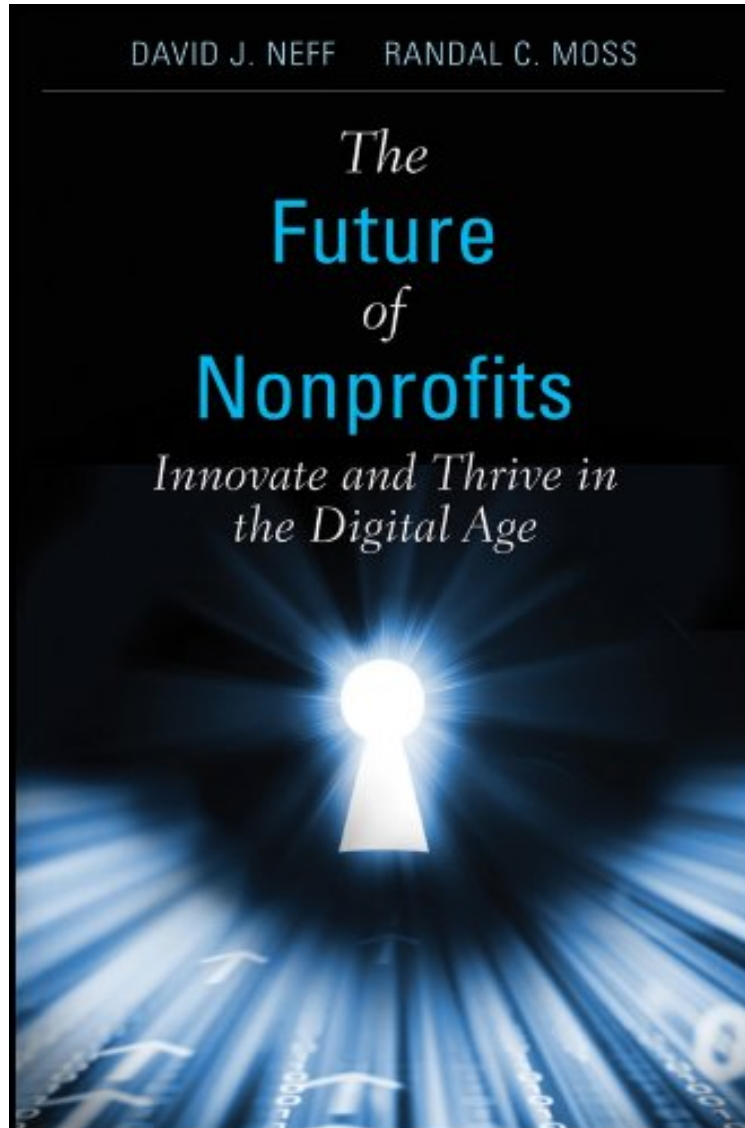


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The Future of Nonprofits: Innovate and Thrive in the Digital Age

David J. Neff, Randal C. Moss

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David J. Neff, Randal C. Moss : The Future of Nonprofits: Innovate and Thrive in the Digital Age before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Future of Nonprofits: Innovate and Thrive in the Digital Age*:

5 of 5 people found the following review helpful. A great resource for building innovation into your organization
By CustomerFull disclosure: I know David Neff. Actually, I'm pretty sure that at least 60% of Austin knows David Neff, who is one of the most gregarious people I've met. He's constantly on social media, he was named the 2009 AMA/AMAF Social Media Marketer of the Year, and he is famous for his annual Mustache and Bad Sweater Party. He's spoken to my classes once or twice. And he's very passionate about nonprofits. So I was happy to hear that David

had teamed up with Randal Moss, with whom he had worked at the American Cancer Society, to write a book on the future of nonprofits. *The Future of Nonprofits* is definitely worth reading - not just for those in the nonprofit sector, but for anyone who is interested in opening their organization's culture up to innovation. Neff and Moss take a strategic approach, illustrated with cases from their own work and interviews with innovation leaders at nonprofits. The authors cover a lot of ground here: they define innovation, discuss how to measure it, discuss how to build it into the organization's culture, and describe upcoming social and technological trends that will impact it. They give us lots of resources, from basic processes to sample job descriptions to advice on how to set up an innovation "Skunkworks." Their cases, interviews with innovation leaders in the nonprofit sector, and other examples are all illuminating. And the writing style makes the book a page-turner. Although the authors talk about strategy, future trends, and principles, they also cover nuts-and-bolts decisions and resources. The book's not just full of ideas; it also covers practical issues and gives plenty of guidance. With lists that predict trends of the next five years, obviously parts of this book will have a short shelf life. That just means you should buy it quickly. The other parts will age more gracefully, I think, and the book as a whole should be useful to nonprofits - but also to other organizations that prize high constituent engagement. If you're in the position to hire, innovate, or engage in your organization, consider picking it up.

