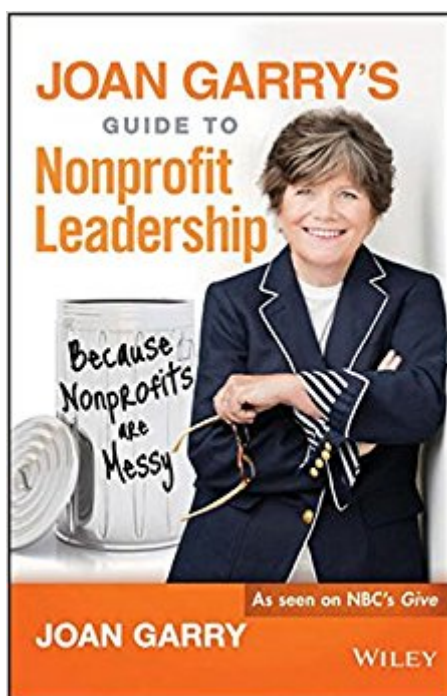


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# Joan Garry's Guide To Nonprofit Leadership: Because Nonprofits Are Messy



## Synopsis

Nonprofit leadership is messy. Nonprofits leaders are optimistic by nature. They believe with time, energy, smarts, strategy and sheer will, they can change the world. But as staff or board leader, you know nonprofits present unique challenges. Too many cooks, not enough money, an abundance of passion. It's not enough to make you feel overwhelmed and alone. The people you help need you to be successful. But there are so many obstacles: a micromanaging board that doesn't understand its true role; insufficient fundraising and donors who make unreasonable demands; unclear and inconsistent messaging and marketing; a leader who's a star in her sector but a difficult boss. And yet, many nonprofits do thrive. Joan Garry's *Guide to Nonprofit Leadership* will show you how to do just that. Funny, honest, intensely actionable, and based on her decades of experience, this is the book Joan Garry wishes she had when she led GLAAD out of a financial crisis in 1997. Joan will teach you how to:

- Build a powerhouse board
- Create an impressive and sustainable fundraising program
- Become seen as a workplace of choice
- Be a compelling public face of your nonprofit

This book will renew your passion for your mission and organization, and help you make a bigger difference in the world.

## Book Information

Hardcover: 256 pages

Publisher: Wiley; 1 edition (March 6, 2017)

Language: English

ISBN-10: 1119293065

ISBN-13: 978-1119293064

Product Dimensions: 6.2 x 1.1 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 66 customer reviews

Best Sellers Rank: #29,390 in Books (See Top 100 in Books) #16 in Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities

## Customer Reviews

You are a nonprofit leader; a board or committee chair, an executive director, senior staff; or perhaps you aspire to work in a nonprofit. You raised your hand to help change at least a small part of the world. And for this, our society is grateful. But when you started, did you have any idea what you were getting into? No? Well, neither did Joan Garry. In 1997, Garry became

the executive director of GLAAD, one of the largest national gay rights organizations in the United States. She had left behind a successful career in the media business, one that began with a role on the MTV launch team, but her experience hadn't prepared her for her new path. Garry, who had zero fundraising experience, arrived to find out that GLAAD was broke. In her eight-year tenure as executive director, Garry led GLAAD from messy to thriving. The organization had become stable, effective, and most importantly, impactful. Garry has played every position on the nonprofit field, from a client to a donor to an executive director to a board member, and now, a consultant and educator. She brings her vast experience and perspective to this nonprofit leadership book, making it a resource like no other. Joan Garry's Guide to Nonprofit Leadership is written for both staff and board leadership. Garry's own experiences, combined with her work with hundreds of clients, lead her to a conviction that it is shared leadership—in which board and staff work in true partnership—that separates good nonprofits from great ones. Garry's philosophy is unique. She embraces the reality that nonprofits are hardwired to be messy. There are too many cooks, too few resources, and an abundance of passion that can color decision making and priorities. And so, leading and managing a nonprofit requires a special set of skills and a deep commitment to the mission of your organization. And yes, Garry is very funny. With terrific storytelling and her distinct voice, Garry offers a first-hand view into the life of a nonprofit leader—along with the keys to building a thriving nonprofit with authenticity, sharing the lessons learned through both her successes and failures. Joan Garry's Guide to Nonprofit Leadership is filled with actionable advice you can put into practice right away. It is the book you can share with your board chair, buy for your new executive director or head of school, or read together as part of an offsite event. It's a must-read for new board leadership. This is much more than a how-to book. It is a book written by an author who knows what is at stake and knows what a privilege it is to be a leader in making a difference. Garry is a champion and an advocate for your success and this book will rekindle the joy that comes with raising your hand to repair the world in ways large and small.

