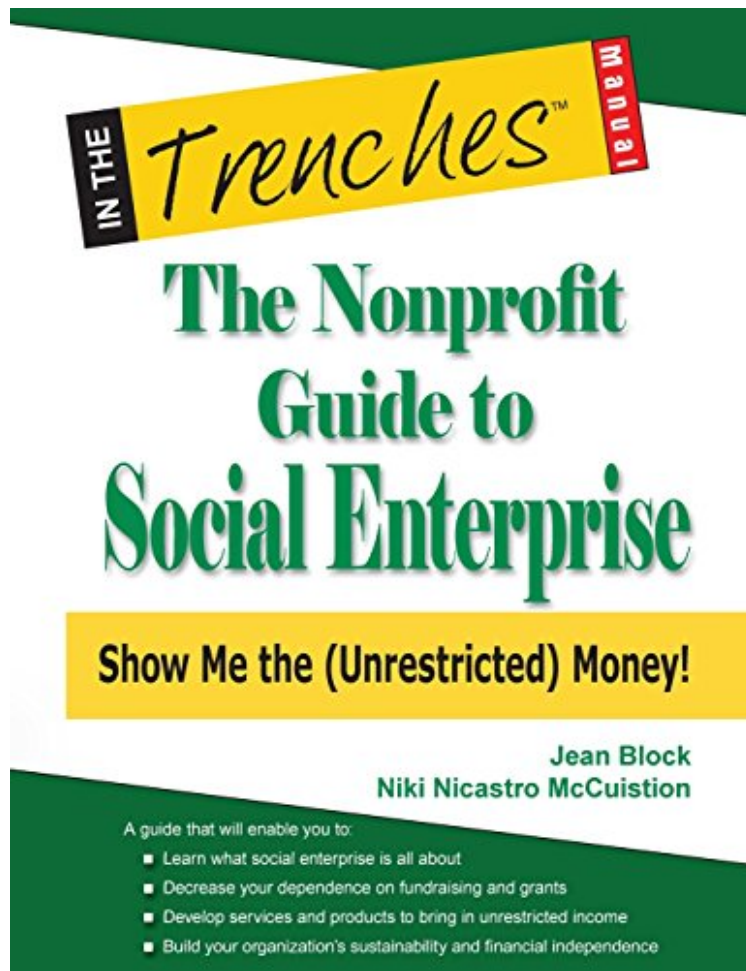


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The Nonprofit Guide to Social Enterprise: Show Me The (Unrestricted) Money!

Jean Block, Niki Nicastro McCuiston
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Jean Block, Niki Nicastro McCuiston : The Nonprofit Guide to Social Enterprise: Show Me The (Unrestricted) Money! before purchasing it in order to gage whether or not it would be worth my time, and all praised The Nonprofit Guide to Social Enterprise: Show Me The (Unrestricted) Money!:

0 of 0 people found the following review helpful. A great step by step guide for non profits who seek ...By Bettina SchempfA great step by step guide for non profits who seek to expand their income sources but be thoughtful about it.0 of 0 people found the following review helpful. A Guidebook to Revenue Diversity for Non-ProfitsBy Anthony PaceThe business model of the typical non-profit is under siege, donation, grants and government support are in decline. In response, Block McCuistions book shows how non-profits can flourish in this challenging environment by diversifying their income through social enterprise businesses. I found the Nonprofit Guide to Social Enterprise to be

an easy to follow, step by step plan how non-profits can develop successful businesses that can generate revenue streams to reduce an organizations dependence on donations, government support and the whims of fundraising. By following the books plan, a non-profit will adopt solid business practices like market research, marketing, budgeting, pricing and active business planning. Non-profit leaders do yourself a favor, read this book, embrace its concept, develop diverse income streams and the result will be a stronger organization leading to more expansive community service. 2 of 2 people found the following review helpful. A Logical and Common Sense Approach By Margaret Hoogstra A great guide for the nonprofit organization ready to reach move beyond traditional funding cycles. A common-sense and methodical approach where each step builds on the previous exercise. Be ready to challenge your thinking about your nonprofit organization, the services you offer and ways in which the organization can improve and expand its offerings!

Lets face it. Todays nonprofit fundraising environment is just plain tough. Development efforts that worked for decades no longer bring the same results. Nonprofits can no longer count entirely on government funding, available grants, and individual solicitations. Different and more creative solutions are a must. The Nonprofit Guide to Social Enterprise is an essential guide to starting a social enterprise within your nonprofit organization. The step-by-step process in this comprehensive manual offers a tested approach to launching a successful nonprofit social enterprise that builds your organizations capacity and reduces reliance on traditional but dwindling funding sources. This manual, part of the popular CharityChannel Press In the Trenches series, has examples, worksheets, guidelines, and a business plan template and process that take you through the entire journey of what must be done to launch a successful social enterprise that works to build sustainability for your mission and market. The authors you how to reduce your nonprofit's dependence on traditional funding and outlines processes for building unrestricted income sources that allow your organization to expand services, develop new programs, provide better wages and benefits for staff, and build organizational capacity. Learn how to: Create sustainability. Develop a sound business plan. Discover an enterprise venture that aligns with your mission. Reduce your dependence on charitable donations. Execute a strategic process that builds sustainability. The Nonprofit Guide to Social Enterprise will help you develop a clear vision and results-driven plan. Chapter One Social Enterprise: Changing the World for the Common Good Chapter Two Paradigm Shifts: The Business of Doing Good Chapter Three Vetting the Social Enterprise Model Chapter Four Organizational Goals, Focus, and Desired Outcomes Chapter Five Examining Your Assets and Opportunities: What You Do, What You Have, What You Know Chapter Six Testing the Waters Chapter Seven Developing Your Sales Plan Chapter Eight Understanding Pricing, Financing, and Costs Chapter Nine Developing Your Business Plan Chapter Ten Sustainability: The End Goal Appendix A Business Plan Example Appendix B Resources Read this manual, follow the process, and join the ranks of forward-looking successful nonprofits that have changed their business model from reliance on others to sustainable self-reliance.

About the Author Jean Block is a nationally known consultant, trainer, and author on nonprofit management, FUNdraising, board development, and social enterprise. She has been an executive director and board chair for local, regional, and national nonprofits. She learned about social enterprise in 2003 and taught a six- to nine-month program on social enterprise through a contract with the National Center for Social Entrepreneurs. In 2006, she formed Social Enterprise Ventures, LLC, as a part of her long-standing consulting company, Jean Block Consulting, Inc. Jean has taught social enterprise to more than one hundred nonprofits throughout the United States, many of which have already launched very successful earned income ventures. She speaks to hundreds of nonprofit professionals each year. Jean is the author of *The Invisible Yellow Line: Clarifying Board and Staff Roles*, also published by CharityChannel Press, and a number of other books. Niki Nicastro McCuiston is a consultant, speaker, executive coach, and author who focuses on performance strategies that help organizations and individuals achieve sustainable results. Over the last twenty-five years, she has provided strategic business consulting and coaching, nationally and internationally, to thousands of corporate executives, entrepreneurs, and their management teams, with a focus on nonprofit governance and strategy, change management, leadership, and fundraising. As a former nonprofit CEO, she was responsible for all facets of its fundraising and understands firsthand the many challenges nonprofits experience. Niki has earned the highest professional award the National Speakers Association bestows, the CSP (Certified Speaking Professional). She is the author/coauthor of several business books on sales, leadership, coaching, and change management, as well as numerous business articles. Niki earned a master of philanthropy and development from St. Marys University, Winona, Minnesota, and an MBA from the University of Dallas in nonprofit leadership and governance.