2 of 2 people found the following review helpful. "The Future" is bright. By Aimee Chonoski This read is packed full of tips for examining our present efforts as nonprofit professionals. I really appreciated the last chapter "The Future of Communications", which offered real life tools for segmenting, monitoring, and advertising. As a Marketing Coordinator it's difficult to weed through all the best practice advice on blogs, webinars, and newsletters out there. "The Future of Nonprofits" offers a clear point of view and researched methods for improving communications.

1 of 1 people found the following review helpful. A Brilliant Blueprint for Success By Sheena Harden I was first introduced to author David Neff at the 2010 Governor's Nonprofit Leadership Conference. I had heard of him around the nonprofit scene but until then had no direct experience with him or his work. I was privileged to hear his presentation with partner in crime Matt Glazer on the power of social media. It went well beyond the basics, digging into strategies, tactics and case studies. At the time he mentioned that he was working on a book but hey, isn't everyone? Despite his obvious brilliance, I had no idea that what he would produce with co-author Randal Moss would be such a master work. *The Future of Nonprofits, Innovate and Thrive in the Digital Age* is nothing short of magnificent - content rich with a fluid, confident, laid back (Austin) style. Each section is logically laid out and includes case studies, tips and tricks as well as a neat summary at the end. The meat is all about the mechanics of innovation - why is it important? How do you do it? Does innovation automatically happen when someone has an idea? It's work and more than that, it's team work that turns an idea into something real. Neff and Moss have drawn us a road map for innovation, illustrating it beautifully through stories, interviews and case studies that break up the text and compliment the flow. As I was reading, it felt as if I was at the table with the experts they interviewed, following a conversation from one idea to the next. Instead of the usual dry citations we get rich conversations. I walked away after reading *The Future of Nonprofits* not only with clear strategy for helping my nonprofit, Austin Free-Net do what we are already doing, better - but a blueprint for innovation that will hold true in whatever age (digital or something as yet unimagined) yet to come.

Ever heard of an internal entrepreneur? You might know the type. They're kind of employee who pushes mercilessly towards the trends of the future. Often looked at as a little bit outside the mainstream, more often than not the decisions this internal entrepreneur makes on behalf of an organization pay off in spades. So what makes an internal entrepreneur? How can you, as a nonprofit, create a culture that rewards futuring, internal entrepreneurs and innovation and doesn't shut it down? The book *"The Future of Nonprofits: Thrive and Innovate in the Digital Age"* helps organizations do those very things. Better predicting future trends helps to reshape culture, creating the kind of environment ripe for positive growth in this fast changing world we work in today. Designed for nonprofit employees on all levels, the book will become a go to handbook for those interested in adapting in the modern world, not looking to be left behind. *The Future of Nonprofits* helps organizations capitalize on internal innovation. Innovative nonprofits are able to better predict future trends to remake and reshape their culture, structure, and staff to be a more nimble and lean. By applying the strategies laid out in this book, nonprofit professionals of all levels can prepare their organizations to take advantage of future trends and develop innovative "internal entrepreneurs" that will grow revenue and drive their mission. Provides nonprofits with a comprehensive playbook on how to create a new, more flexible, innovative organization Provides nonprofits a look at the future of fundraising and communications trends into 2016 Case studies highlight successes and failures Highlights the power and strength of Social Media Highlights how to hire, train, manage and inspire "internal entrepreneurial" employees Features actionable advice on creating an organization that is primed to grow and thrive in the immediate and long-term future This game-changing book reveals how every nonprofit can put technology, innovation and future trends to work to reach their mission and grow revenue.

From the Author Ever heard of an internal entrepreneur? You might know the type. They're kind of employee who pushes mercilessly towards the trends of the future. Often looked at as a little bit outside the mainstream, more often

than not the decisions this internal entrepreneur makes on behalf of an organization pay off in spades. So what makes an internal entrepreneur? How can you, as a nonprofit, create a culture that rewards innovation and doesn't shut it down? The book "The Future of Nonprofits: Thrive and Innovate in the Digital Age" helps organizations do those very things. Better predicting future trends helps to reshape culture, creating the kind of environment ripe for positive growth in this fast changing world we work in today. Designed for nonprofit employees on all levels, the book will become a handbook for those interested in adapting in the modern world, not looking to be left behind. The Future of Nonprofits helps organizations like yours capitalize on internal innovation. Innovative nonprofits are able to better predict future trends to remake and reshape their culture, structure, and staff to be a more nimble and lean. By applying the strategies laid out in this book, nonprofit professionals of all levels can prepare their organizations to take advantage of future trends and develop innovative "internal entrepreneurs" that will grow revenue and drive your mission.

