

# The Book That Changed My Life

129 Recommendations from  
Nonprofit Leaders Around the World

Edited by Nancy E. Schwartz



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***The Book That Changed My Life!***

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## Introduction

Dear Nonprofit Communicator,

When I recently asked nonprofit experts in a range of fields—from fundraising to advocacy—to share the one book that has most influenced their professional lives, I had no idea what I’d hear back. I was thrilled to hear so many passionate stories about books that have made a huge difference in these folks’ lives.

I’m sure that you, like me, are reading all the time—blogs, Facebook, e-newsletters and yes, books. But what I heard from my colleagues (and know myself) is that reading a book is something different. That the fact of immersing oneself in a work that is longer, richer and frequently read in a distinct format (be that hard copy or an e-reader) is a unique experience. This immersion outside the day to day is highly engaging, energizing and refreshing on both creative and intellectual fronts.

With that possibility in mind, consider these top picks for your reading list. One of them could change *your* life.

Best regards,



Nancy E. Schwartz  
Publisher, *Getting Attention* Blog & E-news  
[Nancy@NancySchwartz.com](mailto:Nancy@NancySchwartz.com)

## Career

### **1** *Dig Your Well Before You're Thirsty: The Only Networking Book You'll Ever Need*

Harvey Mackay

Taught me the true meaning of networking and how to strengthen my weaknesses through my network. And allowed me to share resources that previously were beyond my reach.

Nathaniel Patterson, Jr., Marketing Director  
Life Force Cultural Arts Academy

### **2** *Halftime: Moving from Success to Significance*

Bob P. Buford

Inspired me to change my focus from "success to significance", ultimately resulting in a transition into the nonprofit arena.

David Blenko, Chief Development Officer  
HOPE Worldwide

### **3** *Happiness at Work: Be Resilient, Motivated, and Successful - No Matter What*

Srikumar Rao

*Happiness at Work* includes clear descriptions and parables about changing your perspective, serving others, enjoying the process rather than the focusing on an attained goal, living in the present moment and avoiding good/bad labels. Life-changing.

Jacquelyn Kittredge, Consultant  
ebakery social media

#### **4** *Let Your Life Speak: Listening for the Voice of Vocation* Parker J. Palmer

*Let Your Life Speak* had a profound impact in reminding me why I work in the field I work in and why. The book is a great practice of understanding that work should be an extension of who we are and what we hope to accomplish with our skills and gifts. I highly recommend this book to anyone facing burnout, questioning their commitment to their career or just looking for confirmation of their vocational direction.

James Parker, Higher Education Administration  
University of Texas at Dallas

#### **5** *Linchpin: Are You Indispensable?* Seth Godin

Godin confirmed all that I felt and wanted to believe about being a leader. I love the lizard brain and shipping. It is great to get release from following someone else's rules and being the cog in the wheel. These news events, and more, are valuable opportunities to enable your targets to learn more about your organization and the issues you focus on, and how they can help!

P. Harris

Seth Godin's career manifesto for the new world changed my life. If you want to better understand how you overcome a world-order designed to zap creativity and collaboration, if you want to better conquer resistance to change the game, if you yearn to walk into chaos and create order by inventing, connecting, and creating...read this book.

Alia McKee, Principal  
Sea Change Strategies

#### **6** *Orbiting the Giant Hairball: A Corporate Fool's Guide to Surviving with Grace* Gordon Mackenzie

*Orbiting* inspired me to find a working environment where I can make an impact and change the world in a concrete way.

Tobi Johnson, President  
Tobi Johnson and Associates

Transformed the way I approach life as creative professional who wants to make a difference.

Jeff Brooks, Creative Director  
True Sense Marketing

**7 *What Color Is Your Parachute? 2011:  
A Practical Manual for Job-Hunters and Career-Changers***

Richard Bolles

Even the title itself is an inspiration, but my reading of *What Color Is Your Parachute* coincided with my first steps into self-employment. The message is that if you are prepared to experiment and view yourself differently work can be an adventure without necessarily taking irresponsible risks. There is no risk in sending a speculative CV or writing goals for yourself using the many templates he provides.

Bolles taught me that success is gradual as is change if you are prepared to work hard at it. A great and worthwhile book even if you do not share his Christian outlook.

Dean Cowan, Freelance Consultant  
Grant Maker Services

*What Color is Your Parachute* helped me understand that my personal interests should drive my career choice, and that cause-related work was a viable option for a recent college graduate.

Joseph LaMountain, President  
SparkLight Communications

**8 *Who Moved My Cheese?:  
An Amazing Way to Deal with Change in Your Work and in  
Your Life***

Spencer Johnson

A classic that is more relevant than ever in our current rapidly changing culture. The need to anticipate and adapt to change is greater than ever before.

J. B. Hunt, M.P.A., Nonprofit Consultant  
JB Hunt Consulting

It taught me how to deal with the changes going on around us and to roll with the punches. Those who refuse to change are those who are destined to fail.

Edward Dees, President  
MHS Boosters Inc.

Helped me embrace change and provided tools to use with people who are resistant to change.

Marilyn Bass, Volunteer Coordinator  
Ocean County Library

This book was first introduced to me in the world of retail when changes were being made. It has been reintroduced as being a part of a nonprofit, the importance of "scurrying around" to find ways to fulfill your mission and fundraising opportunities.

Donna Barrett

**9 Working With You is Killing Me:  
Freeing Yourself from Emotional Traps at Work**

Katherine Crowley and Kathi Elster

I bought this book when I was having difficulties with a co-worker who did not respect boundaries and thrived on drama. It taught me to identify and distance myself from emotional hooks and approach resolution in a calm, assertive manner. The first chapter says it all: "Change Your Response, Change Your Life." I'm much better now at defusing potentially difficult situations and maintaining cordial, professional relationships with colleagues.

Denise Bownds Kaplan, Development Director  
Building Futures with Women and Children

## Civic Engagement & Community Building

### **10** *Bowling Alone: The Collapse and Revival of American Community* Robert D. Putnam

The first book to introduce civic engagement to me. It was really an introduction to a whole world that I hadn't, honestly, given much thought to. Little did I know how much it would inform my thinking about civic participation.

Jillian Vukusich, Director of Community Investment  
Community Foundation of Palm Beach and Martin Counties

### **11** *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets* John Kretzman and John McKnight

Strongly influenced my community-building outlook and consulting practice. The core take away is that everyone in society has something to contribute and that by recognizing and tapping into the unique skills of individuals, and working collectively, we can progress in ways rarely imagined.

Jen Austin

## **12** *The Networked Nonprofit: Connecting with Social Media to Drive Change*

Beth Kanter and Allison Fine

*The Networked Nonprofit* surpassed all my expectations. Instead of being “just” about new media, it was about new nonprofits, and ways organizations, leaders, and staff members must change themselves to be persuasive and engage their constituents.

