



Recommended Reading Tools for Conservation Organizations

If you want to start an environmental organization or strengthen an existing one, the following books, videos and tool kits should help you. Included are materials on designing a publicity campaign, building a more effective board and raising money to support your work. All can be requested from Wisconsin's Water Library. Links are provided for those which are also available full text on the Web.

Although the materials were chosen by the River Alliance of Wisconsin for their publication, River Links, most will be of interest to any environmental or nonprofit organization.

Any Wisconsin resident can check out materials. They will be sent to your local public library for pick up and return. Use the Request Form to request items by call number and title.

Also take a look at selected Web sites which are listed at the bottom of each topic.

Topics covered are:

Action, Boards, Communication, Conservation, Fundraising, Structure, Volunteers and Tax Status.

For additional books in our collection, try searching in the UW Libraries' library catalog. If you need any other help, please email the library at askwater@aquawisc.edu

Recommended Reading List on Action

WWL call number 070934

How to Save a River: A Handbook for Citizen Action by David M. Bolling. Washington, D.C.: Island Press: 1994. This readable account will inspire and inform those interested in defending their local rivers. Countless examples of ordinary citizens who have made a difference illustrate the various steps of organizing a river protection campaign.

WWL call number 071038

Dam Removal: A Citizen's Guide to Restoring Rivers by Stephanie Lindloff. Madison: River Alliance of Wisconsin: 2000.

This comprehensive guidebook is for anyone interested in learning about the option of dam renewal for river restoration. It also has great information on advocacy, researching potential problems and environmental effects, and selecting tools to use if the project is undertaken.

WWL call number 181600

A Guide to Smart Growth and Cultural Resource Planning by Richard A. Bernstein. Madison: Wisconsin Historical Society: 2003.

Also available on the web

Wisconsin is one of only a few states that mandates that state comprehensive planning efforts address cultural resources. This guidebook is designed to help communities take advantage of the opportunity this presents for protecting cultural, historical, architectural and archaeological resources. It walks interested parties through planning and implementation and provides many tips and examples from communities who have already taken part.

WWL call number 201496

The Clean Water Act: An Owner's Manual by Don Elder, Gayle Killam, and Paul Koberstein. Portland, Ore.: River Network: 1999.

An easy-to-use "roadmap" to the Clean Water Act for people interested in cleaning up their rivers, streams or watersheds. It explains legal and scientific jargon, points out how to get involved in regulatory decisions, and provides a multitude of references and Web addresses for further study.

WWL call number 201518

Community Culture and the Environment: A Guide to Understanding a Sense of Place Washington, D.C.: U.S. EPA Office of Water: 2002.

Also available on the web

Drawing on the disciplines of anthropology, cultural geography, political science, and sociology, this guidebook provides members of nonprofits or other organizations with the tools and theories necessary for working more closely with community members to achieve environmental goals.

WWL call number 201531

Using the Clean Water Act to Protect Wisconsin's Waters: A Tool for Individuals and Organizations Who Care About the Waters of Wisconsin Madison: River Alliance of Wisconsin: 2001.

Understanding the Clean Water Act (CWA) and knowing who the key players are in CWA implementation are important first steps for those interested in protecting Wisconsin waterways. This book covers those aspects and also includes resources on how to collect and use effectively data on your watershed.

WWL call number 201532

Being Heard: A Citizen's Guide to DNR Hearings by Monica Bohman. Madison, Wis.: Midwest Environmental Advocates: 2001.

Also available on the web

The Wisconsin Department of Natural Resources is required to hold public hearings for many of the important decisions it makes. Anyone can participate in the hearings and this guide provides excellent background on the different types of hearings and what to expect if you take part. It also has a section on requesting a hearing.

WWL call number 201548

Starting Up: A Handbook for New River and Watershed Organizations Portland, Ore.: River Network: 1996. Veteran leaders in the river and conservation movements provide excellent advice to new organizations on setting goals, fund-raising, and recruiting volunteers and public support for their organization. Includes an extensive set of resources and references to useful books, journals, and supporting organizations as well as networking possibilities.

WWL call number 201579

The Clean Water Act TMDL Program: Law, Policy and Implementation by Oliver A. Houck. Washington, D.C.: Environmental Law Institute: 2002.

