

CAP® Books

The Right Side of the Table, By Scott and Todd Fithian

This book was written to help advisers in a variety of business life cycles make an intentional choice about their next decades of their careers. The title introduces a metaphor surrounding the proverbial conference room table. It suggests that as wealth increases in our society, wealth holders are demanding a different model for assembling their team of professional advisers. Team members will take specific seats at the table, next to or across from the wealth holder, based on the role they are best suited to play. As more and more advisers adopt authenticity in their selection, wealth holders will become savvier to those trying to disguise their underlying relationship goals. Advisers must be clear about where they're meant to sit and why.

Wealth in Families, by Charles Collier

This book by Harvard's former senior philanthropic advisor addresses many of the questions of concern to families of wealth, including ways to teach family values through philanthropy. At 105 pages, it is a quick but important read.

Give Smart: Philanthropy that Gets Results, by Tierney and Fleishman,

In the first half of the twenty-first century, giving to family and community foundations alone will be ten times in today's dollars what it was throughout the entire twentieth century. Yet despite tremendous innovation in the social sector, philanthropy's natural state is under-performance. Not since Andrew Carnegie wrote *The Gospel of Wealth* has a book been written that provides practical guidance for donors to get the most impact from their giving.

Almost a decade ago, Thomas J. Tierney left Bain & Company to co-found The Bridgespan Group, a nonprofit focused on helping donors and nonprofit leaders to develop and execute strategies to accelerate social change. In *Give Smart*, Tierney pools his hands-on knowledge with philanthropy expert Joel L. Fleishman to create a much-needed primer for philanthropists and the nonprofit organizations they support. Drawing from personal experiences, testimonials, and Bridgespan's case studies, including those of the Bill and Melinda Gates Foundation and the John D. and Catherine T. MacArthur Foundation, *Give Smart* picks up where Jim Collins' *Good to Great* and the Social Sectors left off and presents the first in-depth, expert guide for engaged donors and nonprofit leaders.

The Resilient Sector Revisited: The New Challenge to Nonprofit America, by Lester Salamon, 2015

Nonprofit America is one of the least understood segments of national life, yet also one of the most crucial.

Author Lester Salamon, who pioneered the empirical study of the nonprofit sector in the United States, provides a wealth of new data to paint a compelling picture of a set of institutions being buffeted by a withering set of challenges, yet still finding ways to survive and prosper. These challenges, however, are posing enormous risks to the historic character and role of nonprofits.

Operating in an increasingly competitive environment in which traditional sources of government and philanthropic support are difficult to maintain, nonprofits have turned decisively to the market. In the process, however, they may be losing their *raison d'être*, sacrificing their most crucial missions, and risking loss of public understanding and support. To remedy this situation, Salamon recommends a "renewal strategy" for the nation's nonprofit sector that begins with a wider articulation and application of the sector's "value proposition"—the attributes that continue to make it deserving of the special privileges and benefits it enjoys. Salamon's pithy and accessible book is perfect for nonprofit boards, leaders of charitable foundations, government officials, and students of the nonprofit sector and of public policy, as well as anyone looking for guidance on how we go about dealing with public problems in America's increasingly collaborative system of governance.

Ten Basic Responsibilities of Nonprofit Boards, 3rd edition, by Richard T. Ingram

This publication is part of The Governance Series, a six-book collection addressing all of the fundamental elements of service common to most boards.

Our all-time bestseller, *Ten Basics*, not only explores the board's 10 core responsibilities, it also puts them into the context of the governance challenges facing nonprofits today.

We clarify and distinguish the board's responsibilities from those of the chief executive and senior staff. In addition, it includes two appendixes, one covering the individual responsibilities of board members and the other providing a sample self-assessment for individual board members.

Recently updated to include a deeper discussion of the role that advocacy plays in the responsibilities of nonprofit boards.

Fundraising Responsibilities of Nonprofit Boards, by James M. Greenfield

This publication is book four of The Governance Series, a six-book collection addressing all of the fundamental elements of service common to most boards.

Board members must ensure that their organization has adequate resources. One way they can do that is by being active in fundraising activities. *Fundraising Responsibilities of Nonprofit Boards* shows board members how to support fundraising efforts, no matter the size of the organization. It explains strategies, offers guidelines for evaluating the results of efforts, and recommends helpful ways that board members can be involved every step of the way.

