

THE CHARISMATIC ORGANIZATION

8 WAYS TO GROW A NONPROFIT

That Builds Buzz, Delights Donors, and Energizes Employee

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Now you know.

What if every person involved with an organization was fully engaged and shared a common goal? –That is the way a charismatic organization operates.

Certain patterns are evident among successful organizations. In the way charismatic individuals attract friends, followers, and supporters, people are drawn to these groups and they will seek to support them in whatever way they can. These institutions do not necessarily have charismatic leaders or household names. Rather, they attain their success by strengthening their organization, performing at full potential, and by building a strong community of support around themselves.

Leading experts, Shirley Sagawa and Deborah Jospin offer a framework that allows organizations to go beyond quick fixes and fundraising strategies to a broader paradigm that encompasses community and organization building. In their book, **The Charismatic Organization**, the authors offer numerous examples of how successful organizations have made this shift, as well as action steps that all organizations can take to perform better.

The Charismatic Organization will show nonprofits of all types how to reframe their organizations, internally and externally, to be more effective. This book will help to connect the dots of all parts of a nonprofit enterprise while also showing readers how to improve each of these functions. By becoming more charismatic, even a small organization can have not just one or two fundraisers, recruiters, PR people or advocates, but dozens, even hundreds of people who are able to invite in new supporters, volunteers, champions and clients in ways that are comfortable for everyone involved.

Shirley Sagawa and **Deborah Jospin** run a successful consulting practice, Sagawa/Jospin, working with dozens of clients in the nonprofit and for-profit sectors, from national nonprofits, foundations, and corporations to small start-ups and local groups on resource development, innovation, strategy, partnerships, and public policy. A national leader, expert on policy and philanthropy, and former presidential adviser, Shirley Sagawa has been called a "founding mother of the modern service movement." Deborah Jospin is the former director of AmeriCorps. During her tenure, AmeriCorps grew to an annual budget of \$234 million with 60,000 members serving in 925 programs. Find out more about the authors and the book at www.charismaticorganization.com.

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