Professor Houck of Tulane University presents a thorough analysis of the history of water quality-based regulation, the larger issues raised by the TMDL Program, and the Program's chances for success. This lively and well-written book is a first-class guide to the development of public policy related to water pollution control. It contains "all there is to know about the TMDL requirements of clean water legislation."

WWL call number 201582

River Monitoring Study Design Workbook by Geoff Dates. Montpelier, Vt.: River Watch Network: 1995.

This workbook is intended to help interested people come up with study designs for river monitoring that are both based in the community and maintain scientific credibility. Information on the who, what, when, where, and why of monitoring is presented in an easy-to-follow format.

WWL call number 201583

Permitting an End to Pollution: How to Scrutinize and Strengthen Water Pollution Permits in Your State by Robert Moore, Merritt Frey, and Gayle Killam. Champaign, Ill.: Prairie Rivers Network: 2002.

This handbook guides citizens through the process of reviewing and commenting on proposed National Pollutant Discharge Elimination System (NPDES) permits. Also included is a helpful glossary of terms. Supplementary resources to accompany this guide are available here.

WWL call number 201584

Listening to Watersheds: A Community-Based Approach to Watershed Protection by Angie Reed and Geoff Dates. Portland, Ore.: River Network: 2003.

Intended primarily for tribal environmental departments, the purpose of this guidebook is to begin using the knowledge and beliefs of native communities pertaining to watershed assessment to produce better assessments and healthier watersheds. This book blends "western scientific procedure and the traditional scientific knowledge of First Nations."

WWL call number 201585

Tracking TMDLs: A Field Guide for Evaluating Proposed Watershed Restoration Plans by Kari Dolan and Gayle Killam. Portland, Ore.: River Network: 2002.

TMDLs, or Total Maximum Daily Loads, are management or clean up plans required under the Clean Water Act for threatened or polluted rivers, lakes or coastal waters. This guide is written to help citizens who want to review and comment on TMDL plans.

WWL call number 201644

The Nonprofit Board Member's Guide to Lobbying and Advocacy by Marcia Avner. St. Paul: Anherst H. Wilder Foundation: 1994.

Nonprofit lobbying is exciting, rewarding, honorable work. Lobbying is a proven way to advance issues, support good ideas, respond to crises, avert disasters, and ensure that an organization's work is adequately supported. Through lobbying, specific laws and regulations that will further an organization's mission can be identified and pressed for adoption. Public policies can be shaped and sustained to reflect an organization's values and priorities.

WWL call number 220291

North American Water Trails: A Guide to Establishing and Maintaining Recreational Waterways on Fresh and Salt Water by David R., Sr. Getchell. Washington, D.C.: North American Water Trails: 2000.

A water trail is a "stretch of river, a shoreline, or an ocean that has been mapped out with the intent to create an educational, scenic, and challenging experience for recreational canoers and kayakers." A water trail can be almost anything that a hiking trail can be: short or long, primarily historic or scenic, challenging or laid-back. This book is a step by step guide to creating water trails while also emphasizing environmental stewardship.

WWL call number 232177

Testing the Waters: Chemical and Physical Vital Signs of a River by Sharon Behar. Montpelier, Vt.: River Watch Network: 1996.

The design and implementation of a sustainable river monitoring or protection program can be a complicated process, but the clear writing and excellent organization in this "how-to" guide allow for greater understanding of the processes and consequently more comprehensive results from water quality projects. A valuable guide for high school teachers and community groups.

WWL call number 232360

Living Waters: Using Benthic Macroinvertebrates and Habitat to Assess Your River's Health by Geoff Dates. Montpelier, Vt.: River Watch Network: 1997.

The organisms that exist in rivers and streams directly reflect the water quality and habitat conditions so creatures, such as benthic macroinvertebrates, can be used as important indicators of watershed health. Developing projects to survey for these tiny organisms and assessing the results are the focus of this information-packed guidebook.

Web Sites of Interest

[Alliance for Justice](#)

"The Alliance for Justice has been working since its inception in 1979 to promote a fair and independent judiciary and strengthen public interest advocacy."

