



Forces for Good: The Six Practices of High-Impact Nonprofits

Leslie R. Crutchfield, Heather McLeod Grant

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An innovative guide to how great nonprofits achieve extraordinary social impact. What makes great nonprofits great? Authors Crutchfield and McLeod Grant searched for the answer over several years, employing a rigorous research methodology which derived from books on for-profits like *Built to Last*. They studied 12 nonprofits that have achieved extraordinary levels of impact—from Habitat for Humanity to the Heritage Foundation—and distilled six counterintuitive practices that these organizations use to change the world. This book has lessons for all readers interested in creating significant social change, including nonprofit managers, donors and volunteers. Leslie R. Crutchfield (Washington, D.C.) is a managing director of Ashoka and research grantee of the Aspen Institute. Heather McLeod Grant (Palo Alto, CA) is a nonprofit consultant and advisor to Duke University's Center for the Advancement of Social Entrepreneurship and the Stanford Center for Social Innovation. Crutchfield and Grant were co-founding editors of *Who Cares*, a national magazine reaching 50,000 readers in circulation between 1993-2000.

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