The authors' examples were compelling, their definitions helped me focus and expand my thoughts around the subject, and it made me begin to rethink how my organization operates, and how I—as part of a two-person communications team—can begin to change our relationships to those we care about. I highly recommend this book to anyone who is interested in keeping their nonprofit fresh and on the cutting edge!

Leah Maddox

Changed my perception of how a nonprofit can work and how it can build its capacity with limited resources.

Dan Brady, Communications Manager  
Forum of Regional Associations of Grantmakers

## Consulting

### **13** *Flawless Consulting: A Guide to Getting Your Expertise Used* Peter Block

### **14** *Getting Naked: A Business Fable About Shedding The Three Fears That Sabotage Client Loyalty* Patrick Lencioni

I didn't pay enough attention to the \*business\* side of my consulting practice early on, reading these books helped me secure more and better clients, which allowed my practice to make more of a difference in helping nonprofit clients identify and meet their missions.

Michael Wyland, Owner  
Sumption & Wyland

### **15** *Growing Your Business!* Mark LeBlanc

With my many years of professional fundraising experience, I wanted to try my hand at a consulting practice in order to share my knowledge and give back to my profession. After many failed attempts to get started, I ran into this little book. Using LeBlanc's principles and helpful tools, I have been able to focus and bring clarity to my mission and message. I have my own book underway now that I'm hoping will change the nonprofit fundraising world.

Quinn Tierney, President  
Quinn & Associates, Inc.

### **16** *How to Become a Grant Writing Consultant* Beverly A. Browning

Steered me in the right direction at a tough time!

Betsy Baker, Grantwriting Consultant  
Your Grant Authority

## Fundraising

### **17** *50 Asks in 50 Weeks: A Guide to Better Fundraising for Your Small Development Shop*

Amy Eisenstein

Amy Eisenstein offers very practical advice as to how to go about boosting your fundraising efforts simply by asking more frequently. Seems pretty basic, but we just don't do individual asking very well in small shops. Often, the focus is on events - "Let's have a fundraiser!" This book helps small shops understand the most effective way to get donors (and cash) in the door.

Laura Amerman, Associate Director of Development for  
Major and Planned Gifts  
The Seaman's Church Institute

### **18** *Building Donor Loyalty: The Fundraiser's Guide to Increasing Lifetime Value*

Adrian Sargeant and Elaine Jay

After reading *Building Donor Loyalty*, I applied this research to my next donor communication project and had stunning success thanks to his advice. Adrian Sargeant is a rigorous academic researcher, exploring what makes fundraising work, and in particular work BETTER. There is no one else like him (and his partner, Jen Shang). He is forever changing fundraising, one amazing discovery at a time.

Tom Ahern, Fundraiser  
Ahern Communications

## **19 Donor-Centered Fundraising** Penelope Burk

Burk actually documents and quantifies—with bold words—some ideas that most development professionals know to be true but hadn't moved to the center of our work. The book is thorough and engaging. I buy one for every client.

Pamela Mattox, Consultant  
McDonald Schaefer Group

Burk offers solid research to back up her approach to fundraising, i.e. give the donors what they want. I began my work life as a retail buyer and my first boss told me, "know your customers and give them what they want." I was thrilled to find the data to support what I always believed.

Patricia Morris, Executive Director  
Virginia Baptist Homes Foundation

## **20 Keep Your Donors: The Guide to Better Communications & Stronger Relationships**

Tom Ahern & Simone Joyaux

Provided foundational and inspirational donor-centric material that I often use and refer to as a fundraising consultant. I recommend this book as one that every fundraiser must acquire and use as a manual for success.

Shawndra Shofner, Associate Director, Grants & Major Gifts  
The Evangelical Lutheran Good Samaritan Foundation

## **21 Relationship Fundraising: A Donor Based Approach to the Business of Raising Money** Ken Burnett

The book made me proud to be a fundraiser and showed me what a fulfilling, stimulating and enjoyable career it could offer me.

Craig Linton, Head of Fundraising  
Greater London Fund for the Blind

Building strong relationships with your prospects and donors is the first major step to successful fundraising strategies.

John Saunders, President  
Madrona Consulting Group

**22** *The Artful Journey Cultivating and Soliciting the Major Gift*  
William T. Sturtevant

An insightful look into major gift fundraising, reinforced my approach to this honorable field in that it is about relationship building and stewardship. The support of the cause is a natural outcome of focusing on the individual's needs and desires to invest in a worthy endeavor.

Peggy Paullin, Principal  
Inspired Implementations, LLC

**23** *The Ask: How to Ask Anyone for Any Amount for Any Purpose*  
Laura Fredricks

Built understanding and confidence in making 'the ask' and provided context for my fundraising team.

Hannah MacLaren, Director  
Los Angeles Coalition of Essential Schools

**24** *The Mercilessly Brief Guide to Raising Tens (if Not Tens of Thousands of Dollars) with Email*  
Madeline Stanionis

Remains a very relevant primer on online fundraising!

Jocelyn Harmon, VP, Sales and Marketing  
Network for Good

**25** *The Millionaire Next Door:  
Surprising Secrets of America's Wealthy*  
Thomas J. Stanley and William D. Danko

Made me realize that all I had to do is look in our database of donors to find "solid gold".

Marion V. Grimes, Fundraising Mentor

**26** *The Only Grant-Writing Book You'll Ever Need:  
Top Grant Writers and Grant Givers Share Their Secrets*  
Ellen Karsh and Arlen Sue Fox

This book got me started as a grants consultant. The title says it all!

Cass Erickson, President  
Writing for the Workplace, LLC

**27** *The Zen of Fundraising:  
89 Timeless Ideas to Strengthen and Develop Your  
Donor Relationships*

Ken Burnett

This little book covers the basic of fundraising and made me understand the concept of stewardship and what a big difference there is between marketing and fundraising.

Andreas Berg, Fundraising-Analytics and Evaluation  
GFS Data Solutions

**28** *Winning Gifts: Make Your Donors Feel Like Winners*  
Thomas D. Wilson

For major gift fundraising, *Winning Gifts* reinforced what I knew intuitively (providing helpful and supportive validation), while also adding to my knowledge in a meaningful way.

Carolyn M. Appleton, CFRE

## Human Behavior

### 29 ***A Whole New Mind: Why Right-Brainers Will Rule the Future*** Daniel H. Pink

The biggest impact? Simply seeing how the way I was educated and the goals that I set were for an outdated economy. But the book is positive, too, showing you how you can shift and teach yourself how to succeed in today's (and tomorrow's) economy. It even has great exercises to help you harness the new skills needed today.

