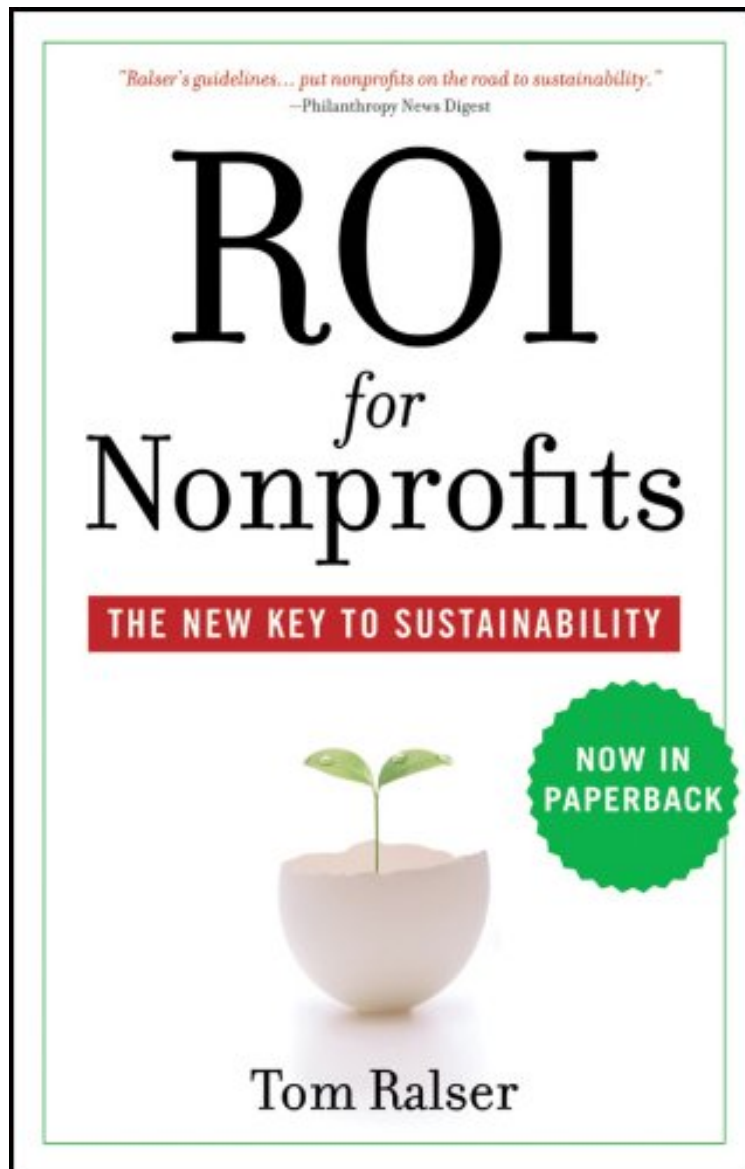


ROI For Nonprofits: The New Key to Sustainability

Tom Ralser

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Tom Ralser : ROI For Nonprofits: The New Key to Sustainability before purchasing it in order to gage whether or not it would be worth my time, and all praised ROI For Nonprofits: The New Key to Sustainability:

1 of 1 people found the following review helpful. Distinctions MissingBy Eric PhelpsWhile the author makes several good points about developing an ROI for Nonprofit organizations, the book lacks an exploration of the fundamental differences in financial structures for NGOs, including restricted funding and that the recipients of NP actions are not the "investors." There are at times declarations that are not substantiated ("in our experience 90% of nonprofits..."; "in

general fundraisers are not numbers people") and there a single paragraph discussion of strategic planning. Even to make SP as a poor practice, one would think more time could have been spent covering the topic rather than dismiss it out of hand. To discuss "small nonprofits" as those with budgets under \$10M (when most operate below \$100,000) is to really miss an important distinction. And in light of recent behavioral economic thinking (The Why Axis, Freakonomics, etc.) this book seems to focus a lot on transactional economics that don't seem to apply well to the nonprofit sector. I do recommend Mr. Rasler's book "Asking Rights," but think that this one has missed an opportunity to make a better case.

1 of 1 people found the following review helpful. Easy read, great info and ideas. By Paul KeimWell written, easy to understand and motivating book. As a new board member on a small non profit company, I learned so much. I am passing out my copy to other board members to use and look through.

2 of 2 people found the following review helpful. Can you handle the truth? By B. KolmanAs 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.

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.

From the Inside Flap ROI for Nonprofits The New Key To Sustainability Tom Ralser "Ralser's guidelines? put nonprofits on the road to sustainability." -Philanthropy News Digest Now In Paperback From the Back Cover Praise for ROI for Nonprofits: The New Key to Sustainability "Tom Ralser has managed to condense his years of experience as an educator, lecturer, and consultant into a wonderful book filled with lessons learned, real-world situations and sound business approaches. This is bound to become a desk reference for many nonprofit executives." mdash; Patricia J. Kota, RN, MSPL, Chief Executive Officer, Coastal Medical Access Project "We have done logic models, SMART goals, and outcome measures for years. But after completing the OVP analysis, our staff and board members' enthusiasm for the mission increased, as they saw the significant economic value we contribute to our community each year. The OVP tool helps us make a compelling case for support that resonates with local donors and supporters beyond emotional appeals." mdash; Marina Sampanes Peed, President and Executive Director, The IMPACT! Group "Tom Ralser's groundbreaking book ROI for Nonprofits is THE new guidebook for not-for-profit organizations serious about success." mdash; Bob Johnson, President, Smart Funding Plus, LLC Written by Tom Ralser mdash; a CFA uniquely qualified to apply ROI methodologies to the nonprofit sector mdash; ROI for Nonprofits: The New Key to Sustainability offers immediately useful concepts that accentuate, enhance, and augment solid fundraising and represents a major change in how to capitalize on the motivations of those who are likely to invest in your organization. About the Author Tom Ralser, founder of Capital Strategists Group, LLC, has worked with hundreds of organizations in forty-eight states. He has over eighteen years of experience working with organizations seeking his financial know-how and analytical skills. He holds the prestigious Chartered Financial Analyst (CFA) designation and applies his skills to the challenging task of investment justification in the nonprofit world.