

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). 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)
- *Measuring The Networked Nonprofit (2012)* by Beth Kanter & Katie Delahaye Paine.
- *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
- *Enchantment, The Art of Changing Hearts, Minds, and Actions (2011)* by Guy Kawasaki.

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.

- ***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.
- ***The Imperfect Board Member (2006)*** By Jim Brown.
- ***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.)
- ***The End of Membership As We Know It (2011)*** By Sarah Sladek.

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)
- ***Little Red Book of Selling (2005)*** by Jeffrey Gitomer

Strategic Planning

- ***The Five Most Important Questions You Will Ever Ask About Your Nonprofit Organizations Workbook (1993)*** by Peter Drucker
- ***Strategic Planning, Understanding the Process (2011)*** By BoardSource
- ***The Nonprofit Strategy Revolution(2008)*** by David La Piana (Challenges traditional strategic planning)
- ***Strategic Planning Workbook for Nonprofit Organizations (1997)*** by Bryan Barry
- ***Strategic Thinking, Building Your Planning Foundation (1996)*** by George Morrisey
- ***Morrisey On Planning: A Guide to Long-Range Planning (1996)*** by George Morrisey.
- ***Morrisey on Planning: A Guide to Tactical Planning (1996)*** by George Morrisey.
- ***Creating Your Future, Personal Strategic Planning (1992)*** by George Morrisey
- ***Tough Cookies (2011)*** By Kathy Cloninger (Provides insights of initiative to revitalize and rebrand Girl Scouts).
- ***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.
- ***Race For Relevance- 5 Radical Changes for Associations (2011)*** by Harrison Coerver and Mary Byers.

Leadership/Team Development

- ***Make Difficult People Disappear (2012)*** by Monica Wofford. An excellent resource for understanding the difference between difficult and different.
- ***Contagious Leadership (2002)*** by Monica Wofford. Provides 10 steps for turning managers into leaders.
- ***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

- ***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.
- ***Building Strong Nonprofits, New Strategies for Growth and Sustainability (2010)*** edited by John C. Olberding and Lisa Barnwell Williams.
- ***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.
- ***The Energy Bus (2007)*** by Jon Gordon. Great advice for finding positive solutions to negative situations.

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/>
- *Leading with Intent: A National Index of Nonprofit Board Practices* - Available at www.boardsource.org

Newsletters & Blogs:

These are newsletters and blogs that I 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)
- **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
- **BoardSource:** Multiple resources are available from BoardSource. Sign up on its website: www.boardsource.org

Hardy Smith, Nonprofit Speaker & Consultant: www.hardysmith.com