Kevin Martone, Technology Program Manager  
Grinspoon Institute of Jewish Philanthropy

### 30 ***Art & Fear: Observations On the Perils (and Rewards) of Artmaking*** David Bayles and Ted Orland

A great aid in developing your vision and increasing your confidence.

Denise Gravelines, Communications Consultant

### 31 ***How to Win Friends and Influence People*** Dale Carnegie

This classic primer to understanding, and using your understanding of, human psychology—is my core guide to more effective relationships, and fundraising.

Pamela Grow, Fundraising Consultant

## **32** *Now, Discover Your Strengths* Marcus Buckingham and Donald Clifton

This book allowed me to focus on the strengths that I possess versus trying to improve all of my weaker traits. Our staff read and completed the assessment. Although some staff has come and gone, we always continue to know what our strengths are and asks others to use their strengths to complement ours for much better productivity.

Kelly Knott, Senior Director of Community Resources  
Cedar Valley United Way

## **33** *Patterns of Culture* Ruth Benedict

The insight I gained was that right and wrong can be very different depending on the culture that you live in. American culture is not inherently better or worse than any other culture.

Nick Sauvie, Executive Director  
ROSE Community Development

## **34** *Predictably Irrational: The Hidden Forces That Shape Our Decisions*

Dan Ariely

This book made me think differently about behavior and decision-making. Call it psychological study meets public policy. Human behavior meets economics.

Amy K. Harbison, Principal  
Open Window Creative Strategies LLC

## **35** *Switch: How to Change Things When Change is Hard* Chip & Dan Heath

*Switch* made me rethink activism.

Beth Becker, Online Communications Director  
ProgressiveCongress.org

Clear, foundational steps for managing changes, yet provided ways to develop solutions for complex issues.

J. Agee

I'm interested in change on a personal level and on a societal level. *Switch* does a great job of making change seem doable. It's very practical.

I use the info in my personal life as well.

Catherine Cooney, Program Director  
Montana Community Foundation

*Switch* focuses on replicating what works rather than trying to fix what's broken. Great examples and anecdotes to remind us all that making change can and even should be done with a positive thinking lens.

Jillian Vukusich, Director of Community Investment  
Community Foundation of Palm Beach and Martin Counties

When tasked with redesigning our nonprofit organization's website, I was glad to lead what was a direly needed online overhaul, but I dreaded the difficult job of acquiring internal buy-in. Change—especially when it comes to technology—is always hard. This book gave me both a different way of looking at the way people think about change, as well as great narratives and inspiration about companies, managers and individuals who tackled the biggest problems by making the smallest of changes.

Katie Coffman, Online Editor  
University of Kansas Endowment Association

Helped me figure out how to make more successful changes in my personal and professional life, and help me deconstruct better why certain changes weren't working.

Meri McCoy-Thompson, Director, Online Communications  
Trust in Education

## **36** *The Brain That Changes Itself: Stories of Personal Triumph from the Frontiers of Brain Science*

Norman Doige, M.D.

This book opens the channels of your mind to greater levels of thinking and self-improvement. It shows the endless adaptability of the human brain and enlightens one's capacity and capability to change.

John-Martin Collett, Enterprise Architect,  
ICT Risk and Sustainability Advisor  
INAS Consulting

**37** ***The Mature Mind***  
Harry A. Overstreet

I've never tired of reading and contemplating *The Mature Mind*.

Vincent Wright

## Leadership

### **38** *Leadership and the New Science: Discovering Order in a Chaotic World*

Margaret J. Wheatley

Besides being a fascinating read, this guide offers many lessons for working effectively in organizations. One (which I extrapolated) is the importance of everyone knowing the organization's vision and values. While people often do things in ways that do not necessarily make sense to others, because of how we are hard-wired they are operating "within the boundaries," at least as they understand and interpret them. The more clear the boundaries (vision and values), the more appropriate and helpful their behaviors.

Terrie Temkin, Founding Principal  
CoreStrategies for Nonprofits, Inc.

### **39** *Leadership on the Line: Staying Alive Through the Dangers of Leading*

Ron Heifetz & Marty Linsky

Heifetz's book and presentations at Harvard helped me realize it's not change as much as loss that people fear. Facilitating change is more likely to succeed when leaders first understand what's important to preserve.

Paul Sturm

**40** *Leadership, New and Revised:  
The Inner Side of Greatness, A Philosophy for Leaders*

Peter Koestenbaum

Advocates incorporating the WHOLE person into the workplace. One cannot be a good leader without DEEP personal insight first, then understanding of how other people function. In the end, the focus is on becoming the best person you can be. The Leadership Diamond guides you to clarify your values, identify goals, balance reality and maintain commitment to achieve and succeed as a persona and, subsequently, as a leader.

Debbie Duncan, Director of Communications and Member Services  
Center for Non-Profits

**41** *Leading from the Sandbox:  
How to Develop, Empower, and Release High-Impact  
Ministry Teams*

T.J. Addington

*Leading from the Sandbox* helped us choose more carefully who to put in higher levels of leadership, who to train for better future leadership, and who simply could not be put in the area of leadership. All of these things helped us address the work roles and duties for our staff. Overall, it has helped us form a solid leadership team by using the same principles in which to operate.

Mary Beth Linderman, Office Manager  
Pregnancy Resource Center

**42** *Servant Leadership:  
A Journey into the Nature of Legitimate Power and Greatness*

Robert Greenleaf

Changed the way I lead—when people grow the business grows.

Dietmar Roller, Executive Program Director  
Kindernothilfe

### **43 Stewardship: Choosing Service Over Self-Interest**

Peter Block

Shaped my perspective on my relationship to the organizations I work with, and community or organization-building overall: leadership as stewardship.

Gayle Gifford, Principal  
Cause & Effect

### **44 The 21 Irrefutable Laws of Leadership: Follow Them and People Will Follow You**

John C. Maxwell

One of the first books I ever read on leadership and it still is the one I most often refer to when needing to make tough decisions. His "laws" are transferable to many areas of life.

Aleksandra Hoerber, Vocational Senior Supervisor  
Saskatchewan Abilities Council

### **45 The Equipping Church**

Sue Mallory

I was a volunteer leader and member of a transition team at our church at the time I read *The Equipping Church*. We were undergoing significant changes in our organization after a long tenure with one leader. We found ourselves in the midst of a crisis when a new leader took over the helm and the congregation was not adequately prepared for new leadership.

As a result, a team was formed to help our very large suburban church move through and understand change before another leader came aboard. This book was a tremendous help to me as part of the leadership transition team as well as a wonderful resource for our Council.

Sue Gehm, Transition Team Member  
Bethlehem Lutheran Church

## **46** *The Five Dysfunctions of a Team: A Leadership Fable* Patrick Lencioni

I used this book (and other Lencioni books) over two years for an in-house leadership development program for my divisional management team. It was a great road map for professional growth. Since then the book has served as a blueprint for how my team interacts with one another and with our colleagues in other divisions.