The Power of Impact Investing: Putting Markets to Work for Profit and Global Good, by Judith Rodin

A new wave of investors is using impact investing to address some of the greatest challenges of our time—from climate change and water scarcity to lack of access to health care, education, and affordable housing—with the intention of also generating a financial return.

This couldn't happen at a more critical time. While philanthropy continues to be a transformative force for good, global philanthropic funds, even when combined with the development or aid budgets of many national governments, add up to mere billions of dollars. Meanwhile, the cost of solving the world's problems runs into the trillions.

In *The Power of Impact Investing*, Rockefeller Foundation president Judith Rodin and Margot Brandenburg, two of the foremost experts in the field, explain what impact investing is, how it compares to philanthropy and traditional investments, where opportunities are evolving around the world, and how to get started.

By sharing moving stories of impact investors and the exciting social enterprises benefiting from these investments, Rodin and Brandenburg offer a compelling resource for anyone interested in better understanding the power of impact investing—including retail investors, high-net-worth individuals, and heads of family offices, foundations, banks, and pension funds—while also offering experienced impact investors an opportunity to deepen their knowledge and benefit from the perspectives of other investors.

Personalized Philanthropy: Crash the Fundraising Matrix, by Steven Meyers, PhD

Personalized philanthropy is a radical new approach to what we traditionally called planned giving. After decades of "it's all-about-our-organization fundraising," charities thought it wise to take into account what donors might need from the gift transaction. For a long time, this meant little more than applying planned giving techniques, many of which provide payments or an income to the donor in exchange for giving up an asset. More recently, and a bit more expansively, the question has grown to include what donors need, not only from a financial perspective, but from a mission perspective—the donor's mission, not just the charity's.

But while that's the better idea, until now it's been pretty much only an idea. The words donor-focused philanthropy sound nice, but there hasn't been much to concretely define them or put them to some strategic use.

Steven Meyers has finally broken through the linguistic and strategic logjam to make sense of connecting donor and charities in a way that will, and already does at some organizations, change the way money is raised. It's not just a new twist to take into account a roller-coaster economy and it's not just a new gimmick to address what has come to be known as the great generational wealth transfer. Using a metaphor of an imprisoning Matrix—the typical development office with its goals and deadlines—Steve artfully and persuasively works through and explains three concepts: virtual endowments, philanthropic equity gifts, and step-up gifts. Each captures what's wrong with the current fundraising model and provides a basis for improving it.

This is not to say that fundraisers today are doing a poor job. Quite the contrary: those who work at charities are doing yeoman's work to make their organizations better as they pursue their missions. But it is also true that development offices can be bureaucratic and, because of inherent limitations, much more could be done. In fact, as donor-focused philanthropy has been a personal cause of mine for many years, I have seen how many organizations limit their ability to raise funds simply because they are not fully engaged with the donor's needs or desires. But to be engaged, fundraisers need to ask a whole different set of questions. Steve guides us through those questions and helps us make meaning of the responses we are likely to get from donors. Doing that, of course, will enhance donors' appreciation for the work charities do and, yes, increase their support.

This, Steve calls personalized philanthropy. As he says, "I want to know why all philanthropy is not already personalized philanthropy." You should ask yourself this question as well.

Planned Giving in a Nutshell, by Craig Wruck

Planned Giving in a Nutshell is a concise overview of Federal tax incentives for charitable giving, charitable gift plans donors can use to make generous charitable gifts, and the assets donors may wish to contribute as well as the integration of planned giving into a comprehensive fundraising program. In order to successfully negotiate complex charitable gifts, fundraisers need to understand the concepts of charitable gift planning and be able to explain them in clear and convincing language. But technical concepts, obscure terminology, and daunting financial projections make it difficult for a generalist fundraiser to navigate to a successful gift. Chapters include: > Tax Fundamentals - emphasizing the donor's "after tax cost of a gift" and the ways in which careful planning can encourage donors to make larger gifts.> Assets Used for Charitable Giving - introducing assets other than cash that donors can contribute, with an overview of the rules and considerations for each.> Basic Planned Giving Methods - covering charitable bequests and other testamentary gifts, as well as life insurance and gifts from qualified retirement plans.> Advanced Planned Giving Methods - exploring life income gifts which allow the donor to retain an income as a result of a charitable contribution as well as a number of more sophisticated planned gift vehicles. Planned Giving in a Nutshell is a practical guide to charitable gift planning for fundraisers and volunteers who are not experts in tax and financial planning. The emphasis is on "plain English" explanations with easy to understand examples and detailed illustrations of advanced planned giving vehicles.