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The Financial and Strategic Management for Non-Profit Organizations (4th Edition)

Herrington Bryce

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The Financial and Strategic Management for Non-Profit Organizations (4th Edition) Herrington Bryce Now extensively updated, this is today's definitive single-source text and reference for managing any non-profit organization. Designed for both professional and graduate student readers, it thoroughly addresses all key aspects of building managerial skill and promoting imagination and innovation in organizations across the nonprofit spectrum. Herrington Bryce presents every technique and concept in the context of today's public policies, leading practices, laws, norms, and expectations. He introduces non-profit management not as an abstraction, but as practical behavior within specific, describable contexts that establish the limits of managerial action.

Previous editions of this book have been extensively market and peer-tested, and are in use at universities across the academic spectrum, including the University of Pennsylvania and Harvard. This new *Fourth Edition* contains approximately 35-40% new material, including new parts, chapters, and chapter sections designed to reflect the challenges today's non-profit managers face. Coverage includes:

- The unique pillars and challenges of non-profit management, including mission, stewardship, disclosure, stakeholder watchdogs, tax exemption, and dependence on voluntary non-quid pro quo motivation
- Types of non-profit organizations, their operating rules, governance, financial and performance metrics, powers, and privileges
- Non-profit marketing, lobbying, political influence, and trust
- Generating revenue through fundraising, gifts, deferred giving, memberships, fees, "social enterprise" businesses, and investments
- Managing costs: budgets, planning, expenditure structures, cost control, contingency costs, and compensation/benefits
- Assessing financial results and setting new financial targets: the financial statement as a tool for more effective non-profit management
- Non-profit strategies for growth and sustainability, including organic growth, establishing new programs, growth by mergers or acquisitions, and divestitures

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