John E. Vitali, Deputy Director, Business Admin (CAO/CFO)  
Brooklyn Public Library

## **47** *The Leadership Challenge* James Kouzes and Barry Posner

Who can argue with these powerful management practices: modeling the way, inspiring a shared vision, challenging the process, enabling others to act, encouraging the heart? They're simple but profound and have often been the principles I come back to when challenged in my role or with random work projects.

Valerie Aas, Development Director  
City of Lakes Waldorf School

## **48** *The Skilled Facilitator Fieldbook: Tips, Tools, and Tested Methods for Consultants, Facilitators, Managers, Trainers, and Coaches*

Roger Schwarz, Anne Davidson, et al.

Vastly increased my leadership skills in one-on-one situations and in group work with my own board, with the nonprofits we support with and in our community. If you are looking to increase your skills in building effective groups or engaging in meaningful conversations, this is the book to help.

Pam Montgomery, Executive Director  
Community Foundation of the Gunnison Valley

## Management

### **49** *Helping People Win at Work: A Business Philosophy Called "Don't Mark My Paper, Help Me Get an A"*

Garry Ridge and Ken Blanchard

*Helping People Win at Work* takes team building to the next level and really changed the way I supervise staff and hold my supervisors accountable for the success or lack thereof in their direct reports. It has strengthened my nonprofit immeasurably.

Sue Malinowski, Executive Director  
CAPTAIN Youth and Family Services

### **50** *How to Make Collaboration Work: Powerful Ways to Build Consensus, Solve Problems, and Make Decisions*

David Straus

*How to Make Collaboration Work* is chock full of tools, diagrams and 30+ years of experience that helped me understand how to better navigate the nonprofit waters that are increasingly moving away from competition and towards collaboration.

Steven Reames, Executive Director  
Genesis World Mission

## **51** *No More Throw-Away People: The Co-Production Imperative* Edgar S. Cahn

*No More Throw-Away People* compelled me to drop everything and rethink almost everything we do and I accepted as "given." As a direct result, I worked with others to create the Sonoma County TimeBank.

Although I have many years of experience in the nonprofit sector and was raised by parents and grandparents who are activist and nonprofit professionals, this book simply blew my mind. If you've never read it, get ready for a ride! Enjoy!

Merith Weisman, Coordinator  
Center for Community Engagement, Sonoma State University

## **52** *One Minute Manager* Kenneth H. Blanchard and Spencer Johnson

*The One Minute Manager* got me out of my office and interacting with my staff more. The bottom line here is regular, substantive communication that is supportive, motivating, and results oriented. I also started having a lot more fun.

Eric Mendelman

## **53** *The Customer Comes Second: Put Your People First and Watch 'em Kick Butt* Hal Rosenbluth and Diane McFerrin Peters

I modeled my agency after this book's practices and have continued to follow its advice over the years. The concept is simple, but how Rosenbluth Travel delivered on this notion of employees first is true genius!

Leo Bottary, Vice President, Public Affairs  
Vistage International

## Marketing

### 54 ***Commonsense Direct & Digital Marketing*** Drayton Bird

When I read *Commonsense Direct & Digital Marketing* there was no reference to digital, so it was a pure direct marketing book. I read it about five years into my career and it made me stop and think.....differently.

This book isn't full of jargon, so it's pretty accessible and is crammed full of examples. Wherever Drayton makes a point (and he is always pretty straight to the point, calls it as he sees it), he has an example to back it up. It's engaging, entertaining...and educating.

Conor Byrne, Fundraising and Marketing Consultant

### 55 ***Don't Make Me Think: A Common Sense Approach to Web Usability*** Steve Krug

For nonprofits, when time, money and flexibility are usually in short supply, we need to be even more vigilant about keeping our websites useable and effective. Remember that simple doesn't have to be boring, sexy doesn't have to mean complex and innovation can spring from logic. Steve (yes, we're on a first name basis now) taught me that. I firmly believe that his book helped me become a better designer, communicator and teacher, for which I am forever grateful.

Eve Simon, Creative Director  
Beaconfire Consulting

Krug exposes a fundamental truth for any communicator: If you are trying to implant an idea in someone's brain or get them to do something, you have to understand what they experience, and make it as easy as possible for them do what you want.

Kira Marchenese, Director of Online Communications  
EDF

**56** *Don't Think Of An Elephant! How Democrats And Progressives Can Win: Know Your Values And Frame The Debate: The Essential Guide For Progressives*

George Lakoff

As a strategic communications consultant to many nonprofit organizations advocating for policy change, this book opened my eyes to the art and science of framing an issue to connect with people's sense of values and move them to action. A must read!

Carol Buckheit, Consultant  
Nonprofit MediaWorks

**57** *Hug Your Customers: The Proven Way to Personalize Sales and Achieve Astounding Results*

Jack Mitchell

Gave me a new perspective on the value of customizing "customer service" for donors and volunteers and going the extra mile to solidify relationships.

Jeremy Shatan, Communications & Operations Director  
Hope & Heroes Children's Cancer Fund

**58** *Influence: Science and Practice*

Robert B. Cialdini

One of the best books I've read. The research findings were often surprising and the application suggestions Cialdini provides allow you to implement the research into your own fundraising work.

Tim Bete, Copywriter & Marketing Consultant  
Energized Copy & Design

The classic primer on the art of persuasion. It's one of the five books I recommend as core guides to understanding people, which is the first step to lasting social change.

Katya Andresen, Chief Strategy Officer  
Network for Good

**59** ***Just Listen:***  
***Discover the Secret to Getting Through to Absolutely Anyone***  
Mark Goulston M.D.

It's a reminder to listen and really hear what people are saying to you and asking of you in your personal and professional life. Goulston's stories, examples, and recommendations are so valuable for clearer and more meaningful communications.

Alice Korngold, President & CEO  
Korngold Consulting LLC

**60** ***Made to Stick: Why Some Ideas Survive and Others Die***  
Chip Heath and Dan Heath

Gave great ways to make ideas stick, which is crucial not only for businesses but for nonprofits. Helpful in figuring out how to get ideas across in a way that works.

Danielle Tinker, Communications Coordinator  
Migration Policy Institute

**61** ***Marketing in the Age of Google:***  
***Your Online Strategy IS Your Business Strategy***  
Vanessa Fox

It made me stop and reconsider what an underutilized tool Google is for nonprofits.

Cassandra Stalzer, Communication Manager  
Rasmuson Foundation

**62** ***Marketing Management***  
Philip Kotler and Kevin Keller

Radically changed my perspective on marketing from serving a support function to an interconnected system of actions—from research to measurement—embedded in every program from the earliest planning on.

