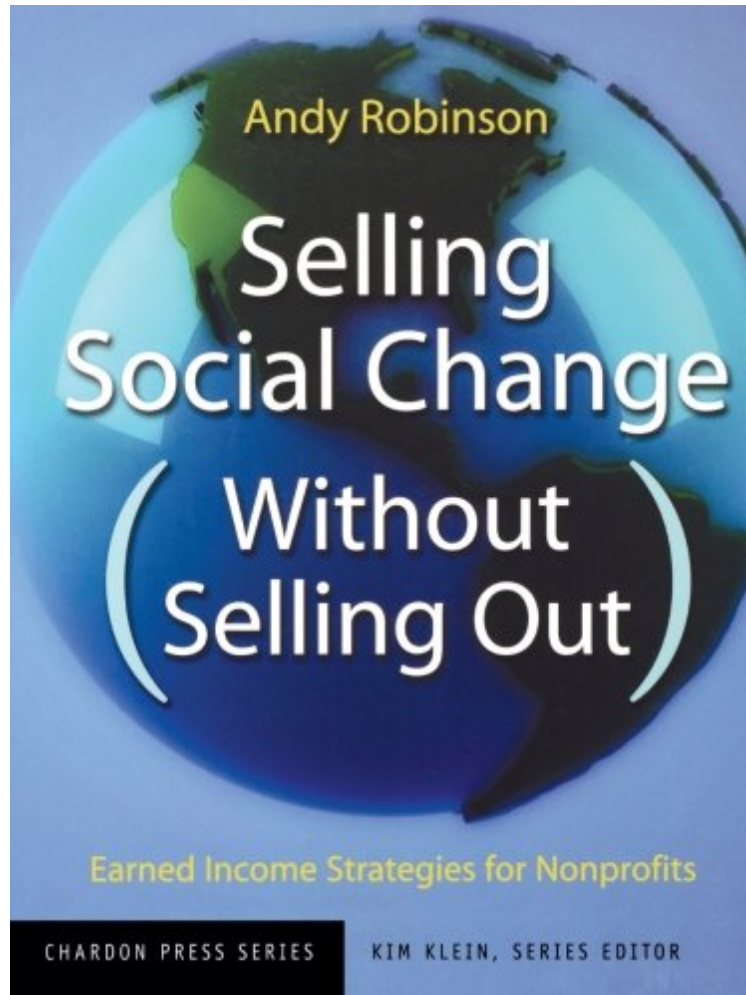


(Download pdf) Selling Social Change (Without Selling Out): Earned Income Strategies for Nonprofits

Selling Social Change (Without Selling Out): Earned Income Strategies for Nonprofits

Andy Robinson, Kim Klein

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Andy Robinson, Kim Klein : Selling Social Change (Without Selling Out): Earned Income Strategies for Nonprofits before purchasing it in order to gauge whether or not it would be worth my time, and all praised Selling Social Change (Without Selling Out): Earned Income Strategies for Nonprofits:

3 of 3 people found the following review helpful. A great way to diversify your non-profit's income! By A Customer "Selling Social Change (Without Selling Out)" is a welcome new resource for all nonprofit fundraisers. Inspiring, well-written and full of practical tips, this book will help you determine whether or not your organization should pursue earned income revenue. Robinson is clearly committed to teaching social change activists all he knows about effective fundraising strategies. Take advantage of his 20 years of experience and buy this book! 3 of 8 people

found the following review helpful. Useful information, but you have to work to find it. By A Customer Author
Robinson, who benignly describes himself as an "anti-capitalist," provides some useful information and guidelines for unsophisticated non-profit agencies contemplating social entrepreneurship. Unfortunately, he cloaks the good stuff with so much undisguised leftist, liberal activist commentary, he spoils it for those of us who tend to more moderate or conservative views about the merits of capitalism (historically the only successfully sustainable economic model). Still, most non-profits will find practical food for thought, even if they have to "hold their nose" while swallowing it.