David J. Neff and Randal C. Moss

From the Inside Flap

In 2009, a group in the United Kingdom did something extraordinary. They held a Tweetup (using Twitter to gather friends for a meeting) to support one of their favorite charities, Charity Water, a nonprofit organization bringing clean, safe drinking water to people in developing nations. Globally, the Twestival raised more than \$250,000, providing the funds needed to bring access to clean water to more than 17,000 people. Learn how your nonprofit can discover new revenue streams, improve your constituent relations and become an engine of innovation with *The Future of Nonprofits: Innovate and Thrive in the Digital Age*. Providing both inspiration and tactical advice to nonprofit leaders, program managers, staff, philanthropists, foundations, and new media professionals, *The Future of Nonprofits* shows you how to remake and reshape your nonprofit's culture, structure, and staff to become a more modern, nimble, and lean organization. This comprehensive playbook demonstrates how to create and launch a new, more flexible, innovative organization that is better equipped to embrace and leverage today's digital technologies. Authors David J. Neff and Randal C. Moss share their decades of experience creating innovative digital marketing, community building, social media, fundraising, and developing engagement projects and programs for the American Cancer Society, the AIDS Research Alliance, Planet Cancer, United Way, and Goodwill, among many others, to provide you with the tools, skills, and knowledge to grow and drive your nonprofit's mission. Neff and Moss offer a wealth of insights into their methodologies and the projects and programs that inspire them. They dispense practical and tactical advice on how to begin and sustain a culture of innovation, how innovation pays, and how to evaluate the impact of your innovation efforts. They also show you how to present and sell the concepts to your organization's leadership at both the field and board levels. Rich with case studies and experience gained from the authors' real-life successes and failures, the book concludes with actionable, concrete advice on how to create an organization that is ready and primed to grow and thrive on innovative ideas that reap results. Make the most of today's digital marketing opportunities with the help of *The Future of Nonprofits*.

From the Back Cover

Praise for *The Future of Nonprofits*

"The creaky wheels of the nonprofit industry are about to get the grease they need! *The Future of Nonprofits* combines twenty-first century innovations (social media, alternative currencies, digital channels) with enduring success strategies of the best nonprofits (hiring killer talent, structuring smart). Moreover, David and Randal lay out a formula for organizational innovation—the Holy Grail of the nonprofit world. This is the playbook every nonprofit soldier needs to make it in the Digital Age."

—Beth Kanter, coauthor of *The Networked Nonprofit*

"*The Future of Nonprofits* is a must-read for anyone looking to go beyond the status quo and instigate sustainable change in an organization. Moss and Neff translate decades of hard-earned experience into an action-oriented book. The rapid rate of change brought on by digital technology has rendered the word 'innovation' a broadly defined cliché. *The Future of Nonprofits* reclaims meaning for this word."

—Kevin Dugan, Director of Marketing, Empower MediaMarketing

"If you work in nonprofits, I believe that this is the book that will eventually be sitting atop your desk highlighted, underlined, and dog-eared. Fostering workplace innovation and creativity is a lofty goal that all of us in the nonprofit world desire, but few of us know the secret formula to achieve. *The Future of Nonprofits* provides that formula, and I'm excited to put it to use to help Best Friends achieve our mission of No More Homeless Pets."

—Gregory Castle, CEO, Best Friends Animal Society

Sharing their decades of experience, nonprofit game-changers David J. Neff and Randal C. Moss help readers revitalize the nonprofit workplace. In the Digital Age, the ability to "future cast" trends is of utmost importance, and staffing, workplace systems, and tech tools can make or break a nonprofit's success. By showing readers how to foster workplace innovation, identify and encourage internal entrepreneurship, and radically make-over their fundraising methods, this book gives readers the keys to the nonprofit they've always wanted. *The Future of Nonprofits* covers:

- How to create a culture of innovation
- In-depth profiles of nonprofit thought leaders
- Case studies from organizations using social media in unique ways to raise money and forward their mission
- A complementary website (www.thefutureofnonprofits.com) that includes a blog, new case studies, a members' club, and more, along with a groundbreaking graphic novel

Written for volunteers, staff partners, board members, fundraisers, and everyone in between, *The Future of Nonprofits* shows nonprofits of all sizes how to create an inventive and flexible culture. Among today's fast-changing social, economic, technology, and media shifts, nonprofit professionals no longer have to worry about being left behind—this book leads them confidently into the future.