

## Hardy Smith's Recommended Resources for Nonprofit Leaders

**Books:** These are books that I have personally read and recommend as being beneficial to anyone working with nonprofits, associations, and volunteer-based organizations. Some are considered classics by nonprofit professionals and others reflect the most current trends affecting nonprofit performance.

### BOARD PERFORMANCE/ GOVERNANCE

- ***Firing Lousy Board Members (2014)*** by Simone Joyaux (A must for anyone working with volunteer board members.)
- ***The Handbook of Nonprofit Governance (2010)*** by BoardSource (Great resource regarding governance issues and implementation of governance best practices.)
- ***Boards on Fire! Inspiring Leaders to Raise Money Joyfully (2010)*** by Susan Howlett (A manual that identifies the obstacles that keep leaders from fulfilling their fundraising responsibilities.)
- ***BoardSource Governance Series (Second Edition 2009)*** (A six-book series)
  - ***Ten Basic Responsibilities of Nonprofit Boards*** by Richard T. Ingram
  - ***Legal Responsibilities of Nonprofit Boards*** by Bruce Hopkins
  - ***Financial Responsibilities of Nonprofit Boards*** by Andrew S. Lang
  - ***Fundraising Responsibilities of Nonprofit Boards*** by James M. Greenfield
  - ***The Nonprofit Board's Role in Mission, Planning and Evaluation*** by Kay Sprinkel Grace, Amy McClellan, and John A. Yankey
  - ***Structures and Practices of Nonprofit Boards*** by Charles F. Dambach, Melissa Davis, and Robert L. Gale

## BOARD PERFORMANCE/GOVERNANCE (CONTINUED)

- ***The Nonprofit Board Answer Book-A Practical Guide for Board Members and Chief Executives (Second Edition 2007)*** by BoardSource (Contains the most-commonly asked questions on board governance.)
- ***Boards That Make a Difference-A New Design for Leadership in Nonprofit and Public Organizations (Third Edition 2006)*** by John Carver (Examining the entrenched beliefs and habits that hobble boards and how to replace them with innovative governance approaches.)
- ***The Imperfect Board Member: Discovering the Seven Disciplines of Governance Excellence (2006)*** By Jim Brown (Helping leaders understand the keys for boardroom excellence.)
- ***Taming the Troublesome Board Member (2006)*** by Katha Kissman (A blueprint for avoiding and resolving the challenge of disruptive board members.)

## VOLUNTEER ENGAGEMENT/ MEMBERSHIP RECRUITMENT & RETENTION

- ***The End of Membership as We Know It (2011)*** By Sarah Sladek (Ideas on associations can and should change their thinking and their models.)
- ***Better Together (2003)*** by Robert Putnam & Lewis Feldstein (Collection of case studies on successful community and civic engagement.)
- ***Bowling Alone (2000)*** by Robert Putnam (Essential reading for understanding membership, volunteer involvement, and community engagement trends.)
- ***Millennium Membership (2000)*** By Mark Levin. (How to attract and keep members in the new marketplace.)

## STRATEGIC PLANNING

- ***Red Teaming (2017) by Bryce Hoffman*** (Red Teaming is a military process utilized to stress test plans before implementation to identify weaknesses and potential fail points. The author shows businesses, including nonprofits and associations, how they can benefit from this contrarian approach to planning.)
- ***Tough Cookies (2011)*** By Kathy Cloninger (Provides insights of initiative to revitalize and rebrand Girl Scouts.)
- ***Race for Relevance - 5 Radical Changes for Associations (2011)*** by Harrison Coerver and Mary Byers (A no-nonsense look at today's realities and how associations operate and what they need to do to remain relevant in the future.)
- ***Strategic Planning, Understanding the Process (2011)*** By BoardSource (Proven advice and practical tips and techniques culled from BoardSource's vast library of governance materials.)
- ***The Nonprofit Strategy Revolution (2008)*** by David La Piana (Challenges traditional strategic planning.)
- ***Field Guide to Nonprofit Strategic Planning and Facilitation (2007)*** by Carter McNamara. (Good resource for understanding strategic planning process. Also has very useful outlines, worksheets, and checklists.)
- ***Reinventing Strategy (2002)*** by Willie Pietersen. (Using strategic learning to create and sustain breakthrough performance)
- ***Strategic Planning Workbook for Nonprofit Organizations (1997)*** by Bryan Barry (Provides a guide for developing, implementing, and updating a strategic plan.)
- ***The Five Most Important Questions You Will Ever Ask About Your Nonprofit Organizations Workbook (1993)*** by Peter Drucker (A proven self-assessment tool for all nonprofit leaders.)
- ***Strategic Thinking, Building Your Planning Foundation (1996)*** by George Morrissey (An essential guide for strategic thinking for associations and nonprofits.)
- ***Morrissey On Planning: A Guide to Long-Range Planning (1996)*** by George Morrissey (Chock-full of imperative information for successful strategic planning.)
- ***Morrissey on Planning: A Guide to Tactical Planning (1996)*** by George Morrissey (An essential volume that offers all managers and professionals hands-on tools they can use to develop meaningful short-term results through tactical planning techniques.)

## STRATEGIC PLANNING (CONTINUED)

- ***Creating Your Future, Personal Strategic Planning (1992)*** by George Morrissey (A practical guide to help professionals (within organization and/or independent contractors) use strategic planning for their own professional success and satisfying personal life.)
- ***Make Change Work (2013)*** by Randy Pennington (Disruption and uncertainty are constants that every organization must be prepared to deal with. How-tos are shared for developing ability to anticipate change and how to position for best response.)