**PRAISE FOR JOAN GARRY'S GUIDE TO NONPROFIT LEADERSHIP** "When Joan Garry says messy, she really means messy! This book pulls no punches! It's a tell-all expose of the 501c-3 underbelly, a guide from the inside for anyone involved, or thinking of becoming involved, with a non-profit organization. What's a bigger surprise though, is the wit and heart and passion on every page, and the spirit of kindness that comes from someone truly passing on wisdom." —ALAN CUMMING, Celebrity "I have had the pleasure of working with the

incomparable Joan Garry on NBC's GIVE, a show that highlights small non-for-profits doing big work. Joan Garry's Guide to Nonprofit Leadership, like Joan herself, uses irreverence and approachability to shake things up in the non-for-profit world. There is no voice in the world of philanthropy today, I would rather listen to than Joan." #151;JENNA BUSH HAGER, NBC's Today/GIVE "Joan's unique and engaging perspective is honed from years of working with non-profits, and that expertise comes through loud and clear in her new book. Her insights on how to harness the passion of thousands of committed leaders, staff, volunteers, and board members should be required reading for anyone tasked with#151;or considering#151;a leadership role in a non-profit today." #151;JIM CLARK, President of the Boys and Girls Club of America "Joan Garry is the Dear Abby of the nonprofit sector, dispensing practical and brilliant advice to nonprofits with her trademark humor. Her book is a must-read for every nonprofit executive (and their board members) who want to harness their super powers to change the world and become a high performing organization." #151;BETH KANTER, Trainer and Author, The Happy Healthy Nonprofit: Strategies for Impact Without Burnout

I'm currently serving on a board, am a staff person for another board, and have served on two other national boards in the past. But it's sad to admit that this is my first time reading anything about non-profit boards. Typically my participation on boards has involved attending meetings, carrying out responsibilities, and doing presentation. I never read about how boards should function and how they can improve. Because of the role I've taken on my present board, I need to learn more about marketing strategies for nonprofits, but I'm glad I read this book first because it provides me insight about what boards should be doing, and what are the challenges non-profit boards face. Though this book is mainly for executive directors, anyone who works with or serves on a board will gain some insight from this book, especially if your board is dealing many of the challenges Garry describes. The various anecdotes she shares make the book very readable, but sometimes I wanted more straight forward recommendations. Nonetheless, this guide is very useful.

The overall feel of the book is what I find to be unique. It reads like a wise and funny friend with invaluable experience sharing her knowledge. The author has held every position in a nonprofit organization: executive director, board member, donor and consultant. For this reason, her insights are unique. The flow of the book makes for a very easy read rather than a business manual / how-to. For fans of her blog and podcast this won't come as a surprise but to anyone experiencing her voice for the first time, it will be quite the treat. Some of the anecdotes she uses to illustrate

points are laugh out loud funny.

I'm the new leader of a group that decided to form into a nonprofit to ensure the longevity of the tiny educational organization if the one guy running it previously decided to quit. I'm extremely passionate and wanted to expand the reach and goals of the group and this book helped me to understand the different pieces of what it is our group is missing. It also helped me to understand why our board meetings were not highly productive. There is a lot to learn from this book for our group even though we are very small, have no staff, and no actual money (...yet... our bank account was opened a week ago). Even for our small organization, I came away with lots of ideas, actions to take, and strategies to use to motivate others. There are a lot of easy wins to get from this book and also gave me confidence that we can set our new org up for greater success.

Hi if you are in the non-profit world this is a MUST READ

No matter where you are....curled up on the sofa or soaking in the sun on the beach.... This book reads like a novel you just can't put down. Full of humor and situational advice for both board members and leadership staff to relate to, it contains real experiences from both Joan's work as an ED and board chair, as well as others she has assisted. After purchasing my first copy, before I was three chapters in, I bought another for our board chair so we could work on our "twin engine" together. (A teaser for you...explanation in chapter three. LOL) I just bought a third copy on Prime Day for a board member. You will not be disappointed with this purchase.

Those of us who follow Joan religiously -- and, like her, have cut our teeth by walking in (and wearing out) the shoes of nonprofit EDs -- know all too well that, "Nonprofit Leadership Is Messy" --! She is direct, caring, knowledgeable and "pulls no punches" (Alan Cumming). This is a book that I will be sure to present to all of my clients, their Board members and EDs.

Straightforward honest approach to describing nonprofit leadership. This book should be read by any nonprofit ED/CEO regardless of experience level.

Joan's book is a must for any nonprofit leaders to read, including board members. She covers all aspects of nonprofit organization management in this book, and she shares many stories from her

own personal experience in all of the various areas of responsibility. This book is pleasant to read, and Joan's voice comes through as if she is there in the office with you.

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