In *Selling Social Change (Without Selling Out)* expert fundraising trainer and consultant Andy Robinson shows nonprofit professionals how to initiate and sustain successful earned income ventures that provide financial security and advance an organization's mission. Step by step, this invaluable resource shows how to organize a team, select a venture, draft a business plan, find start-up funding, and successfully market goods and services. Robinson includes critical information on the tax implications of earned income and the pros and cons of corporate partnerships. The book also addresses when to consider outsourcing, collaborating with competitors, and raising additional funds to expand the business.

"Andy Robinson shows, once and for all, how commerce can be used to create social change. If you want to generate more income for your organization, strengthen your programs, and revitalize your mission, buy this book." --Peter Barnes, cofounder, Working Assets "This book is a must for any nonprofit thinking of starting an earned income venture. Robinson mixes practical advice with real-life examples to create a great how-to and how-not-to manual." --Mike Roque, executive director, Grassroots Institute for Fundraising Training "Andy Robinson's workshops on earned income get rave reviews from grassroots activists-a notoriously hard-to-please audience. If you can't get to one of his workshops, this book will open your eyes to new avenues for earned income." --Jan Masaoka, executive director, CompassPoint Nonprofit Services "Selling Social Change (Without Selling Out) is loaded with practical, serious, yet witty insights about ways to deepen a nonprofit's income. I highly recommend Robinson's book to any organization seeking doable advice on financial sustainability." --Richard Steckel, author, *Filthy Rich: How to Turn Your Nonprofit Fantasies into Cold, Hard Cash* "You get all the how-to's: how to plan, how to price (higher), how to sell (do retail last), and how to learn from your mistakes. Even better, you get an honest discussion of Why? and Why not? If your organization is looking for a dependable revenue stream to replace fickle foundation funding, get this book." --Joan Flanagan, author, *Successful Fundraising From the Publisher* "Andy Robinson shows, once and for all, how commerce can be used to create social change. If you want to generate more income for your organization, strengthen your programs, and revitalize your mission, buy this book." --Peter Barnes, cofounder, Working Assets "This book is a must for any nonprofit thinking of starting an earned income venture. Robinson mixes practical advice with real-life examples to create a great how-to and how-not-to manual." --Mike Roque, executive director, Grassroots Institute for Fundraising Training "Andy Robinson's workshops on earned income get rave reviews from grassroots activists-a notoriously hard-to-please audience. If you can't get to one of his workshops, this book will open your eyes to new avenues for earned income." --Jan Masaoka, executive director, CompassPoint Nonprofit Services "Selling Social Change (Without Selling Out) is loaded with practical, serious, yet witty insights about ways to deepen a nonprofit's income. I highly recommend Robinson's book to any organization seeking doable advice on financial sustainability." --Richard Steckel, author, *Filthy Rich: How to Turn Your Nonprofit Fantasies into Cold, Hard Cash* "You get all the how-to's: how to plan, how to price (higher), how to sell (do retail last), and how to learn from your mistakes. Even better, you get an honest discussion of Why? and Why not? If your organization is looking for a dependable revenue stream to replace fickle foundation funding, get this book." --Joan Flanagan, author, *Successful Fundraising From the Inside Flap* In *Selling Social Change (Without Selling Out)* expert fundraising trainer and consultant Andy Robinson shows nonprofit professionals how to initiate and sustain successful earned income ventures that provide financial security and advance an organization's mission. Step by step, this invaluable resource shows how to organize a team, select a venture, draft a business plan, find start-up funding, and successfully market goods and services. Robinson includes critical information on the tax implications of earned income and the pros and cons of corporate partnerships. The book also addresses when to consider outsourcing, collaborating with competitors, and raising additional funds to expand the business. Grounded in the world of grassroots nonprofit experience, *Selling Social Change (Without Selling Out)* profiles two dozen organizations that use commerce to become more financially secure-and stay true to their fundamental values along the way.