Nancy Schwartz, Publisher/President  
GettingAttention.org | Nancy Schwartz & Company

**63** ***Marketing to Women:  
How to Increase Your Share of the World's Largest Market***  
Marti Barletta

Opened up new doors in how to market to women more effectively. Women are the biggest spenders and think differently than men. Marti helps you understand how to create strategies, tactics and communications that will grab women's attention and win brand loyalty.

Marla Williams, Managing Partner  
In The Wings Speaker Management Agency

**64** ***Message Matters:  
Succeeding at the Crossroads of Mission and Market***  
Rebecca Leet

This book is the perfect primer for building strategic messages for your org's audiences. It's 145 pages, meaning no filler and straying anecdotes. This is an essential.

Garth Moore, Deputy Director  
New Media at ONE

**65** ***Positioning: The Battle for Your Mind***  
Al Ries and Jack Trout

This is the bible on positioning and a must-read for nonprofits and for-profits alike. While some of its examples are dated, the concepts still hold up beautifully.

It explains in detail why it's critical to lay out a big idea as you chart a course for your communications, rather than just go for it, working more reactively. It's full of great examples and communications 'best practices', written by two of the godfathers of marketing.

Sarah Durham, Principal  
Big Duck

**66** *Presentation Zen:  
Simple Ideas on Presentation Design and Delivery*

Garr Reynolds

It gave me a whole new way of not only looking at the way I prepare multimedia presentations but at my communications in general. Excellent book!

Debbie Koch, Director of Grants  
Springfield Technical Community College

**67** *Purple Cow, New Edition:  
Transform Your Business by Being Remarkable*

Seth Godin

Established the importance of appealing to the passionate as an action strategy.

Mark Rovner, Founder, Principal  
Sea Change Strategies

The big takeaways: 1) Everything involves marketing, and marketing is everything. 2) The only thing that matters is where you are 'purple', or unique. You can't beat someone who has already staked out a position, so create your own focusing on your area of strength. 3) You must meet people at their need. You can't make them care about something they don't need.

I use this paradigm every time I research a grant, every time I talk to the programming people about services we want to offer, every time I decide what to buy. This is one of two books that I would make everyone in the world read, if I had the power.

Elizabeth Lamond

**68** *Robin Hood Marketing:  
Stealing Corporate Savvy to Sell Just Causes*

Katya Andresen

This was a great guide to helping me understand how my nonprofit could make the leap from doing a fine job at communicating to effectively engaging its audiences and inspiring action for its mission.

Zan McColloch-Lussier, Consultant  
MixTape Communications

**69** ***Standing Room Only:  
Strategies for Marketing the Performing Arts***

Philip Kotler, Joanne Scheff Bernstein

I've read a lot of books on marketing and management, but this one is the one I'd recommend to those who want to learn more especially about marketing performing arts (theatre, dance, contemporary circus etc.). The writers don't offer any "recipes" but merely new ideas and cases, from which you can learn and try to modify them to your own needs and organizations. I've recommended this book to our trainees and volunteers as well, if they have wanted to learn more.

Janina Vilén, Managing Director  
Susanna Leinonen Company (Finland)

**70** ***Strategic Marketing for NonProfit Organizations***

Alan Andreasen and Philip Kotler

This book opened my eyes to the critical role marketing has for nonprofits. I learned that marketing did not equal 'selling' but, as Kotler explains, "Marketing and selling are almost opposites. Hard sell marketing is a contradiction...Marketing is not the art of finding clever ways to dispose of what you make. Marketing is the art of creating genuine customer value. It is the art of helping your customers become better off. The marketer's watch words are quality, service, and value."

Joanne Fritz, Nonprofit Blogger  
About.com

**71** ***The 22 Immutable Laws of Marketing:  
Violate Them at Your Own Risk!***

Al Ries and Jack Trout

I've used material from *The 22 Immutable Laws of Marketing* in my keynotes and master classes in 43 states and 20 countries. Written for private sector businesses, but invaluable for nonprofits and social enterprises as well.

Still the classic work in the field even though 18 years have passed since its initial publication. Just 132 pages of pure gold.

Jerr Boschee, Founder and Executive Director  
The Institute for Social Entrepreneurs

**72** *The Subversive Copy Editor: Advice from Chicago (or How to Negotiate Good Relationships with Your Writers, Your Colleagues, and Yourself)*

Carol Fisher Saller

In addition to grant writing, I proofread and edit communications, marketing materials, publications, etc. for nonprofits. This book helped me "ease up" and not take all of those grammar and punctuation rules that we learned in middle school so seriously. Also, the author repeatedly makes the case about writing and editing while always keeping your audience in mind—good advice for nonprofit marketers and fundraisers! Finally, the book is downright funny.

Laura Jansen, Independent Grant Writer

**73** *Tribes: We Need You to Lead Us*

Seth Godin

Godin's assertion that lasting and substantive change can be best effected by a tribe: a group of people connected to each other, to a leader and to an idea motivates me to do the two things I fear the most—lead and challenge the status quo.

John Lepp  
Agents of Good

**74** *Web Analytics: An Hour a Day*

Avinash Kaushik

This book is helping me learn how to use web analytics as a strategic tool, the difference between just reporting and actual analysis, and taking a customer-centric approach to the whole process.

Andy Stitt

**75** *Winning Your Election the Wellstone Way: A Comprehensive Guide for Candidates and Campaign Workers*

Wellstone Action

A fantastic framing and summary of everything that is needed to run a campaign.

Oliver MacColl, Senior Strategist  
Purpose

## Miscellaneous

### 76 ***Free Schools*** Jonathan Kozol

Crucial in helping me to understand education.

Stan Schwartz

### 77 ***Robert's Rules of Order*** Henry M. Robert

I think *Robert's Rules of Order* improved my board experience. It is amazing what you can get done with polite order.

Radha Stern, Program Officer  
Family Charitable Trust

### 78 ***Teaching as a Subversive Activity*** Neil Postman and Charles Weingartner

Definitely a book that changed my outlook on my profession.

Stan Schwartz

## **79** *Zen and the Art of Motorcycle Maintenance: An Inquiry into Values*

Robert M. Pirsig

The entire discussion of quality and Pirsig's efforts to define/describe it made me rethink the way people see products, ideas, objects, etc. The whole idea that "quality" is indefinable and that it can only be intellectually described in the form of analogy changed the way I thought of communications and, in particular, public relations and marketing.

If it is my job to describe and communicate the inherent quality of a product or an idea, how can I do that if quality itself is indefinable? It forced me to move beyond traditional marketing/PR thinking and into the mode of communicating messages based more on the listeners/readers perception so that the analogies I use can be as effective as possible.

