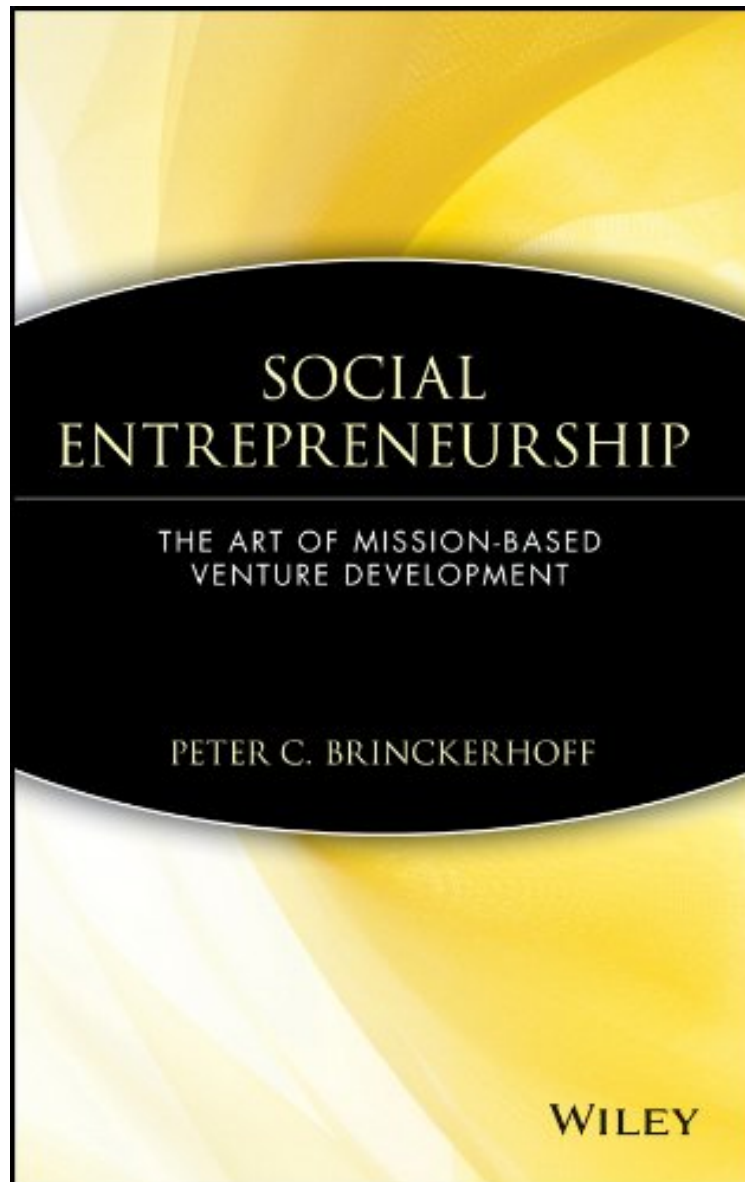


(Download) Social Entrepreneurship: The Art of Mission-Based Venture Development (Wiley Nonprofit Law, Finance and Management Series)

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Peter C. Brinckerhoff

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worth my time, and all praised *Social Entrepreneurship: The Art of Mission-Based Venture Development* (Wiley Nonprofit Law, Finance and Management Series):

10 of 11 people found the following review helpful. Essential for Future Planning
By Nicole Harpe
We can't assume that we will be able to support our programs simply because we do good work. Each non-profit has to closely examine how it is funded and how it expects to be funded tomorrow and the day after. Brinckerhoff gives a great outline here on how to think like an entrepreneur and start your organization thinking like a business instead of a charity. If you're looking for pro-active means of moving your non-profit forward, then this book is a must. It's practical, straightforward and honest. Best of all, Brinckerhoff is readily available to talk to you via email from his website. If you have any questions about what you've read, you can go straight to the author for clarification. This is a must have book for non-profit managers.
15 of 17 people found the following review helpful. Practical Nuts-and-Bolts Start-Up Guide
By Doug Kenshol
This book is a must for every not-for-profit executive director, financial officer, board member, or business manager who is thinking about starting or expanding a mission related enterprise. I will recommend it to all of our clients. I manage the Urban Enterprise Fund, a revolving loan fund with a mission to provide capital and management assistance to companies (nonprofit or for-profit) that create jobs for the hard-to-employ.
1 of 1 people found the following review helpful. Non-Profits need to read this book ASAP
By SK
This book gives great advice on methods that non-profits should put in to practice to increase their revenues. The book explains how a non-profit can use entrepreneurship to grow their business.