Boards

WWL call number 201541

Understanding Nonprofit Financial Statements by Steven Berger. Washington, D.C.: BoardSource: 2003.

Especially important in these tough economic times, financial statements are the key to ensuring that there are enough resources available and that they are effectively managed. This guidebook is geared toward nonprofit board members with direct fiscal responsibility, and includes a multitude of helpful examples and resources.

WWL call number 201549

Board Meeting Rescue Kit: 20 Ideas for Jumpstarting Your Board Meetings Washington, D.C.: BoardSource: 2001.

Nonprofit boards meet for an average of 60 hours per year. This book will help make those board meetings efficient. Includes evaluation forms for meeting effectiveness and examples of agendas and minutes to keep everyone focused and interested.

WWL call number 201557

Ten Basic Responsibilities of Nonprofit Boards (Governance Series 1) by Richard T. Ingram. Washington, D.C.: BoardSource: 2003.

Combined, the nine volumes of BoardSource's Governance Series are a powerful tool for all aspects of the efficient operation of nonprofit boards. Individually, they provide insight into particular areas of nonprofit board's roles and responsibilities. Each volume is written by someone with experience and expertise in the area.

WWL call number 201558

Financial Responsibilities of Nonprofit Boards (Governance Series 2) by Andrew S. Lang. Washington, D.C.: BoardSource: 2003.

Combined, the nine volumes of BoardSource's Governance Series are a powerful tool for all aspects of the efficient operation of nonprofit boards. Individually, they provide insight into particular areas of nonprofit board's roles and responsibilities. Each volume is written by someone with experience and expertise in the area.

WWL call number 201559

Structures and Practices of Nonprofit Boards (Governance Series 3) by Charles S. Dambach. Washington, D.C.: BoardSource: 2003.

Combined, the nine volumes of BoardSource's Governance Series are a powerful tool for all aspects of the efficient operation of nonprofit boards. Individually, they provide insight into particular areas of nonprofit board's roles and responsibilities. Each volume is written by someone with experience and expertise in the area.

WWL call number 201560

Fundraising Responsibilities of Nonprofit Boards (Governance Series 4) by James M. Greenfield. Washington, D.C.: BoardSource: 2003.

Combined, the nine volumes of BoardSource's Governance Series are a powerful tool for all aspects of the efficient operation of nonprofit boards. Individually, they provide insight into particular areas of nonprofit board's roles and responsibilities. Each volume is written by someone with experience and expertise in the area.

WWL call number 201561

Legal Responsibilities of Nonprofit Boards (Governance Series 5) by Bruce R. Hopkins. Washington, D.C.: BoardSource: 2003.

Combined, the nine volumes of BoardSource's Governance Series are a powerful tool for all aspects of the efficient operation of nonprofit boards. Individually, they provide insight into particular areas of nonprofit board's roles and responsibilities. Each volume is written by someone with experience and expertise in the area.

WWL call number 201562

The Nonprofit Board's Role in Setting and Advancing the Mission (Governance Series 6) by Kay Grace. Washington, D.C.: BoardSource: 2003.

Combined, the nine volumes of BoardSource's Governance Series are a powerful tool for all aspects of the efficient operation of nonprofit boards. Individually, they provide insight into particular areas of nonprofit board's roles and responsibilities. Each volume is written by someone with experience and expertise in the area.

WWL call number 201563

The Nonprofit Board's Role in Planning and Evaluation (Governance Series 7) by John Yankey and Amy McClellan. Washington, D.C.: BoardSource: 2003.

Combined, the nine volumes of BoardSource's Governance Series are a powerful tool for all aspects of the efficient operation of nonprofit boards. Individually, they provide insight into particular areas of nonprofit board's roles and responsibilities. Each volume is written by someone with experience and expertise in the area.

WWL call number 201564

How to Help Your Board Govern More and Manage Less (Governance Series 8) by Richard P. Chait. Washington, D.C.: BoardSource: 2003.

Combined, the nine volumes of BoardSource's Governance Series are a powerful tool for all aspects of the efficient operation of nonprofit boards. Individually, they provide insight into particular areas of nonprofit board's roles and responsibilities. Each volume is written by someone with experience and expertise in the area.

