2012 Nonprofit Technology Conference E-book Sampler: John Brothers, Melanie Mathos, Randall Moss, David Neff, Chad Norman, Paul Schmitz, Anne Sherman

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Whether you are new to the nonprofit sector and need to get quickly up to speed or you're a seasoned professional looking for fresh ideas on how to engage supporters, share your mission, and inspire action using the social web, our experts can show you how. We've gathered together excerpts from four of our leading nonprofit books to **learn from best practices how to move successfully through the lifecycle of change, learn what kind of leadership is needed to solve the most pressing community problems, innovate & thrive in the digital age, and more!**:

Sample Chapter 1, from 101 Social Media Tactics for Nonprofits: Melanie Mathos and Chad Norman provide a field guide for nonprofits that feature 101 beginner- to intermediate-level social media tactics with real-life examples to help them discover new ways of deploying their strategy and meeting their social media objectives.

Sample Chapter 2, from Building Nonprofit Capacity: John Brothers and Anne Sherman show nonprofit leaders how to effectively shepherd a change-process within their organization. Based on research from TCC's organizational effectiveness studies and results from the core capacity assessment tool, the book provides an assessment lifecycle score that reflects the organization's current stage of development.

Sample Chapter 3, from Everyone Leads: Paul Schmitz inspires readers to see new leadership possibilities within themselves and their communities. He also offers a set of practices that will help leaders be more effective at bringing diverse people and groups together to solve problems.

Sample Chapter 4, from The Future of Nonprofits: David Neff and Randal Moss help organizations capitalize on internal innovation. Innovative nonprofits are able to better predict future trends to remake and reshape their culture, structure, and staff to be a more nimble and lean. By applying the strategies laid out in this book, nonprofit professionals of all levels can prepare their organizations to take advantage of future trends and develop innovative "internal entrepreneurs" that will grow revenue and drive their mission.

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