

## **Hardy Smith's Recommended Resources for Nonprofits:**

**Books:** These are books that I have personally read and recommend as being beneficial to anyone working with nonprofits associations, and volunteer based organizations. Many of these were also identified in my survey conducted to determine a list of must read books for leaders of nonprofits (survey results are available on Resources Page of my website [www.HardySmith.com](http://www.HardySmith.com) ). Some are considered classics by nonprofit professionals and others reflect the most current trends affecting nonprofit performance.

### **Branding/Marketing/Publicity**

- *The Networked Nonprofit (2010)* by Beth Kanter & Allison H. Fine (How nonprofits are utilizing social media for expanding involvement and increasing their impact)
- *The New Rules of Marketing & PR (Second Edition 2010)* by David Meerman Scott (How to effectively use social media, blogs, news releases, online video, and viral marketing)
- *Breakthrough Nonprofit Branding (2011)* by Jocelyne S. Daw & Carol Cone
- *Purple Cow (2002)* by Seth Godin (Stimulates creative thinking and effective marketing ideas)
- *I See Your Name Everywhere (2008)* by Pam Lontos (Gives how-tos for creating publicity)
- *The 7 Marketing Mistakes Every Business Makes (And How to Fix Them) (2003)* by Terri Langhans

### **Board Performance/Governance**

- *The Handbook of Nonprofit Governance (2010)* by BoardSource (Great resource regarding governance issues and implementation of governance best practices)
- *The Nonprofit Board Answer Book-A Practical Guide for Board Members and Chief Executives (Second Edition 2007)* by BoardSource.



## **Board Performance/Governance** continued

- ***Boards That Make a Difference-A New Design for Leadership in Nonprofit and Public Organizations ( Third Edition 2006)***  
by John Carver.
- ***Boards on Fire! Inspiring Leaders to Raise Money Joyfully (2010)***  
by Susan Howlett.
- ***Taming the Troublesome Board Member (2006)*** by Katha Kissman.
- ***BoardSource Governance Series (Second Edition 2009)*** (A six book series)
  1. ***Ten Basic Responsibilities of Nonprofit Boards***  
by Richard T. Ingram
  2. ***Legal Responsibilities of Nonprofit Boards*** by Bruce Hopkins
  3. ***Financial Responsibilities of Nonprofit Boards***  
by Andrew S. Lang
  4. ***Fundraising Responsibilities of Nonprofit Boards***  
by James M. Greenfield
  5. ***The Nonprofit Board's Role in Mission, Planning and Evaluation*** by Kay Sprinkel Grace, Amy McClellan, and John A. Yankey
  6. ***Structures and Practices of Nonprofit Boards***  
by Charles F. Dambach, Melissa Davis, and Robert L. Gale

## **Volunteer Engagement/Membership Recruitment &Retention**

- ***Bowling Alone(2000)*** by Robert Putnam (Essential reading for understanding membership, volunteer involvement, and community engagement trends)
- ***Better Together (2003)*** by Robert Putnam & Lewis Feldstein (Collection of case studies on successful community and civic engagement)
- ***Millennium Membership (2000)*** By Mark Levin. (How to attract and keep members in the new marketplace.)



### **Sponsorship Development/Fundraising**

- ***Little Black Book of Connections (2006)*** (by Jeffrey Gitomer (Explains value of relationships, how to develop them, and how to maximize them)
- ***The Fundraising Habits of Supremely Successful Boards (2006)*** by Jerold Panas.
- ***Fundraising for Dummies (2006)*** 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.)
- ***Cause Marketing (2006)*** by Joycelyne Daw (Great for development of sponsor relationships)

### **Strategic Planning**

- ***The Nonprofit Strategy Revolution(2008)*** by David La Piana (Challenges traditional strategic planning)
- ***Strategic Planning Workbook for Nonprofit Organizations (1997)*** by Bryan Barry
- ***Morrisey On Planning: A Guide to Long-Range Planning (1996)*** by George Morrisey.
- ***Strategic Thinking, Building Your Planning Foundation (1996)*** by George Morrisey
- ***Creating Your Future, Personal Strategic Planning (1992)*** by George Morrisey
- ***The Five Most Important Questions You Will Ever Ask About Your Nonprofit Organizations Workbook (1993)*** by Peter Drucker

### **Leadership/Team Development**

- ***Overcoming The Five Dysfunctions of a Team (2005)*** by Patrick Lencioni
- ***The Carolina Way, Leadership Lessons From A Life In Coaching (2004)*** by Dean Smith. (good for development of leadership and teams)



## **Capacity Building/Performance Improvement**

- ***Building Strong Nonprofits, New Strategies for Growth and Sustainability (2010)*** edited by John C. Olberding and Lisa Barnwell Williams.
- ***Good to Great (2001)*** by Jim Collins. The top recommendation on my survey conducted to identify list of “Must Read Books” for nonprofit leaders.
- ***Good to Great and the Social Sectors (2005)*** by Jim Collins. Written to accompany Good to Great with a specific focus on social sector organizations.
- ***The Tipping Point (2002)*** by Malcolm Gladwell. Thought provoking. Provides understanding of the why and how some ideas and causes are accepted and spread by the masses and others aren't.
- ***Switch-How To Change Things When Change Is Hard (2010)*** by Chip and Dan Heath.

## **Customer Service**

- ***Willie's Way, 6 Secrets for Wooing, Wowing, and Winning Customers and Their Loyalty (2005)*** by Phillip Van Hooser

## **Organizational Basics**

- ***Nonprofits Made Easy (2006)*** by David Bangs Jr.
- ***Managing the Nonprofit Organization (1990)*** by Peter Drucker. A recommendation that's on almost every list of must reads for nonprofit leaders.

## **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
- ***Volunteering In America-2011 Report*** by Corporation for National & Community Service. A comprehensive annual report on volunteering statistics in the United States.  
See link: <http://www.volunteeringinamerica.gov/>
- ***BoardSource Nonprofit Governance Index 2010*** Available at [www.boardsource.org](http://www.boardsource.org)



**Newsletters & Blogs:** (These are newsletters and blogs that I personally subscribe to and recommend as being beneficial for nonprofits and associations.)

- **Hardy's Tips for Nonprofit Success** (For leaders of nonprofits, associations, and volunteer organizations. Sign up on website: [www.hardysmith.com](http://www.hardysmith.com))
- **Katya's Nonprofit Marketing Blog** (A great resource-sign up by sending Katya an email: [katya.andresen@networkforgood.org](mailto:katya.andresen@networkforgood.org))
- **Anne Loehr** has been called the “Generational Guru” by the Washington Post. Her blog on generational related topics can be seen by visiting [www.anneloehr.com](http://www.anneloehr.com)
- **BoardSource:** sign up on their website: [www.boardsource.org](http://www.boardsource.org)
- **Nonprofit Times:** sign up on their website: [www.nptimes.com](http://www.nptimes.com)
- **PR/PR** (public relations, publicity ideas)  
Contact: [newsletter@prpr.net](mailto:newsletter@prpr.net) to request being added to newsletter list

**Hardy Smith Nonprofit Consulting** [www.hardysmith.com](http://www.hardysmith.com)