WWL call number 201565

Leadership Roles in Nonprofit Governance (Governance Series 9) by Robert L. Gale. Washington, D.C.:

BoardSource: 2003.

Combined, the nine volumes of BoardSource's Governance Series are a powerful tool for all aspects of the efficient operation of nonprofit boards. Individually, they provide insight into particular areas of nonprofit board's roles and responsibilities. Each volume is written by someone with experience and expertise in the area.

WWL call number 201566

Self-Assessment of Nonprofit Governing Boards: User's Guide and Questionnaire Washington, D.C.:

BoardSource: 1999.

This self-assessment kit features a user's guide which walks board members through the benefits and uses of evaluating board effectiveness as a whole (or as individual parts) as well as a questionnaire designed to provide insights on board performance.

WWL call number 201567

Self-Assessment of Nonprofit Governing Boards: Questionnaire Washington, D.C.: BoardSource: 1999.

This self-assessment kit features a user's guide which walks board members through the benefits and uses of evaluating board effectiveness as a whole (or as individual parts) as well as a questionnaire designed to provide insights on board performance.

WWL call number 201646

The Best of the Board Café: Hands-On Solutions for Nonprofit Boards by Jan Masaoka. St. Paul: Amherst H.

Wilder Foundation: 2003.

The Best of the Board Cafe gives nonprofit board members just-in-time guidance to the issues at hand.

Because board member's time is scarce, articles are "short enough to read over a cup of coffee."

Web Sites of Interest

[Institute for Conservation Leadership](#)

"At the Institute for Conservation Leadership, we empower leaders with training and we build volunteer institutions that protect and conserve the Earth's environment. We do this by helping leaders lead better, building connections between groups with similar goals, and supporting groups' progress with fundraising, board development, and other activities."

Communication

WWL call number 181634

Here comes everybody: the power of organizing without organizations by Clay Shirky. New York: Penguin Press: 2008.

The author evaluates the effect of the Internet on modern group dynamics. The author considers examples such as Wikipedia and MySpace in his analysis. The author says the book is about "what happens when people are given the tools to do things together, without needing traditional organizational structures."

WWL call number 201536

Resolving Conflict in Nonprofit Organizations: The Leader's Guide to Finding Constructive Solutions by Marion Peters Angelica. St. Paul, Minn.: Amherst H. Wilder Foundation: 1999.

Winner of the Terry McAdam Book Award from the Alliance of Nonprofit Management, this practical guide walks managers through an eight-step process for resolving conflict. Its interactive design facilitates constructive conflict management that ultimately leads to a better working environment for all.

WWL call number 201546

River Talk!: Communicating a Watershed Message by Polly Dement. Portland, Ore.: River Network: 1998.

A guidebook for individuals or organizations who want to enlist a wider audience to protect and promote watershed-friendly uses of local rivers and waterways. This book features helpful polls and focus groups on national and regional watershed and other environmental issues. Includes real-life examples from a variety of watershed protection groups.

WWL call number 201553

How to Tell and Sell Your Story: A Guide to Media for Community Groups and Other Nonprofits Washington, D.C.: Center for Community Change: 1999.

Also available on the web

The Center for Community Change (CCC) helps to develop the capacity of nonprofits throughout the United States. This special issue of their newsletter features lessons about using media and communication agencies to effectively bring attention to your group's work or issue as well as helpful "how-to" articles on press conferences and press releases.

WWL call number 201554

How to Tell and Sell Your Story, Part Two: A Guide Developing Effective Messages and Good Stories About Your Work Washington, D.C.: Center for Community Change: 1998.

Also available on the web

This companion volume to the CCC's How to Tell and Sell Your Story is full of practical advice about what makes a good story, how to frame your organization's work and issues, and how to effectively utilize focus groups to measure audience impact.

WWL call number 201570

Getting in Step: A Guide for Conducting Watershed Outreach Campaigns Cincinnati, Ohio: National Service Center for Environmental Publications: 2003.

Also available on the web

Changing citizen behavior through education is not easy, but this guidebook and video provide a specific framework for conducting a successful outreach campaign. Numerous examples, tips, and recommended resources are included in both.

