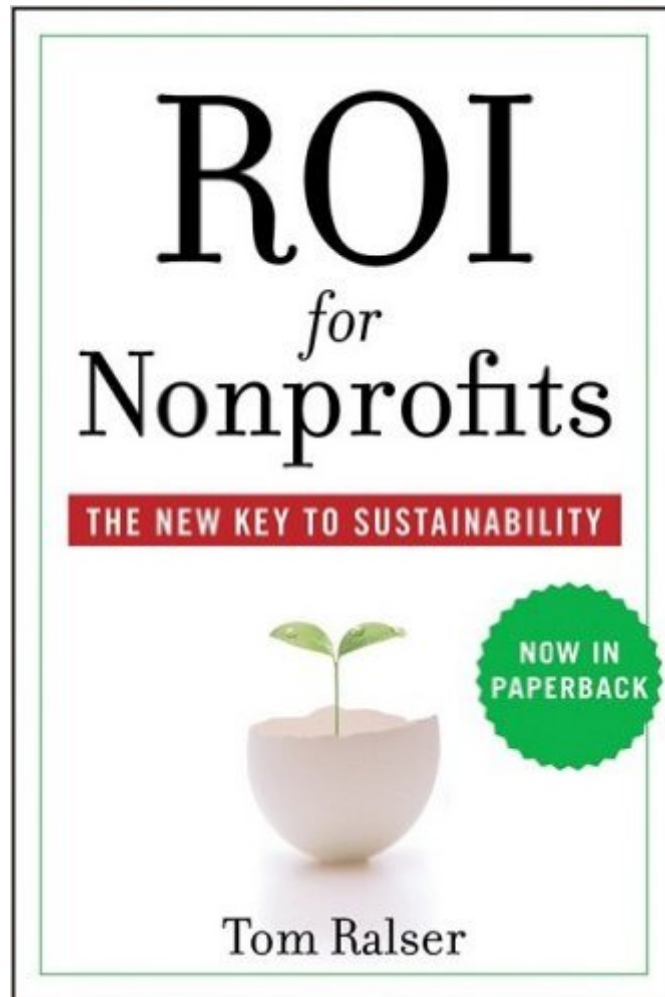


The book was found

ROI For Nonprofits: The New Key To Sustainability



Synopsis

Explore the methods and processes to help nonprofits raise money in an environment that increasingly demands accountability, transparency, and results. The realities of today's economic environment have required that nonprofits, and those that raise money for them, make their case for support as strongly as possible. Warm and fuzzy appeals that tug at the heart strings have met with limited success. Assuming that funding targets intuitively know the value of the good work being done is unrealistic. *The Key to Nonprofit Sustainability* offers an abundance of pragmatic tips, tools, case studies, and techniques to make the process easy to understand and implement.

Book Information

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Customer Reviews

Don't waste your money on this book. There are others out there that are more practical, applicable, and don't need to spend the entire introduction defending their business "logic". What managers need is information on what works, and what has worked, simply, as opposed to what someone thinks should work based on what they view to be a catchy title and (oh lord, don't make me say it) a new "paradigm".

A fairly engaging book. Good primer for those who are not familiar with what ROI is and how that applies to nonprofits. However, there is not a lot of new information here that hasn't been covered in other books. Lots of theory and anecdotes in these pages. But if you're looking for a 'How To' on Return On Investment, I'd recommend picking up a copy of Phillips' *The Bottom Line on ROI*:

Basics, Benefits, & Barriers to Measuring Training & Performance Improvement (Measurement in Action Series) I did not buy this copy, I borrowed from a friend because of the steep price. 45.60? This is a major issue with 'ROI For Nonprofits'. I suspect the author uses this book to bolster his consulting gigs. I've used consultants in the past that after the contract was signed and we got into the work I was informed I needed to get 15-20 copies of the consultant's book for my staff....and yea they were priced \$35-40-50. My take on 'ROI For Nonprofits'....at 45 bucks you will not see a return on investment.

This is a great book that forces non-profit executives to take a serious look at sustainability of their organization. Tom backs his theories with proven techniques in small and large communities. He is excellent at assisting leadership to put a dollar amount on services offered by the organization. Encouraging his clients to view non-profit as a business rather than an emotional appeal is what sets ROI apart from other non-profit consultants. Get the book, good information.

As a CPA and the CEO of an investor-owned hospital, I really enjoyed this book. I've met Tom 3 times. He helped our countywide healthcare coalition on a grant/strategic plan. I thought the end product was superb. ROI will help the person or group needing to improve their fund raising and sustainability apply business principles to their organization. The book is written with a little bit of an academic flare with tables, citations and references to major business/economic principles. Tom shows the "end product" for 8 real life organizations of different shapes and sizes. I think this alone may be immensely helpful to someone trying to show the value of his or her organization to a potential investor (i.e. donor). He cites numerous examples with detailed graphs, tables and calculations. He takes some complex business ideas and formulas and helps the reader apply them to the non-profit sector. I have a financial background and had no problem absorbing the material. Someone without a business background is going to have to go slow in some parts of this book. But the complexity is mostly to "prove" the theorem. If you don't need the "proof" skip the calculations. Some non-profit managers will struggle with parts of ROI because some concepts fly in the face of the "old guard" or the "way it has always been." As a donor (i.e. investor) and business savvy CEO I would say ignore his concepts at your own risk. Can you handle the truth about non-profits in the 21st century? Then read ROI.

Tom Ralser is well-known in the nonprofit world as the pioneer of incorporating an ROI approach to fundraising. As a nonprofit consultant who has been involved in dozens of fundraising campaigns, I

can attest first hand to the power of this approach. When a nonprofit can effectively demonstrate its impact and value on the communities and constituencies it serves, prospective sources of funding will "invest" (rather than donate) vastly greater resources to that organization. There is intense competition for funding. The nonprofits that incorporate notions of measurability, accountability, and return-on-investment into their fundraising efforts have a huge leg up in that competition, especially when it comes to securing corporate, foundation, and government funding. "ROI for Nonprofits" is an excellent tool for anyone in the nonprofit sector or anyone involved in fundraising. I'd venture to say that it's even a worthwhile read for anyone who makes charitable contributions or investments to nonprofit organizations of any kind. I've seen the principles espoused in this book in action and the results are clear. The ROI approach really is the key to enhanced nonprofit sustainability. And "ROI for Nonprofits" is the clearest and most complete treatment of the subject I've ever seen, written by the preeminent expert in the field. Mark Bergethon
Sage Fundraising Solutions[...]

This book was fascinating from its approach to valuing mission and working toward quantifying that with business people. In fact, I copied a few chapters to share with one of our donors and it elevated our conversation to a new level of understanding and sharing about what is "valued" from the business community. Every organizational leader who feels mired in the mindset of traditional philanthropy or is feeling a need to reinvigorate the case statement should read this book for a fresh approach that provides practical tools, fodder for strategic planning and inspiration for improvement.

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