Until very recently, popular belief held that business skills were not needed at charitable organizations. No longer. Far from interfering with an organization's ability to provide needed services, techniques such as marketing, cash flow analysis, property management, and good use of technology all contribute to a charitable organization's mission capability. Unlike a not-for-profit that thinks of itself as a charity, the successful not-for-profit is really a mission-based business. In an era of rapid change, increasing competition, and the need for more accountability to governments, foundations, insurers, and donors, knowing how to innovate, compete, and take reasonable risks on behalf of the mission is critical. It is, in short, the era of the social entrepreneur. The skilled social entrepreneur has the ability to get the most mission out of the resources at hand including traditional business techniques. Finally, here is a book that will help you learn their techniques. In *Social Entrepreneurship*, you will learn how successful social entrepreneurs:

- * Focus on community wants and needs
- * Match those with core competencies to provide the quality services
- * Assess risk and gauge opportunity
- * Develop new project ideas and test their feasibility
- * Write a business plan
- * Project finances in the plan
- * Tap into new sources of funding
- * Develop the idea of social entrepreneurship throughout the organization
- * Make sure that mission, not money, is the bottom line

Also included are the seven essential steps of the not-for-profit business development process, real-world case studies, sample business plans, and a self-assessment process to determine if your organization is ready for social entrepreneurship. In addition to entrepreneurs, middle managers, policy setters, volunteers, and a host of other important staff members will get value from the mission-beneficial information in this book. Most important, *Social Entrepreneurship* will help you to help your organization succeed and thrive and make your job more interesting and productive. Praise for *Social Entrepreneurship: The Art of Mission-Based Venture Development*

"A great read . . . contains both the theoretical underpinnings and practical applications that those of us in nonprofit leadership badly need. I will share it with my management team and board." Joseph M. Hafey, President and CEO, Public Health Institute

"A sound, practical guide for developing social entrepreneurs. Brinckerhoff makes taking mission-related business risks on behalf of the people served less risky with the step-by-step application of business ideas and techniques. Warnings, real-world examples, and hands-on advice keep the reader on track to sensible risk taking." Connie Kirk, President and CEO, Tommy Nobis Center

"Peter C. Brinckerhoff's new and masterfully written book has a lot of practical information in it for any organization that wants to learn how to become and stay entrepreneurial. Brinckerhoff provides the right kind of information to any organization interested in succeeding in a highly competitive and service-oriented environment . . . [and] stresses the importance of an organization's encouraging innovation and risk only if it does not lose sight of its core values, its strengths, and its mission. That is excellent advice for any organization and for anyone who ventures into entrepreneurial waters." Andrew H. Souerwine, PhD, Emeritus Professor of Management and Organization The School of Business Administration, University of Connecticut

From the Inside Flap
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From the Back Cover Until very recently, popular belief held that business skills were not needed at charitable organizations. No longer. Far from interfering with an organization's ability to provide needed services, techniques such as marketing, cash flow analysis, property management, and good use of technology all contribute to a charitable organization's mission capability. Unlike a not-for-profit that thinks of itself as a charity, the successful not-for-profit is really a mission-based business. In an era of rapid change, increasing competition, and the need for more accountability to governments, foundations, insurers, and donors, knowing how to innovate, compete, and take reasonable risks on behalf of the mission is critical. It is, in short, the era of the social entrepreneur. The skilled social entrepreneur has the ability to get the most mission out of the resources at hand—including traditional business techniques. Finally, here is a book that will help you learn their techniques. In *Social Entrepreneurship*, you will learn how successful social entrepreneurs:

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About the Author PETER C. BRINCKERHOFF is an internationally acclaimed consultant, author, and lecturer. He is President of Corporate Alternatives, inc., the consulting firm that he founded in 1982. He is a former staff member, executive director, board member, and volunteer for local, state, and national not-for-profit organizations. He lives in Springfield, Illinois.