WWL call number 201574

The Lobbying and Advocacy Handbook for Nonprofit Organizations Shaping Public Policy at the State and Local Level by Marcia Avner. St. Paul, Minn.: Amherst H. Wilder Foundation: 2001.

Written as a guide for organizations interested in becoming involved in lobbying and for those interested in new ways to approach lobbying, this book includes resources, worksheets, and examples for shaping local and state public policy issues.

WWL call number 201588

The Wilder Nonprofit Field Guide to Conducting Community Forums: Engaging Citizens, Mobilizing Communities by Carol A. Lukas. St. Paul, Minn.: A.H. Wilder Foundation: 2003.

Community forums are excellent tools for getting an organization's message out to the public, building consensus, catalyzing action, and changing policies. This guidebook is a quick-and-easy guide to the information, models, tips, and practices that will help to make a successful forum.

WWL call number 201647

Collaboration Handbook: Creating, Sustaining, and Enjoying the Journey by Michael Winer and Karen Ray. St. Paul: Amherst H. Wilder Foundation: 1994.

This is a complete guide to putting together a collaboration that gets results. You'll see how to get a collaboration going, define the results you're after, determine everyone's roles, create an action plan, and evaluate the results. Includes a case study, worksheets, and special sidebars with helpful tips such as what to do at your first meeting.

Web Sites of Interest

[Environmental Support Center](#)

"The mission of the Environmental Support Center is to promote the quality of the natural environment, human health, and community sustainability by increasing the organizational effectiveness of local, state, and regional organizations working on environmental issues and for environmental justice. Our Training and Organizational Assistance Program, Leadership and Enhanced Assistance Program and Technology Resources Program help these vital environmental groups become better managed, funded and equipped."

Conservation

WWL call number 152250

Land Conservation Through Public/Private Partnerships by Eve Endicott. Washington, D.C.: Island Press: 1993. Currently, most land acquisitions are accomplished through public/private partnerships. This book uses case studies to show how many states and federal agencies have worked with nongovernmental organizations to build partnerships for land conservation.

WWL call number 181599

Planning for Natural Resources: A Guide to Including Natural Resources in Local Comprehensive Planning by Brian W. Ohm. Madison: UW Dept. of Urban and Regional Planning: 2002.

Also available on the web

Long-term planning is necessary in order to balance environmental issues with new development and this guide is an excellent resource for communities interested in identifying, understanding, and protecting the natural resources within their boundaries.

WWL call number 201550

Conservation Options: A Landowner's Guide Washington, D.C.: Land Trust Alliance: 2003.

This is an interesting and informative booklet on the benefits of protecting private land, whether by keeping it within the family or donating it for the use of all. Updated with the 2003 tax amendments.

WWL call number 201593

Worry-Free Lobbying for Nonprofits: How to Use the 501(h) Election to Maximize Effectiveness Washington, D.C.: Alliance for Justice: 2003.

Also available on the web

This 15-page document describes how nonprofit groups, and the foundations that support them, can take advantage of the generous provisions in federal law that encourage lobbying activity.

WWL call number 201645

Doing Deals: A Guide to Buying Land for Conservation Washington, D.C.: Land Trust Alliance: 1995.

Buying land for conservation is risky business. This book will help you minimize the risk and maximize the effectiveness of your protection efforts. Doing Deals introduces the basic real estate, financial, and strategic principles that will enable you to operate competently and comfortably in the world of conservation real estate.

Web Sites of Interest

[UW-Extension Water Resources Publications](#)

Online books, guides and other materials for water resources education.

[UW-Extension: Center for Land Use Education](#)

"The Center for Land Use Education uses a team-based approach to accomplish its dual missions in campus based undergraduate and graduate education and Extension outreach teaching related to land use planning,

plan and ordinance administration, project impact and regional trends analysis and public involvement in local land use policy development."

Fundraising

WWL call number 201538

Raise More Money: The Best of the Grassroots Fundraising Journal by Kim Klein and Stephanie Roth. Oakland, Cal.: GFJ Publications: 2001.

The two authors, cofounders of the 20-year-old Grassroots Fundraising Journal, have coedited and updated many of that magazine's most popular articles for this volume. Covering fund-raising from philosophy to planning and featuring many helpful case studies, it is recommended to anyone interested in fundraising.

