



CPR for Nonprofits: Creating Strategies for Successful Fundraising, Marketing, Communications and Management

Alvin H. Reiss

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In this innovative, practical guide, Alvin H. Reiss shows how dozens of organizations have developed creative strategies for tackling the real-life fundraising, marketing, and management challenges that nonprofits face every day.

In an easy-to-follow format, Reiss introduces a real Challenge faced by a nonprofit, guides readers through the steps the organization took in developing a Plan to meet the challenge, and then presents the Result of the organization's plan. The book offers accessible, adaptable strategies for dealing with a broad spectrum of nonprofit concerns, such as increasing attendance at special events, stepping up board involvement in fundraising, and handling negative press. Throughout the book, Reiss poses the practical questions readers need to answer in order to apply the case study strategies to their own organizations' experience.

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