



Midwest Regional Children's Advocacy Center (MRCAC) Directors Journal Club Annotated Bibliography

Fundraising

Ball, Alyson. (2009). *Nonprofit Board of Directors – Is Yours Apathetic? 5 Common Problems and How to Solve Them*. Ezine Articles, www.ezinearticles.com.

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Despite varying sizes, maturities, and purposes, many nonprofit organizations suffer from boards that are too passive or disengaged. If your Nonprofit Board of Directors isn't enthusiastic about their role and the work of the organization, the organization cannot possibly reach its full potential. This article encourages you to step back from your board of directors for a moment and read through a list of common board problems.

Berigan, Jim. (2008). *3 Suggestions for Raising Money in Tough Economic Times*. Step by Step Fundraising. www.stepbystepfundraising.com.

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Asking people to donate money is never an easy task. In tough economic times, it's even more difficult. If people are struggling to pay their mortgage and utilities, how can they find any extra for your organization? I, like many of you in the non-profit sector, have had to exist in this challenging reality for a number of years now. Here are a few ideas that have helped me make ends meet when our donor base is struggling.

Waters, Richard. (2010). *Increasing Fundraising Efficiency Through Evaluation: Applying Communication Theory to the Nonprofit Organization – Donor Relationship*. *Nonprofit and Voluntary Quarterly*. 1-18.

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Light has documented a decline in the public confidence expressed in charitable organizations. Given the importance of individual donors to the sector, it is vital to understand how these organizations cultivate relationships with donors to survive sectorwide controversies. The organization–public relationship (OPR) framework allows the current study to assess the well-being of the nonprofit organization–donor relationship. Through 1,706 surveys administered to randomly sampled donors at three western United States nonprofit hospitals, the results indicate that the nonprofit–donor relationship is healthy in terms of the relationship evaluation; however, the impact of cultivation strategies suggested by communication theory varies significantly for major gift and annual giving donors. Structural equation modeling provides insights for fundraisers on how they can streamline their fundraising programs to maximize the impact of their cultivation efforts.



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Public Policy and Legislative Advocacy

Minnesota Council of Foundations. (2010). *Advocacy Toolkit: Strategies for Engaging Foundations in Advocacy*. Minneapolis, MN: Humphrey Institute of Public Affairs.
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Produced for MCF by the Humphrey Institute of Public Affairs, the toolkit offers definitions, legal guidelines, a basic step-by-step break down of advocacy, a list of ways to engage and evaluate efforts, and resources for further learning.

Organizational Capacity

Eisner, D., Grimm, R., Maynard, S., Washburn, S. (2009). *The New Volunteer Workforce*. *Stanford Social Innovation Review*. 32-37.
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Nonprofits rely heavily on volunteers, but most CEOs do a poor job of managing them. As a result, more than one-third of those who volunteer one year do not donate their time the next year—at any nonprofit. That adds up to an estimated \$38 billion in lost labor. To remedy this situation, nonprofit leaders must develop a more strategic approach to managing this overlooked and undervalued talent pool. The good news is that new waves of retiring baby boomers and energetic young people are ready to fill the gap.

Johnson, Mike. (1999). *The Ten Biggest Mistakes New CACs Make*. *The National Child Advocate*. 3. 1-4.
[Request Article from CALiO Library](#)

Praxis Project. (2010). *Building Diverse Community Based Coalitions*.
[Download Article](#)

This article discusses the need for diversity in communities. It explains the past tensions that have helped form the current reality of conflict between various groups.

Support Center for Nonprofit Management. (2010). *Leadership and Management*. *Journal for Nonprofit Management*. 14, 1-59.
[Download Article](#).

The Support Center produces the annual *Journal for Nonprofit Management*; an annual publication for those concerned with developing excellence in nonprofit management.



Midwest Regional Children's Advocacy Center (MRCAC)
Directors Journal Club Annotated Bibliography

Wolfred, Tim. (2008). Building Leaderful Organizations: Succession Planning for Nonprofits. Compass Point Nonprofit Services. Baltimore, MD: The Annie E. Casey Foundation.
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This publication presents emergency succession planning tools (an important “risk management” practice). It offers executive directors guidance on when and how to leave an organization, and includes suggestions for boards to assure the sustainability of their organizations.