



view from the **EDGE**

JULY/AUGUST 2009



Jim Shapiro



Shannon Barnes

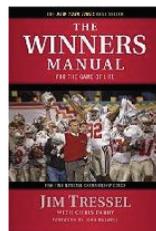
Summer Reading List

10 recommendations for pastors, school administrators and nonprofit leaders

Summer is here! Hopefully, the season brings an opportunity for you to take a breath, step back, and invest in yourself and your organization. To that end, we pass along these books on leadership, strategy, and fundraising – sources we have found personally impacting, and which we trust will have value to you as you work to passionately lead and fund your organization's mission.

Happy reading! JS | SDB

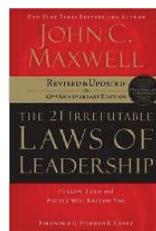
Leadership **EDGE**



The Winners Manual: For the Game of Life

Jim Tressel, John Maxwell, and Chris Fabry

A must read for anyone interested in motivating teams and improving their overall outlook on life! Winner of five NCAA National Championships, Coach Jim Tressel has a refreshing and inspiring approach to winning at football and life in general. Whether or not you're a football fan, these stories and simple team building concepts will easily apply to your organization and definitely impact your life and leadership.



The 21 Irrefutable Laws of Leadership

John C. Maxwell

In one of his most recent works, John Maxwell continues to push our leadership thinking. This is a great resource and training tool for any management team seeking to learn what it takes to effectively lead an organization, department or team. Its short chapters are loaded with content, easy to consume and ready to apply to your work environment. Another must read for managers (or rising stars) in your organization.

EDGE TRAINING EVENTS

Nonprofit Summer School (Cal State Fullerton, CA)

July 15, 11:00 a.m. – Noon

7 Rules for High Impact

Leadership: Seven essential rules to take your board, your staff, and your mission to the next level of impact!

Nonprofit Summer School (Cal State Fullerton, CA)

July 15, 3:00-4:00 p.m.

30 Days to Live: Keep you and your team working with passion, clarity and mission-conviction – even amidst challenging times.

Seminar (Lake Union, WA)

August 12, 9:00-11:30 a.m.

Fundraising Mastery

Become a Fundraising Master in 30 days with our step-by-step fundraising development system.

Seminar (Lake Union, WA)

August 12, 1:00-3:00 p.m.

The Social Media EDGE

Using social media to find supporters, volunteers, and advocates for your mission.

More information, events, and registration at

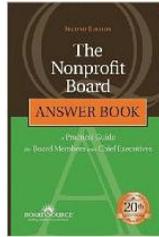
www.theEDGEgroup.org/thrive.htm

Contact Information

888.650.EDGE (3343)

info@theEDGEgroup.org

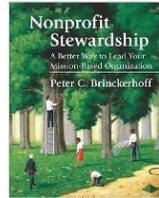
www.theEDGEgroup.org



The Nonprofit Board Answer Book

BoardSource

Based on material from our friend and mentor Bob Andringa, this invaluable resource for nonprofit boards answers 80 different questions on board function, structure, development, meetings, and responsibilities. Written for all levels of expertise and experience, this will be a resource you turn to again and again.



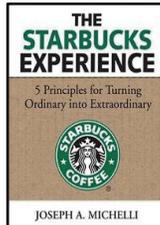
Nonprofit Stewardship:

A Better Way to Lead Your Mission-Based Organization

Peter C. Brinckerhoff

Since 1982, Peter has worked with thousands of staff and board members to help focus their mission-based organizations and get “more mission for their money.” (We like to say “finding a better way to do more good!”) This book is a remarkable source for its practicality, depth, and convictions regarding our “stewardship” of people and resources.