WWL call number 201539

How to Write Successful Fundraising Letters: Sample Letters, Style Tips, Useful Hints and Real-World Examples by Mal Warwick. San Francisco: Jossey-Bass: 2001.

Mal Warwick takes a three-step approach to fund-raising by mail--first, donors are acquired; next, they become repeat donors; and finally, they are "upgraded to higher levels of generosity and commitment." This insightful guide covers everything from the philosophy of fund-raising to style and punctuation resources and is based on Warwick's extensive experience and studies with focus groups.

WWL call number 201540

Secrets of Successful Fundraising by Carol Weisman. St. Louis, Mo.: F.E. Robbins & Sons Press: 2000.

This tip-filled fund-raising book features essays by "nonprofit gurus," each with a different focus. The large number of authors brings many different perspectives to the application of fund-raising principles and their authority in each subject area is backed with personal experience. Each essay includes a bibliography for more in-depth study.

WWL call number 201542

Fundraising for Social Change by Kim Klein. San Francisco: Jossey-Bass: 2001.

Geared toward grassroots organizations with budgets less than \$500,000 per year, the newest edition of this book is a how-to that covers everything one needs to know to become independent from corporate, foundational, or government assistance. With strategies to assist nonprofit boards with all levels of fund-raising--from making an initial outline to keeping old donors interested--it is no wonder that this book has been described as "the Bible for grassroots fundraisers."

WWL call number 201544

Fearless Fundraising for Nonprofit Boards by Worth George. Washington, D.C.: BoardSource: 2003.

Worth George, the executive director of a nonprofit board for over 25 years, has written this guide for board chairs or members who want to inspire fellow members to raise more money. Includes worksheets and role-playing exercises to help people become more comfortable in asking for money.

WWL call number 201545

Capital Campaigns: Constructing a Successful Fundraising Drive by Edward C. Schumacher. Washington, D.C.: BoardSource: 2001.

In a practical question-and-answer format, Schumacher's book on fund-raising for a large-scale capital project is useful for setting goals and considering the finer nuances of such an undertaking.

WWL call number 201568

Getting Major Gifts by Kim Klein. Oakland, Cal.: Chardon Press: 1999.

Whether asking by phone, by letter, or in person, requesting donations can be very complicated. Klein's articles on who should do the asking, what they should say, and how everyone in an organization can improve the fund-raising process is very helpful to those who hope to be the recipient of large gifts.

WWL call number 201569

Board of Directors by Kim Klein. Oakland, Cal.: Chardon Press: 2000.

Kim Klein suggests revisions in the traditional roles of board directors to increase their participation in fund-raising for the benefit of all involved.

WWL call number 201576

All the Way to the Bank: Smart Money Management for Tomorrow's Nonprofit Organizations by Susan Kenny Stevens. St. Paul, Minn.: Stevens Group: 1997.

The Stevens Group, a top financial management consulting firm for nonprofits and foundations in North America, has put together an excellent handbook, full of tools and techniques to help nonprofits maximize program outcomes with solid financial support. Advice on how to determine your organization's financial worth, improve cash flow, spot problem areas in financial statements, select the right bank, secure financing, and more.

WWL call number 201690

Effective Fundraising for Nonprofits by Ilona Bray. Berkeley: Nolo: 2008.

Getting tax-exempt status for your nonprofit organization is just the first step -- whether its mission will succeed depends entirely on your ability to raise money.

WWL call number 271236 2003-2004

Directory of Funding Sources for Grassroots River and Watershed Conservation Groups 2003-04 Portland, Ore.: River Network: 2004.

Also available on the web (only for River Network Partners)

Written specifically for the river and watershed conservation community, the latest edition of this directory lists over 200 foundations, corporations, state and federal agencies, and other organizations that provide funding to not-for-profit watershed groups. The focus is on funding organizations that are broad or national in scope.

WWL call number 271238 2003

Foundations in Wisconsin: A Directory Milwaukee, Wis.: Marquette University Memorial Library: 2003.

The updated edition of this indispensable guide has contact, grant, and focus information for an even greater number of foundations in Wisconsin organized by area of interest.

