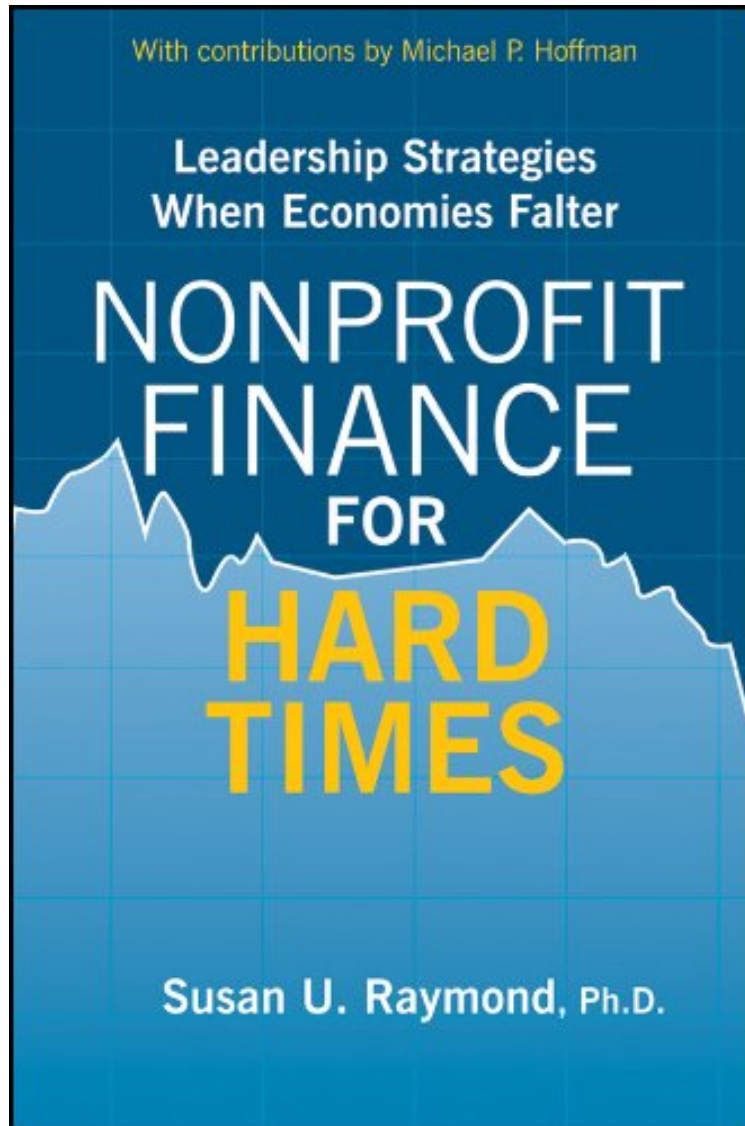


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# Nonprofit Finance for Hard Times: Leadership Strategies When Economies Falter

*Susan U. Raymond*

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**Susan U. Raymond : Nonprofit Finance for Hard Times: Leadership Strategies When Economies Falter** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Nonprofit Finance for Hard Times: Leadership Strategies When Economies Falter:

How to make strategic plan to help your nonprofit navigate turbulent financial waters and achieve strengthened

revenues During this time of upheaval and instability with the country's financial markets and economy, you might be wondering how your nonprofit can emerge stronger from this unprecedented turmoil and prepare for future economic cycles. Practical and timely, *Nonprofit Finance for Hard Times: Leadership Strategies When Economies Falter* helps your nonprofit get strategic in the weak economy. *Nonprofit Finance for Hard Times* shows you how surviving the current economic conditions means dedicating yourself to understanding the details of the current financial crisis and identifying those Board members and other leaders who can give you deep analysis on the crisis and act as your analysts of the winners and losers in real time. Emphasizes that the core of all strategy is engagement Helps you reassess your nonprofit's communications tools for both messages and markets Asserts that the operative need is for strategy, not panic Revisits all assumptions Explains how to sort and cull past supporters for those who will emerge from the turmoil first and strongest Reveals how to identify new audiences Providing the guidance your nonprofit needs-not to just hang on for the white-knuckle ride, but to plan their best strategy to survive and succeed-*Nonprofit Finance for Hard Times* equips you with the tools you need to get started.

From the Inside Flap  
*Nonprofit Finance for Hard Times* When economic crisis hits, as it has with a vengeance in the 2008–2009 recessionary period, there is much concern for the health of the nation's nonprofits. But to see nonprofits as passive victims of economics is a misperception. Your nonprofit is part of the nation's economic structure and a vibrant economic participant with a wide range of revenue options and strategies. A powerful tool for your nonprofit's financial health, in both good and bad times, *Nonprofit Finance for Hard Times* features authoritative coverage of: The strategic steps your nonprofit needs to take to prepare for and respond to economic crisis Public charities on the economic landscape Defining overall nonprofit revenue Accommodating change in the interests of stability Innovations in philanthropic financial support strategies The complexity of economic cycles and nonprofit revenues A systems approach to revenue strategy Common principles for robust strategy This timely and practical guide shows you how surviving difficult economic conditions means dedicating yourself to understanding the details of any financial crisis and identifying those board members and other leaders who can both give you deep analysis and act as your analysts of the winners and losers in real time. The guidance your nonprofit needs is here—not to just hang on for the white-knuckle ride, but to plan your best strategy to survive and succeed. Get equipped with the tools you need to get started in *Nonprofit Finance for Hard Times*.

From the Back Cover  
Praise for *Nonprofit Finance for Hard Times* "Nonprofits provide a wide range of essential services across this nation. Economic crisis can cripple the financial health of these nonprofits just as the crisis itself is heightening the demand for their services. *Nonprofit Finance for Hard Times* is a thorough yet wide-ranging analysis of the intersections between economic storms and nonprofit capacity. More importantly, it provides a unique framework for developing strategies to diversify revenue sources in ways that will increase a nonprofit's abilities to withstand the buffeting of those storms. *Nonprofit Finance for Hard Times* is a must read for nonprofit managers, Boards, and the philanthropists who are invested in their success." —The Honorable and Mrs. Rudolph W. Giuliani "Nonprofit Finance for Hard Times challenges the nonprofit sector to seize opportunity from the jaws of economic crisis. Premised on an explicit philosophy that places community engagement at the heart of both nonprofit action and philanthropic giving, this book provides both financial strategy for nonprofit organizational growth and core concepts of leadership that will deeply embed community participation in the structure and success of nonprofits. Stronger nonprofits and more effective philanthropy need not be left to the fates. *Nonprofit Finance for Hard Times* provides strategy and leadership to ensure that institutions that are dedicated to community well-being do not themselves fall ill in economic crisis. The data are rigorous, the analysis is astute, and the strategies can and should be part of the planning process for nonprofits and philanthropists alike." —Susan Braun, School Administrator, The Waldorf School of Garden City, Former CFO, Citigroup Investment Services  
About the Author  
SUSAN U. RAYMOND, Ph.D., is Executive Vice President for Research, Evaluation, and Strategic Planning at Changing Our World, Inc. She has extensive experience in research, analysis, and planning, most recently with the prestigious New York Academy of Sciences. Prior to this, she was a project officer at the World Bank and a consultant to the U.S. State Department and to various private organizations, including the Carnegie Corporation, specializing in health care and international economic research. Susan serves as Chief Analyst for OnPhilanthropy.com, a global resource for nonprofit professionals. She has written for many publications, particularly in the areas of economics, health care, and corporate responsibility, and is the author of two books with Wiley.