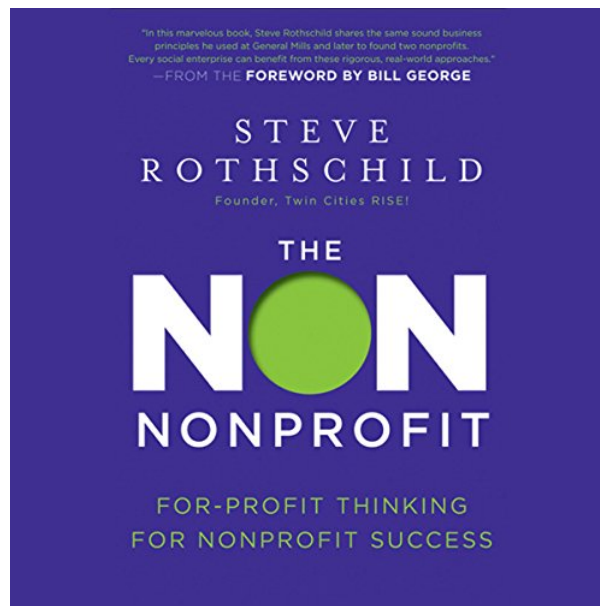


THE NON NONPROFIT: FOR-PROFIT THINKING FOR NONPROFIT SUCCESS BY STEVE ROTHSCHILD



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"In this marvelous book, Steve Rothschild shares the same sound business principles he used at General Mills and later to found two nonprofits. Every social enterprise can benefit from these rigorous, real-world approaches."

—FROM THE **FOREWORD BY BILL GEORGE**

STEVE
ROTHSCHILD

Founder, Twin Cities RISE!

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THE NON NONPROFIT: FOR-PROFIT THINKING FOR NONPROFIT SUCCESS BY STEVE ROTHSCHILD PDF

A top business leader shares the business principles he used to launch both a top company and a thriving nonprofit.

Nonprofit leaders know that solving pervasive social problems requires passion and creativity as well as tangible results. The Non Nonprofit shares the same business principles that drive the world's best companies, showing how they can (and should) be applied to the realm of nonprofits. Steve Rothschild personally crossed sectors when he left corporate America to found Twin Cities RISE!, a highly successful poverty reduction program. His honest story, and success and missteps, create an essential roadmap for any social venture looking to prove and boost its impact.

- Distills essential nonprofit principles such as having a clear and appropriate purpose, creating economic value from social benefit, and establishing mutual accountability
- Shares successful approaches from innovative organizations such as Grameen Bank, Playworks, Common Ground, Habitat for Humanity, Lumni, Caring Bridge, College Summit and RISE!
- Draws from the author's success in founding and building Twin Cities RISE!, which trains unemployed Minnesotans for living wage jobs. RISE! serves 1,500 participants each year

As insightful as it is inspiring, The Non Nonprofit can help maximize the positive impact of any nonprofit.

- Sales Rank: #44779 in Audible
- Published on: 2012-08-03
- Format: Unabridged
- Original language: English
- Running time: 316 minutes

Most helpful customer reviews

6 of 6 people found the following review helpful.

Great Resume to Write this Book

By Jim Estill

The career story of Steve Rothschild, author of The Non Nonprofit, perhaps warrants a book of its own. Rothschild rose to corporate success as the executive vice president of General Mills, a Fortune 100 company, only to then leave the corporate world and found Twin Cities Rise! (using his own money). Rise! works to combat inner city poverty in the Minneapolis area by providing long term job training to low-income adults.

Rothschild possesses a keen sense for the modern challenges faced by nonprofits and social enterprises. Through the story of Rise!, as well as through case-studies of other inventive social organizations, Rothchild identifies seven key principles for long-term success, applicable to any social venture looking to boost

impact:

1. Have a clear and appropriate purpose
2. Measure what counts
3. Be market driven
4. Create mutual accountability
5. Support personal empowerment
6. Create economic value from social benefit
7. Be learning driven

I particularly like the last principle. Being a constant learner is one key to success.

Rothschild meticulously demonstrates the value of each principle in numerous, varied circumstances.

Nonprofits attempt to tackle society's most challenging problems with few resources and financial support from state and federal governments has recently dwindled. In meeting these challenges, Rothschild's for-profit geared principles delve into economics, strategy, philosophy, psychology, etc. Incorporating these principles simply demands the courage to change.

I would recommend this book to any current or prospective social venture leaders looking to improve their results and achieve their purpose.

4 of 4 people found the following review helpful.

Required Reading

By David J. Goldstein

The Non Nonprofit is required reading for anyone involved in running or supporting a nonprofit organization as well as a useful guide for leaders in almost any endeavor.

Steve Rothschild had a legendary career as a senior executive at General Mills before leaving the private sector to create a visionary program for addressing generational poverty - Twin Cities Rise! In this book, Rothschild offers a few hints into the secrets of his private sector success while sharing his vision for creating more relevant and successful nonprofits.

Often undercapitalized and reliant on short term and uncertain funding sources, how can nonprofits possibly be expected to make a meaningful difference in facing the pervasive problems that face our society? The answer, as persuasively argued in this book, is to live by seven key principles: (1) Have a clear and appropriate purpose; (2) measure what counts; (3) be market driven; (4) create mutual accountability; (5) support personal empowerment; (6) create economic value from social benefit; and (7) be learning driven.

Each of these principles is clearly explained in its own chapter and illustrated by real-life case studies. Each chapter also includes practical questions that all organizations should ask in order to assess and improve their effectiveness.

As Rothschild notes in his introduction, this book is not a scholarly work, but rather a "personal take on what I have learned - as a businessman, a nonprofit CEO, and a board member - about what enables organizations to excel" Given Rothschild's remarkable record of success at both General Mills and Twin Cities Rise! his is a voice worth heeding. This book will undoubtedly help to produce better leaders and more effective nonprofits.

2 of 2 people found the following review helpful.

New insights into nonprofit success

By Dave MacCallum

This book presents a clear and compelling overview of the seven principles that are key to being a successful nonprofit. Some of these are familiar (e.g. the need for a clear purpose), but all are important and Steve's perspective is refreshingly straightforward. The more novel principles concerning the role of personal empowerment and new approaches to financing nonprofits are the book's most important contribution. Do yourself the favor of reading this book; it will challenge your conception of nonprofits, and force you to think about how you can be more effectively involved in them.

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