A. Phipps

## Motivation

### 80 ***Becoming A Person of Influence: How to Positively Impact the Lives of Others***

John C. Maxwell and Jim Dornan

The book reinforced the value in doing good for others and motivated me to keep going.

Pamela Voss-Page, Executive Director  
Student Leadership Services, Inc.

### 81 ***Blessed Unrest: How the Largest Movement in the World Came into Being and Why No One Saw It Coming***

Paul Hawken

Made me think about the broader context of the worldwide social movement and realize that we are not working alone.

Angus Parker, Program Director  
WiserEarth

### 82 ***Clarity Quest: How to Take a Sabbatical Without Taking More Than a Week Off***

Pamela Ammondson

I found this helpful guided reflection incredibly useful as I transitioned from one career to another. The book includes common sense step-by-step reflection on various aspects of life, starting with breathing and progressing through food, exercise, relationships, work and spirituality.

Amy Borgstrom, Associate Director of Policy  
Corporation for National and Community Service

## **83** *Heavenly Eyes Of My Soul* Victoria Yousefi

*Heavenly Eyes of My Soul* made me very optimistic and hopeful when facing life's biggest challenges. An amazing story of a mother from Iran who finally was able to leave the country for a better future for her three young children. She soon discovers that her young son is diagnosed with aplastic anemia, a serious and life-threatening blood disease. A true story of hope, inspiration and wisdom. Amazing story. Unbelievable journey for this single mother of three children.

Cary Mitnick, Licensed Optician  
Aplastic Anemia And Omid's Mission Foundation

## **84** *It's Not About the Bike: My Journey Back to Life* Lance Armstrong

Inspired my drive to overcome the impossible.

Brendan Burns, Associate Director, Advocacy  
Alzheimer's Association

## **85** *Little Bets: How Breakthrough Ideas Emerge from Small Discoveries* Peter Sims

Touts that low-risk actions—taken to discover, develop, and test an idea—are the most productive path to take. When I found *Little Bets*, I found validation for the approach I've always taken and inspiration to continue “finding problems and solving them as you go.”

Kivi Leroux Miller, Consultant  
Nonprofit Marketing Guide.com

## **86** *Living, Leading, and the American Dream* John W. Gardner

In capturing the great lessons from so many of John Gardner's books, I draw inspiration for the hard times in leadership and understanding of why we do the work that we do. It is also valuable for those striving to find greater work-life balance for ourselves and those we work with.

Pat Read, Consultant  
Pat Read Consulting

## **87** *Man's Search for Meaning*

Viktor Frankl

Impacted my awareness of the critical role of choosing to have a meaningful 'why' to my life.

Elizabeth Guss, Director of Outreach & Development  
Whidbey Camano Land Trust

Can be used in all areas one's life. Work, life, play...

Kirk Williams

It is first and foremost a short history of Frankl's experience in Nazi concentration camps. The second half of the book relates the development of his new form of psychology called logo therapy—in essence how a person's perception of the "meaning" of their life, or lack of, drives them.

Transferred into fundraising it helps me to cut through the fog when working with a potential donor/client to find out what is important to them and if that "meaning" has any connection to what I'm raising funds for. On more than a few occasions, I've had the experience of coming to the quick conclusion that the donor's interests have little to do with my cause. When I tell them this it breaks down the barriers, they relax and get to know my organization better. You never know who they know that might love what you're doing!

Jeff Bauknecht, Development/Grant Officer  
The Museum of Flight

## **88** *Mountains Beyond Mountains: The Quest of Dr. Paul Farmer, a Man Who Would Cure the World*

Tracy Kidder

Reminded me that one person can make a difference.

Dee Andrews, Writer, Marketer, Consultant  
Dee Andrews Media, LLC

Farmer's incredible sense of mission (drive, obsession, whatever) to do good and help people inspired me to transition my career from the private sector to the nonprofit sector.

Mary Dennis, Director of Development Operations  
The Wilderness Society

**89** ***Never Eat Alone:  
And Other Secrets to Success, One Relationship at a Time***

Keith Ferrazzi

*Never Eat Alone* gives you purpose to step outside your shell and talk to anyone and everyone. Because I do my best to embrace his view, I have been incredibly successful in sales and finding new opportunities for myself.

Jill Davis, Business Development Associate  
Barton Cotton Holdings, LLC

**90** ***Oh! The Places You'll Go!***  
Dr. Suess

More a leadership book than for nonprofits per se, the book challenges the reader to think about their existence, their purpose in life and to pursue your dreams.

Paul Brown, Chief Executive Officer  
ChildFund New Zealand

This book is the most encouraging book I received early in my career. I refer back to it often because the wisdom is just unmatched!

Kim St. John Stevenson, Communications Manager  
St. Luke's Foundation

**91** ***Release Your Brilliance:  
The 4 Steps to Transforming Your Life and Revealing Your  
Genius to the World***

Simon T. Bailey

Why I wake up each day jazzed about making an impact in the life of someone who is looking for a nonprofit career. It truly stirred up the passion inside for me to make a difference.

Patty Hampton, Partner and Managing Director  
Nonprofit HR Solutions

## **92** *The 7 Habits of Highly Effective People* Stephen R. Covey

*The 7 Habits of Highly Effective People* provided me with principles to develop personally and to become more effective in how I work and relate with other people. This enabled me to self-reflect and reevaluate my take on life. Developing these principles was/is worthwhile and has had a lasting effect on my personal effectiveness.

Lavina Sadhwani

## **93** *The 8th Habit: From Effectiveness to Greatness* Stephen R. Covey

Had the most impact on me a few years ago and I am in the process of rereading now. The guidance on supervision and leading an effective team was likely the most valuable information that I took away from this book.

Glenda Shayne

## **94** *The Alchemist* Paulo Coelho

*The Alchemist* helped crack open a new perspective for me. One in which I was truly empowered to be the author of my destiny. Not in a 'ten simple steps way' but on a more profound and deeper level. It is narrated through a young shepherd boy, in a simple fable or parable style. But the wisdom and thought provoking narration, phrases and character encounters was, and still is, deeply moving.

It's not a self-help book. It has no instructions. In fact some of the chapters are darned hard to understand. It is a book to be meditated upon, to be consumed over time and then once and once again. It's not mystic, nor is it new age. It doesn't teach positive thinking, or think and grow rich strategies. It is unlike any other book I have read.

Sondra Dellaripa, Principal  
Harvest Development Group

**95** *The Autobiography of Andrew Carnegie*  
Andrew Carnegie

Incredible insight into a philanthropist and his ideas about the future. We now have the benefit of knowing where his investments led. It's a great reminder that the benefits of philanthropic investments may not be seen in our lifetime.