Strategic EDGE



The Starbucks Experience:

Turning Ordinary Into Extraordinary

Joseph Michelli

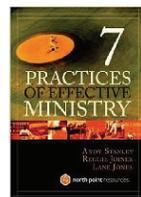
If you’ve ever had a cup of coffee or a latté at Starbucks, then you’ve tasted a bit of the Starbucks Experience. Since its founding near the Pikes Place Market, this global corporation has pursued an intentional mission – to help people and communities move from the ordinary to the extraordinary. The book boils down the successful ingredients of the Starbucks culture, applying them to any extraordinary pursuit.



The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It

Michael E. Gerber

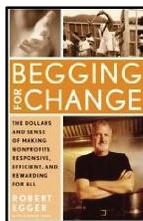
Gerber translates business principles through this easy to read story about a woman with a passion for baking pies. After opening her shop, she quickly learns that without the right systems, managing a business can overwhelm one’s passion. This book was foundational to EDGE’s beginning, and we have used its principles in our work and training since. A valuable resource for today’s business or nonprofit entrepreneur.



7 Practices of Effective Ministry

Andy Stanley, Reggie Joiner, Lane Jones

Especially for pastors and Christian ministry leaders, this book explores the power of asking the right questions, and then using the “lens” of those questions to drive strategy, programs, and organizational growth.

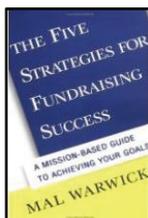


Begging for Change: The Dollars and Sense of Making Nonprofits Responsive, Efficient, and Rewarding for All

Robert Egger with Howard Yoon

We love passionate people, people who are out to make a difference. Robert Egger is one of those people! With its stories and examples from his work at D.C. Central Kitchen, this book will keep you on the edge of your seat, pen in hand, from cover to cover. We guarantee you'll be stirred by Robert's challenges and clear thinking.

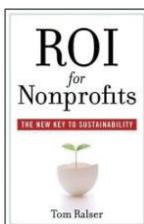
Funding EDGE



The Five Strategies for Fundraising Success: A Mission-Based Guide to Achieving Your Goals

Mal Warwick

We believe the best fundraising emerges uniquely from mission, and advocate the creation of unique messages AND methods based on an organization's passions, strengths, and creativity. Warwick's book details his approach to mission-based fundraising (GIVES), and will help you pick the best strategy for your organization's mission.



ROI for Nonprofits: The New Key to Sustainability

Tom Ralscer

This book presents a very helpful way to "quantify" mission-driven work - a necessary tool for good strategic planning, program evaluation, and essential to impacting communication and fundraising. Understanding ROI thinking will enormously benefit any nonprofit leader, and help organizations get beyond "good ideas" to quantifiable and measurable mission execution.

About The EDGE Group

The Leadership EDGE

The capacity and quality of your organization's leadership directly affects the impact of your organization. People are counting on you - donors, staff, stakeholders - and most importantly, the people you serve! We can help you retool, refocus, and reenergize your leadership, and build a team (board and staff) that is equally capable and energized.

The Strategic EDGE

Our communities need strategy-driven organizations - organizations that abandon incremental thinking and survival mentalities - organizations that continually demand the growth, depth and saturation of their mission objectives and embrace strategy as a way of life. We can help you clarify your vision, craft an innovative strategy, and implement a cohesive (and achievable) strategic plan - taking you from "A" to "B" no matter how far away "B" may be!

The Funding EDGE

We believe the best fundraising emerges directly from an organization's mission, and work to create unique messages AND methods based on your organization's strengths, passion, personality. We incorporate this unique approach, coupled with the best practices of the development community, to help you effectively reach your donors and increase the return on your fundraising efforts. Our Fundraising Mastery system is designed to build a visible message and connect good people directly to your mission - bringing short-term success and long-term sustainability.



Weigh and Consider

Read not to contradict and confute; nor to believe and take for granted; nor to find talk and discourse; but to weigh and consider. Some books are to be tasted, others to be swallowed, and some few to be chewed and digested: that is, some books are to be read only in parts, others to be read, but not curiously, and some few to be read wholly, and with diligence and attention.

Francis Bacon