Web Sites of Interest

[Alliance for Nonprofit Management](#)

"The Alliance for Nonprofit Management is the professional association of individuals and organizations devoted to improving the management and governance capacity of nonprofits - to assist nonprofits in fulfilling their mission."

[Institute for Conservation Leadership](#)

"At the Institute for Conservation Leadership, we empower leaders with training and we build volunteer institutions that protect and conserve the Earth's environment. We do this by helping leaders lead better, building connections between groups with similar goals, and supporting groups' progress with fundraising, board development, and other activities."

[The Foundation Center](#)

"The Foundation Center strengthens the nonprofit sector by advancing knowledge about U.S. philanthropy. The Center collects, organizes, and communicates information on U.S. philanthropy; conducts and facilitates research on trends in the field; provides education and training; and ensures public access to information and services through its Web site, print and electronic publications, five library/learning centers, and a national network of over 200 Cooperating Collections."

[University of Wisconsin Grants Information Center](#)

"The Grants Information Center is one of "approximately 200 collections established by the Foundation Center . . . to provide an authoritative source of information on foundation and corporate giving for nonprofit organizations. Nonprofit organizations looking for grants will usually want to begin at . . . Resources for Nonprofit Organizations."

[UW-Extension: Center for Community and Economic Developemnt](#)

A comprehensive listing of links for nonprofit organizations organized by category.

Structure

WWL call number 201537

The Five Life Stages of Nonprofit Organizations: Where You Are, Where You're Going, and What to Expect When You Get There by Judith Sharken Simon. St. Paul, Minn.: Amherst H. Wilder Foundation: 2001.

The life stage concept of organizational assessment is a great tool for objectively observing where your nonprofit is and where it might be headed. This book includes the Wilder Nonprofit Life Stage Assessment to assist with evaluation and numerous examples from each stage to compare your organization with.

WWL call number 201573

The Non-Profit Internet Handbook by Gary M. Grobman. Harrisburg, Pa.: White Hat Communications: 1998. From finding useful information on the Internet to providing that information through an organization Web site, this guide is the place to look. Includes information on grant-seeking as well as effective fund-raising online.

WWL call number 201575

The Nonprofit Handbook: Everything You Need to Know to Startup and Run Your Nonprofit Organization by Gary M. Grobman. Harrisburg, Pa.: White Hat Communications: 2002.

This excellent reference tool and guidebook features law, policy, issues, practical advice on start-up and maintenance, and additional print and electronic resources for further information on nonprofit organizations. Extremely informative reading for anyone interested in running a nonprofit in the U.S.

WWL call number 201577

Organizing: A Guide for Grassroots Leaders by Si Kahn. Silver Spring, Md.: National Association of Social Workers: 1991.

It is author Si Kahn's belief that ordinary citizens can have profound effects by organizing themselves. His insight and direction for doing this are featured in this book designed for those interested in grassroots projects.

WWL call number 201578

Bookkeeping Basics: What Every Nonprofit Bookkeeper Needs to Know by Debra L. Ruegg. St. Paul, Minn.: A.H. Wilder Foundation: 2003.

It is rare to find a nonprofit that has a professional bookkeeper on staff. For those who come to the position with little or no accounting training, this book provides a wealth of information in plain language for keeping track of your organization's financial activity and safeguarding its assets.

WWL call number 201580

The Oregon Nonprofit Corporation Handbook by Cynthia Cumfer. Portland, Ore.: Technical Assistance for Community Services: 2001.

This handbook, though geared toward nonprofits in the state of Oregon, has tools that managers, lawyers, accountants, consultants and board members of nonprofit organizations everywhere will find extremely useful. Dealing with the changes in the funding and management environments in the nonprofit industry, it will prove an invaluable tool for new as well as long-established nonprofit organizations.

WWL call number 201581

Program Organizing Guide by Sharon Behar. Montpelier, Vt.: River Watch Network: 1995.

River Watch Network put together this handbook to help citizen water quality monitoring groups design successful, long-term organizational structures for their programs. A step-by-step process is laid out to help users design a program tailored to their objectives, local water quality issues, manpower and financial resources.

WWL call number 201587

Grassroots and Nonprofit Leadership by Berit M. Lakey. Philadelphia, Pa.: New Society Publishers: 1995.

