofit related studies.)
- ***Strategic Planning Workbook for Nonprofit Organizations*** by Bryan Barry
- ***Morrisey On Planning: A Guide to Long-Range Planning*** by George Morrisey.
- ***Strategic Thinking, Building Your Planning Foundation*** by George Morrisey
- ***Creating Your Future, Personal Strategic Planning*** by George Morrisey
- ***The Five Most Important Questions You Will Ever Ask About Your Nonprofit Organizations Workbook*** by Peter Drucker
- ***The Carolina Way, Leadership Lessons From A Life In Coaching*** by Dean Smith. (good for development of leadership and teams)

Special Publications & Reports:

- *Principles for Good Governance and Ethical Practice, A Guide for Charities and Foundations* by Independent Sector.
- *The Principles Workbook: Steering Your Board Toward Good Governance and Ethical Practice* by Independent Sector and BoardSource

Newsletters:

- **Pam Lontos** (public relations, publicity ideas)
Contact: newsletter@prpr.net and request being put on distribution list
- **Jeffrey Gitomer** (tips on selling, relationships & networking)
Visit his website at: www.gitomer.com and sign up for “Sales Caffeine”
- **Hardy’s Tips for Nonprofit Success** (For leaders of nonprofits, associations, and volunteer organizations. Sign up on website: hardysmith.com)
- **Nonprofit Times:** sign up on their website: nptimes.com
- **BoardSource:** sign up on their website: boardsource.org