Jillian Vukusich, Director of Community Investment  
Community Foundation of Palm Beach and Martin Counties

**96** *The Bible*

I know that its contents are as on time, relevant and necessary as anything being put out there on the market.

Billy Delaney

It's a life guide.

Brian Lacy, President  
Brian Lacy and Associates

Besides the important moral aspects, there is so much great information on how to communicate, mediate and be a strong leader.

Jeff Hofaker

**97** *The Cathedral Within:  
Transforming Your Life by Giving Something Back*  
Bill Shore

I had a 20+ year career in corporate global high tech computer services, had always donated my business skills to nonprofits, and Bill Shore's book became known to me at just the perfect moment when I was deciding to make a career transition to use my marketing talents to help create social value and solve social problems. The book and message is simple—that we all have a helping spirit—yet so impactful because the story comes from his heart. And he is a powerful storyteller.

For anyone of any age or career or geography: Bill Shore makes you feel empowered to start giving more to get more out of your own life.

Diane Hill, Development Manager  
Our Daily Bread

**98** *The Creative Habit: Learn It and Use It for Life*  
Twyla Tharp

*The Creative Habit* took my creative spirit and quasi lack of organization and gave it a voice—channeling it into something useful, disciplined and productive. Extremely valuable!

Monica Shriver, Teaching Artist

**99** *The Happiness Project:  
Or, Why I Spent a Year Trying to Sing in the Morning, Clean  
My Closets, Fight Right, Read Aristotle, and Generally  
Have More Fun*  
Gretchen Rubin

Changed the way I react to people and situations.

Delia Huitema, Volunteer Coordinator  
ONE CARE

**100** *The Heart Aroused :  
Poetry and the Preservation of the Soul in Corporate America*  
David Whyte

A particularly engaging treatise that encourages the reader to look at the corporate world as an extremely personal blend of art (our vision, passion, creativity, heart and soul) and the corporate zeitgeist (management, products and sales). It inspires the reader to visualize and implement her/his own unique and soulful contribution(s) to the professional workplace.

Duff Batchelder, Managing Partner  
Management Solutions for Nonprofit Organizations, LLC

**101** *The Soul of Money:  
Reclaiming the Wealth of Our Inner Resources*  
Lynne Twist

This book clarified my understanding that clients of social service nonprofits have much to give and should not be positioned as victims.

Jan L. Chase, Consulting Specialist  
Institutional Advancement and Customer Retention Marketing

Suddenly raising money became an opportunity to connect with funders on a very personal level by talking about their values, moving fundraising for me into a more spiritual realm. From this perspective, I've gained a passion for talking fundraising and sharing inspiration from the book with board members.

Lori Polevoi, Communications & Development Director  
Interfaith Coalition of Whatcom County

A great read for anyone in the social profit sector or just in life. Takes the scarcity thinking out of the forefront of daily thinking.

Lori L. Jacobwith, Fundraising Consultant

**102** *The Success Principles:  
How to Get from Where You Are to Where You Want to Be*  
Jack Canfield

Instrumental in my personal growth as far as staying on track through goal setting and achievement.

Angela Anderson, PHR

**103** *Think and Grow Rich*  
Napoleon Hill

I hope others will find it helps them too, to find their way to fundraising success to help the nonprofits dear to their own hearts and to other riches they dream of as well.

Kathleen Betts

**104** ***Three Feet from Gold:  
Turn Your Obstacles into Opportunities!***  
***(Think and Grow Rich)***

Sharon Lechter

Gave me the keys to keep a positive and determined outlook, without drowning me in sappy, unpractical stories that I can't relate to. The concepts in the book are based on Napoleon Hill's *Think and Grow Rich*, and they are timeless.

As a nonprofit online marketer, it's sometimes difficult to stay focused and believe that my efforts will be rewarded. When I get frustrated at not seeing consistent returns for my hard work, I just think "I'm three feet from gold, I'm three feet from gold," and my determination renews. Excellent book, and a quick read! Highly recommended.

Amber Jones, Director, Creative and Digital Communications  
National Center for Policy Analysis

**105** ***Transitions***  
William Bridges

Talks about transitions in three stages (endings, interim period, new beginnings) and how these stages don't overlay cleanly to the stages of a transition one is experiencing. People often feel confusion because they think they should be feeling differently than they are actually feeling when navigating change. Has terrific crossover to personal situations, as well.

Matt Shelley, Senior Vice President Health and Human Services  
Greyston Foundation

## Productivity

### 106 ***Getting Things Done: The Art of Stress-Free Productivity*** David Allen

Changed how I think about time, project, and workflow management.

Cindy Leonard, Technology Services Manager  
Bayer Center for Nonprofit Management at Robert Morris University

### 107 ***Getting to Yes: Negotiating Agreement Without Giving In*** Roger Fisher/William Ury

It taught me to approach every potential opportunity with the mindset that it should be a win-win situation for both sides in order to succeed.

Rose Olea, IT Manager  
American Orthopedic Foot & Ankle Society

### 108 ***The 4-Hour Workweek*** Tim Ferriss

Tim Ferriss teaches a whole new way of thinking to leverage your time and knowledge allowing you to help many more people without sacrificing your personal life. Thanks to technology, it's now possible to share your message with millions allowing one person to serve so many.

Kim Chernecky, Founder & Director / Motivational Speaker  
Compassionate Community Services

## Strategy

### **109** *Begging for Change: The Dollars and Sense of Making Nonprofits Responsive, Efficient, and Rewarding for All*

Robert Egger

*Begging for Change* helped me think critically about the nonprofit sector and how we operate. We can't promote the status quo anymore—we must become intensely mission-driven.

Katie Fritz, Policy and Program Manager  
CEDAM (Community Economic Development Association of Michigan)

### **110** *Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others*

David Kord Murray

I fell in love with the concept that building new ideas from existing ideas is the best approach, and that everything has ideas or brilliance in it. The book covers a six-step method to help you apply the practice of building ideas off other ideas. Murray uses personal anecdotes and scores of examples to demonstrate how you can innovate for your organization's or association's competitive advantage.

Cheryl Ronk, CAE, CMP

**111** **Connected:**  
***The Surprising Power of Our Social Networks and How They Shape Our Lives—How Your Friends' Friends' Friends Affect Everything You Feel, Think, and Do***

Nicholas Christakis and James H. Fowler

*Connected* showed me how to use networks to leverage smarter, more efficient work. In the words of the Canadian sage Red Green, we truly are all in this together. Understanding how networks actually work means a stronger nonprofit community.

David Grabitske, Manager of Outreach Services  
Minnesota Historical Society

**112** **Content Rules:**  
***How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business***

Ann Handley and C.C. Chapman

My pick for a game-changing guide to using content to advance your mission without exhausting your team.