Theory and practice mingle in this tool kit for helping leaders deal with a wide range of organizational issues. Its engaging text and clear analogies will help leaders in any sort of nonprofit improve themselves and their organizations.

WWL call number 201589

Strategic Planning Workbook for Nonprofit Organizations by Brian W. Barry. St. Paul, Minn.: A.H. Wilder Foundation: 1997.

This practical and straightforward guide walks nonprofits through the process of creating a strategic plan to address problems, improve communication, and work around funding cuts and increased competition for federal money. Includes a detailed sample of an actual nonprofit's three-year plan.

WWL call number 201590

Organizing for Social Change: Midwest Academy Manual for Activists by Kimberly A. Bobo. Santa Ana, Cal.: Seven Locks Press: 2001.

Grassroots organizers working at the local, state, or national level will find this guidebook one of the most comprehensive and useful for organizing and creating an impact. Resources for every minutiae of organizational success are included in an appendix which also contains an index and rallying songs!

Web Sites of Interest

[Center for Watershed Protection](#)

"The Center for Watershed Protection is a non-profit 501(c)3 corporation that provides local governments, activists, and watershed organizations around the country with the technical tools for protecting some of the nation's most precious natural resources: our streams, lakes and rivers."

[Environmental Support Center](#)

"The mission of the Environmental Support Center is to promote the quality of the natural environment, human health, and community sustainability by increasing the organizational effectiveness of local, state, and regional organizations working on environmental issues and for environmental justice. Our Training and Organizational Assistance Program, Leadership and Enhanced Assistance Program and Technology Resources Program help these vital environmental groups become better managed, funded and equipped."

[Institute for Conservation Leadership](#)

"At the Institute for Conservation Leadership, we empower leaders with training and we build volunteer institutions that protect and conserve the Earth's environment. We do this by helping leaders lead better, building connections between groups with similar goals, and supporting groups' progress with fundraising, board development, and other activities."

Volunteers

WWL call number 201535

Leadership Skills: Developing Volunteers for Organizational Success by Emily Kittle Morrison. Tucson, Ariz.: Fisher Books: 1994.

Morrison has spent the past 20 years training volunteers for leadership success, and her experience shows in this comprehensive guide to volunteer motivation, leadership skill development, and accomplishment of organizational goals.

WWL call number 201543

When Everyone's a Volunteer: The Effective Functioning of All-Volunteer Groups by Ivan H. Scheier. Philadelphia, Pa.: Energize, Inc.: 1992.

The heart of this specialized guide for entirely volunteer groups is a set of innovative group-interaction exercises to cultivate a unified, well-run organization--whether it be a service club, auxiliary group, or grassroots nonprofit.

WWL call number 201572

The Nonprofit Membership Toolkit by Ellis M. Robinson. San Francisco: Jossey-Bass: 2003.

In order for a social change organization to survive, links need to be made between program goals and members' goals. Program managers and directors must understand what their members are looking for to retain current members as well as attract new members. This book provides the information and tools to do this as well as examples from past programs.

WWL call number 201642

77 Ways to Recruit Volunteers by Bill Wittich. Fullerton, Calif.: Knowledge Transfer: 2003.

This book will give you many suggestions for recruiting new volunteers. It will help you create a variety of niche marketing techniques to find today's potential volunteers. These volunteers are different from yesterday's traditional volunteers in that they are willing to admit that they are looking for a benefit from their volunteer activity.

WWL call number 201643

77 Ways to Recognize Volunteers by Bill Wittich. Fullerton, Calif.: Knowledge Transfer: 2003.

Recognition is magic. It is one of the keys to retention. Everyone wants to know that they are being appreciated when they work. This 96 page publication contains 77 suggestions for showing your volunteers that they are appreciated.

Tax Status

WWL call number 201551

C(3) or C(4)? Choosing a Tax-Exempt Status by Christine M. Cook. Portland, Ore.: River Network: 1997.

The two most common tax exempt statuses for organizations are c(3) and c(4), but the differences between the two can be subtle, making the decision about which to claim rather difficult. This publication helps you decide by asking what your institution wants to accomplish and what activities are necessary for this. It then fits the answers into a framework that will make the decision of which status to claim much easier.