



Starting & Building a Nonprofit: A Practical Guide

By Peri Pakroo J.D.

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Start a nonprofit and keep it running with this practical guide

During hard economic times, nonprofits are more important than ever. Here, learn how to create and nurture a nonprofit that will serve your vital mission, whether supporting the arts, rescuing a school library, protecting the environment, or making a difference in another important way.

With practical advice, legal information, tips and step-by-step instructions, this essential guide will help you get your nonprofit up and running—and keep it going! *Starting & Building a Nonprofit* explains how to:

- develop a strategic plan and budget
- recruit and manage board members, employees and volunteers
- market your organization to your target audience
- raise money online through crowdfunding and other sites
- build a website and use social media and networking sites
- adopt policies that are legally sound
- and much more.

Whether you are dreaming of starting a nonprofit or are already in the trenches, *Starting & Building a Nonprofit* will help your organization make a real difference in the world. The sixth edition includes information on using technology to manage your nonprofit's finances and operations.

Are you a California resident? Check out *How to Form a Nonprofit Corporation in California*.

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Editorial Review

Review

"Takes readers through the nuts and bolts, from deciding on a name to bookkeeping." Library Journal

"Describes the steps required to start and run a nonprofit organization..." Chronicle Philanthropy

"Pakroo, an attorney and business and communications consultant specializing in legal and start-up issues for businesses and nonprofits, presents a guide to starting and building a nonprofit organization. She explains how to name and structure the organization, develop a strategic plan and initial budget, choose a board of directors, hire staff and volunteers, fundraise, manage risks and obtain insurance, understand contracts and agreements, market the organization, publish informational materials, market the nonprofit online, manage finances, and hire lawyers, accountants, and other professionals. This edition incorporates information on using technology to manage finances and operations." Eithne O'Leyne, Editor Ringgold, Inc. ProtoView

About the Author

Peri Pakroo is a business and communications consultant, specializing in legal and start-up issues for businesses and nonprofits. She has started, participated in, and consulted with start-up businesses for 20 years. She owns and runs P-Brain media (www.pbrainmedia.com), a strategic consulting and communications firm that develops information-rich media for web, print, video and other formats. Peri received her law degree from the University of New Mexico School of Law in 1995. She is the author of The Women's Small Business Start-Up Kit, The Small Business Start-Up Kit (national and California editions) and Starting & Building a Nonprofit (all from Nolo) and has been featured in numerous national publications including Entrepreneur, Real Simple, Investors Business Daily, and BusinessWeek. Peri teaches adult education courses at WESST (www.wesst.org) in Albuquerque, a nonprofit whose mission is to facilitate entrepreneurship among women and minorities in the state of New Mexico. She is active in supporting local, independent businesses and is co-founder of the Albuquerque Independent Business Alliance. Visit Peri's blog at www.peripakroo.com.

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