Beth Kanter

**113** **Forces for Good: The Six Practices of High-Impact Nonprofits**  
Leslie R. Crutchfield and Heather McLeod Grant

Experienced a complete shift in perspective about the work of nonprofits doing both service and advocacy work.

Kelli Williams, Director of Communications and Marketing  
SACNAS

**114** **Good to Great and the Social Sectors:**  
***A Monograph to Accompany Good to Great***

Jim Collins

Collins gave me the resources to respond to stakeholders who insist that nonprofits need to operate just like their for-profit brethren. He also inspired me with examples of how to report outcomes in a meaningful way.

Cindy Bahn, Program Director  
Mental Health America of Westmoreland County

An exceptional book to help understand how to move an organization from 'blah' to 'exciting,' from 'also-ran to leader,' from 'who?' to 'how do we become like them?'

Bob Gregg, MA CFRE

Building a team to be great—not just good. Importance of creating SOPs (standard operating procedures) for every job and then following them to build momentum in an organization.

Leta Roberts, President  
Sales & Marketing Strategies, Inc.

Changed my view on how organizations grow, change, succeed or fail.

Elizabeth Woolfe

## **115** *In Search of Excellence: Lessons from America's Best-Run Companies*

Tom J. Peters

*In Search of Excellence* was the first book to empower me. I believe the lessons are lasting, tried and true.

Hernán Castiñeira de Dios

## **116** *Love is the Killer App: How to Win Business and Influence Friends*

Tim Sanders

*Love is the Killer App* turned upside-down the concept of competition and information "hoarding" in favor of collaboration, information sharing and generosity. It has been an enduring and successful model for the work I do.

Nina Rubin, Director, Georgia Parent Advocacy Network  
Georgia Charter Schools Association

**117** *Managing as a Performing Art:  
New Ideas for a World of Chaotic Change*

Peter Vaill

"We live in a world of permanent white water...things one used to be able to take for granted, treat as relatively given, can no longer be viewed that way. In a destabilized context, you cannot know exactly what your problems are!" This description is valid no matter what field you work in: the context is constantly changing, and the only way to succeed is to constantly adapt. The image of permanent white water reappears in my mind on a regular basis.

Martha Frish

**118** *Next Generation Democracy:  
What the Open-Source Revolution Means for Power, Politics,  
and Change*

Jared Duval

This book offers insight and inspiration into the next generation of organizing and nonprofit work. Duval analyzes the new Millennial generation and new technologies, including social media and the open-source movement.

Chris Duni, Teacher  
FirstLine Schools

**119** *Relational Being: Beyond Self and Community*

Kenneth J. Gergen

Moving beyond theory to practice, this book develops a deepened understanding that organizations are all about constructed relationships, and we can choose to change how we construct our relationships to change outcomes.

Samuel Mahaffy, Executive Director  
GRE Consulting

**120** *The Charismatic Organization:  
Eight Ways to Grow a Nonprofit that Builds Buzz, Delights  
Donors, and Energizes Employees*

Shirley Sagawa and Deborah Jospin

I read this book first while Chair of the Board, and have turned to it time and again now as an Executive Director. I was particularly gratified that the authors included a focus on internal communications to create a strong foundation for success.

Alisa Kesten

**121** *The Go-Giver: A Little Story About a Powerful Business Idea*  
Bob Burg & John David Mann

It showed me how giving, rather than going all out to get, is more likely to lead to people supporting you. It's written from a marketing perspective, but is easily transferable to the nonprofit sector.

Written as a parable and just 96 pages, it's a great read, but with the added bonus of the possibility to change how you see and interact with the world as well!

Graham Richards, Freelance Fundraiser  
Serentwitterpy

**122** *The Pollyanna Principles:  
Reinventing "Nonprofit Organizations" to Create the  
Future of Our World*

Hildy Gottlieb

This book and the related consultant immersion training greatly helped me model the values that my clients want to create in the world and that I hope to help my clients live by. And to really believe and understand that my clients can create amazing communities not just incremental improvements, and I can be the catalyst to make that happen.

Jane Garthson

**123** *The Tipping Point:  
How Little Things Can Make a Big Difference*  
Malcolm Gladwell

Gave me perspective on how trends develop and emerge.

Holly Bartecki, Senior Vice President of Creative and  
Strategic Development  
Jasculca/Terman and Associates, Inc.

**124** *Uncharitable:  
How Restraints on Nonprofits Undermine Their Potential*  
Dan Pallotta

*Uncharitable* affirmed for me as a marketer who seeks to help charities that donors have unrealistic expectations of what it costs to run and promote nonprofit organizations. Charities are at a disadvantage and are being starved of the ability to operate well and for the long-term. As a donor, it changed how I will give and judge those worthy of giving to.

Josh Sieders, Project Manager  
Flock Marketing

**125** *What Would Google Do?*  
Jeff Jarvis

This book enabled me to see that Google is changing the way we as nonprofits (and for-profits) conduct our business. Working for a nonprofit that provides members-only information, I've realized that our biggest competition is indeed Google.

Craig Weinrich, Director of Membership  
Maryland Nonprofits

**126** *Whole Internet: User's Guide and Catalog*  
Ed Krol

*Whole Internet* confirmed for me that the Internet was and would become an immensely significant tool for business and personal communications and commerce, and that meant for nonprofits in particular. Although not aimed specifically at nonprofits, I read it from a nonprofit's view, and it inspired so many ideas and thoughts. I have subsequently spent my nonprofit career focusing on digital fundraising, spreading the word, building a resource, and learning so much in the process.

Howard Lake, Director  
Fundraising UK Ltd

## Volunteerism

### **127** *Called to Serve: Creating and Nurturing the Effective Volunteer Board* Max De Pree

This book helped me learn about what makes for a "good" nonprofit board of directors, but also helped me connect what I already knew about groups and teams, service, community and the spirit of nonprofits. Max DePree highlights the importance of fun, passion and liveliness, as well as skills, effectiveness and competence in the making of an extraordinary board. Very inspiring!

Del Black, Owner  
Deep Roots Consulting

### **128** *From the Top Down: The Executive Role in Volunteer Program Success* Susan J. Ellis

Any organization that involves volunteers should require senior management to read this book. It changed the way I think about community involvement and the way I talk about volunteer engagement.

Jayne Cravens, Consultant/Owner  
Coyote Communications

### **129** *The American Way to Change: How National Service and Volunteers Are Transforming America* Shirley Sagawa

A must-read that I have shared with my staff. In light of proposed devastating funding cuts for national service programs, Shirley's insights underscore the value of high-impact programs (like our RSVP of Westchester) that are so efficient and effective, especially in areas of the country that have fewer resources and larger needs.

Alisa Kesten

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—Kitty McCullough, Executive Director, Manitoga/Russell Wright Center

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