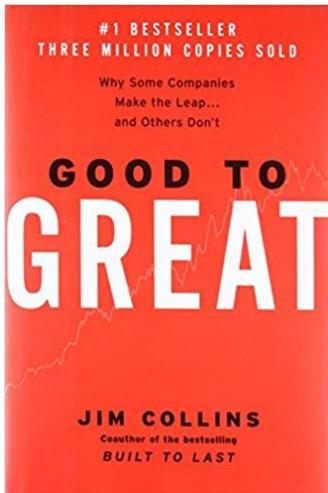


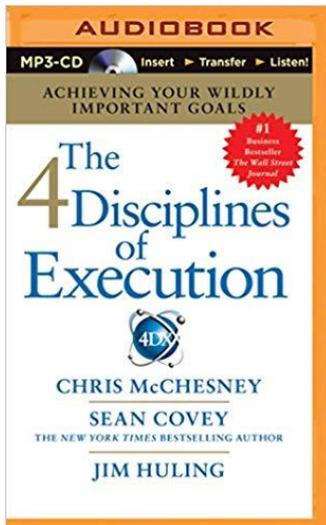


9 Must Read Books for Nonprofit Leaders



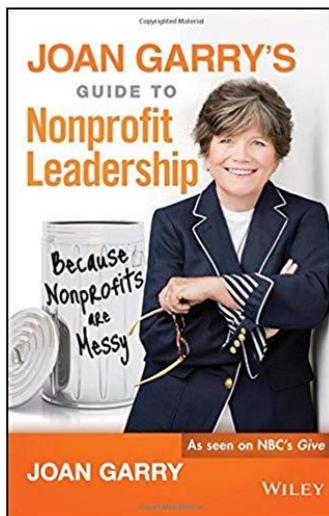
#1: *Good to Great: Why Some Companies Make the Leap... and Others Don't*

Read this if: you want to learn what separates a truly great company from an average one (hint: it's all about the corporate culture). You'll also get a road map to success that you can implement in your own organization.



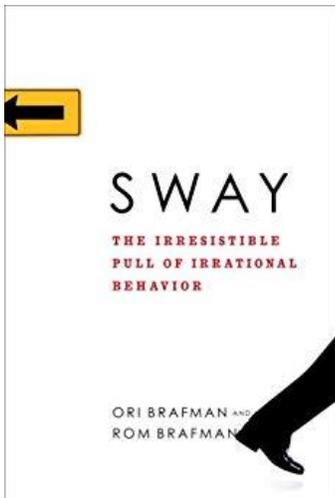
#2: *The 4 Disciplines of Execution*

Read this if: your organization's productivity could be better, your teams aren't working together well, or you want to be a more effective leader.



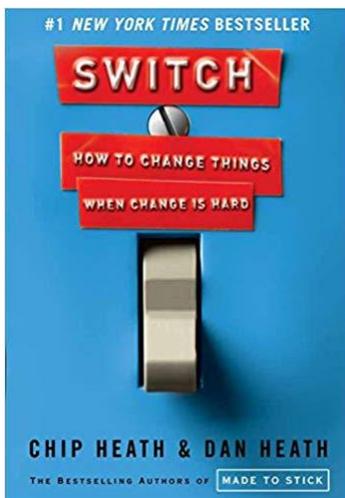
#3: *Joan Garry's Guide to Nonprofit Leadership*

Read this if: you need specific advice on dealing with nonprofit challenges, or if you feel alone in your struggles at work.



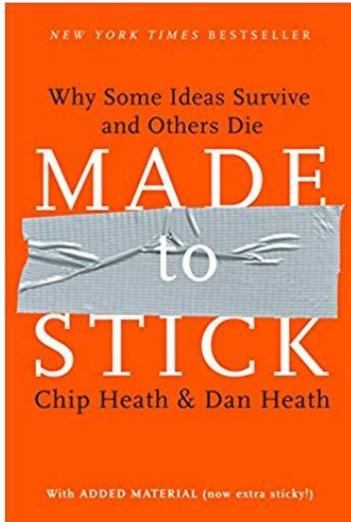
#4: *Sway: The Irresistible Pull of Irrational Behavior*

Read this if: you're a fan of behavioral psychology and want to understand your donors better or make sense of seemingly irrational behavior by your Director or Board.



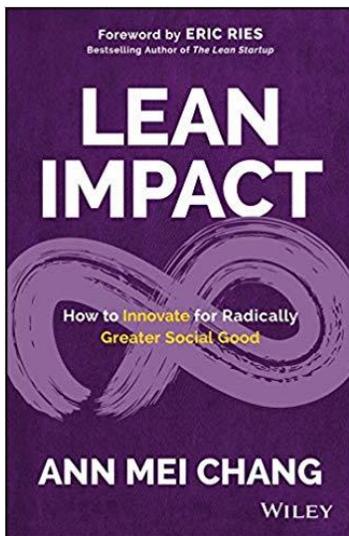
#5: *Switch: How to Change Things When Change is Hard*

Read this if: you want to make lasting change in your organization (and if you hate the phrase “we’ve always done it this way”).



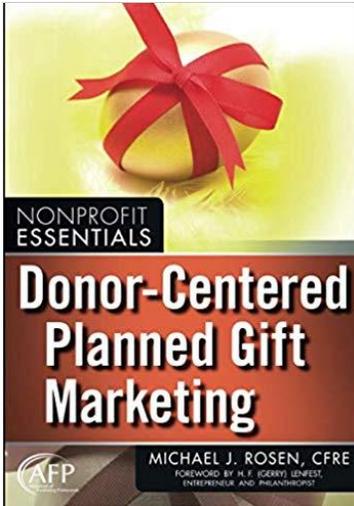
#6: *Made to Stick: Why Some Ideas Survive and Others Die*

Read this if: you want to create better donor-centric messaging that captures hearts and minds.



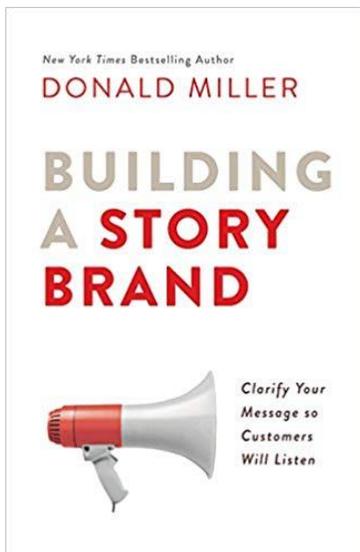
#7: *Lean Impact: How to Innovate for Radically Greater Social Good*

Read this if: you're committed to growing your impact and making a bigger difference.



#8: *Donor-Centered Planned Gift Marketing*

Read this if: you want to get your planned gift program off the ground.



#9: *Building a Story Brand*

Read this if: you're trying to define your organization's voice, message, and what sets you apart from all the rest.