## CAPACITY BUILDING/PERFORMANCE IMPROVEMENT

- ***Engine of Impact (2018)*** by William F. Meehan III and Kim Starkey Jonker A compelling look at why so many nonprofits fail to realize their potential.
- ***Measure What Matters (2018)*** by John Doerr (An account of how organizations like Intel, Google, and The Bill & Melinda Gates Foundation have successfully used collaboratively developed OKRs (objectives and key results) to identify priorities, guide decision making, and measure progress toward established goals.)
- ***Creativity Inc. (2014) by Ed Catmull*** (An incisive book about creativity in business and leadership.)
- ***A Leader's Gift (2014) by Barry Banther*** (Five qualities that aren't things leaders have but rather things they give away, freely and frequently, to everyone they lead in the workplace.)
- ***The Collaborative Organization (2012)*** by Jacob Morgan (Takes readers from the starting gate to the finish line of creating and executing a profit-driving, growth-focused strategy.)
- ***Best Practices Are Stupid (2011)*** by Stephen Shapiro (Lessons on how to stay consistently one step ahead of the competition.)
- ***Building Strong Nonprofits, New Strategies for Growth and Sustainability (2010)*** edited by John C. Olberding and Lisa Barnwell Williams (Identifies new opportunities to define the future of philanthropy.)
- ***Switch-How To Change Things When Change Is Hard (2010)*** by Chip and Dan Heath

## CAPACITY BUILDING/ PERFORMANCE IMPROVEMENT (CONTINUED)

- ***The Energy Bus (2007)*** by Jon Gordon (Great advice for finding positive solutions to negative situations.)
- ***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.)

## LEADERSHIP/ TEAM DEVELOPMENT

- ***Players 1st (2015)*** by **John Calipari** (Essential insights from a coach who's widely regarded as one of the greatest program builders in all of college basketball.)
- ***What More Can I Say? Why Communication Fails and What to Do About It (2015)*** by Dianna Booher (An essential nine-point checklist for success in the art of communication and persuasion—for building solid relationships, and for increasing credibility in the workplace.)
- ***The Way of the Seal (2015)*** by **Mark Divine** (The fundamentals of leadership success outlined in eight powerful principles.)
- ***Make Difficult People Disappear (2012)*** by Monica Wofford (An excellent resource for understanding the difference between difficult and different.)
- ***What Got You Here Won't Get You There (2007)*** by Marshall Goldsmith (Individuals working their way up the leadership ladder often use approaches that will ultimately limit their success. Adopting new interaction techniques will likely be needed to reach true leadership potential.)
- ***Made to Stick (2007)*** by **Chip and Dan Heath** (The anatomy of ideas that stick and how we can make them 'stickier'.)
- ***Overcoming the Five Dysfunctions of a Team (2005)*** by Patrick Lencioni (Tools for getting teams up and running quickly and effectively.)
- ***The Carolina Way, Leadership Lessons from A Life in Coaching (2004)*** by Dean Smith (good for development of leadership and teams)
- ***Contagious Leadership (2002)*** by Monica Wofford (Provides 10 steps for turning managers into leaders.)

## SPONSORSHIP DEVELOPMENT/ FUNDRAISING

- ***Prospect Research for Fundraisers (2013)*** by Jen Filla & Helen Brown (Practical understanding of prospect research, prospect management, and fundraising analytics.)
- ***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 (Helping boards adopt the right approach and the right habits.)
- ***Fundraising for Dummies (2006)*** by John Mutz & Katherine Murray (Good resource and tips for developing successful fundraising efforts; used in several college-level curriculums for nonprofit related studies.)
- ***Cause Marketing (2006)*** by Joycelyne Daw (Great for sponsor relationships.)
- ***Little Red Book of Selling (2005)*** by Jeffrey Gitomer (Help for people who make sales.)

## BRANDING/MARKETING/PUBLICITY

- ***Measuring the Networked Nonprofit (2012)*** by Beth Kanter & Katie Delahaye Paine
- ***Breakthrough Nonprofit Branding (2011)*** by Jocelyne S. Daw & Carol Cone (A hands-on guide to help your nonprofit build its brand.)
- ***Enchantment, The Art of Changing Hearts, Minds, and Actions (2011)*** by Guy Kawasaki (How enchantment can transform situations and relationships.)
- ***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.)
- ***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 (7 common mistakes that every business makes when they market their products or services.)
- ***Purple Cow (2002)*** by Seth Godin (Stimulates creative thinking and effective marketing ideas.)



## CUSTOMER SERVICE

- **Willie's Way, 6 Secrets for Wooing, Wowing, and Winning Customers and Their Loyalty (2005)** by Phillip Van Hooser (A customer service guide with commonsense wisdom that translates into simple, practical applications.)

## ORGANIZATIONAL BASICS

- ***Nonprofits Made Easy (2006)*** by David Bangs Jr. (Helps non-profits become and stay financially solvent by applying traditional business practices to the unique challenges of a non-profit organization.)
- ***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 - 2018*** 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 Index of Nonprofit Board Practices Available*** at [leadingwithintent.org](http://leadingwithintent.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)

## BoardSource

Sign up on its website: [www.boardsource.org](http://www.boardsource.org)