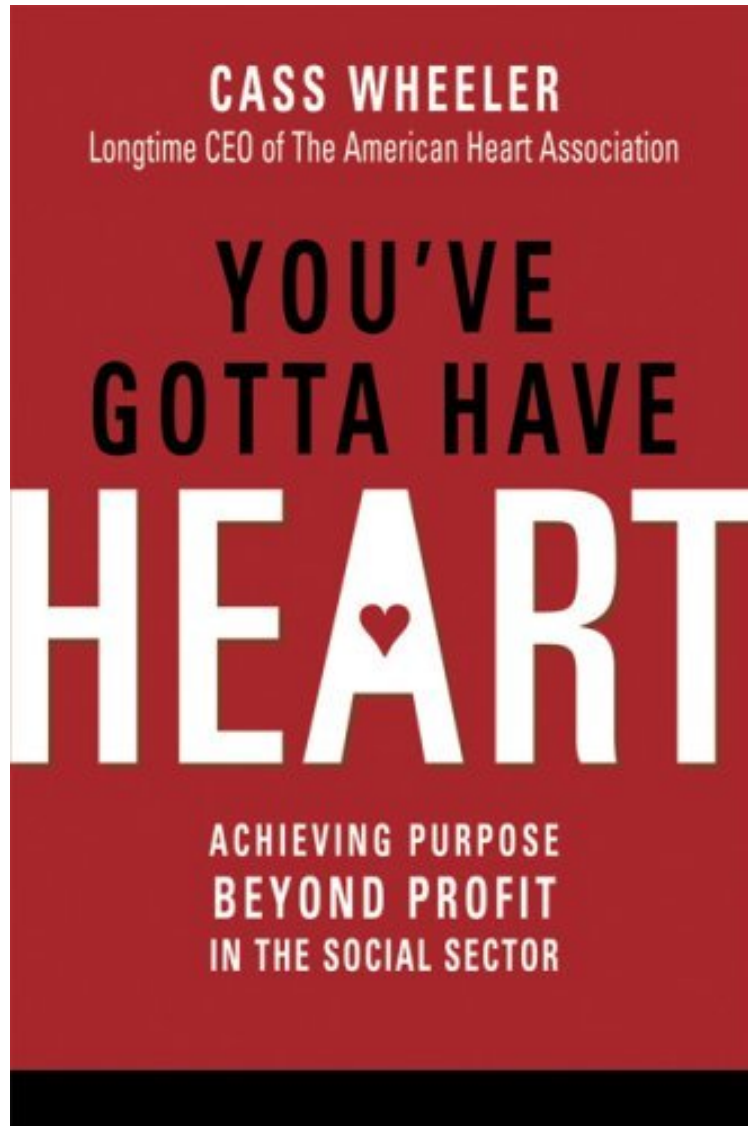


(Free and download) You've Gotta Have Heart: Achieving Purpose Beyond Profit in the Social Sector

You've Gotta Have Heart: Achieving Purpose Beyond Profit in the Social Sector

Cass Wheeler

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Cass Wheeler : You've Gotta Have Heart: Achieving Purpose Beyond Profit in the Social Sector before purchasing it in order to gage whether or not it would be worth my time, and all praised You've Gotta Have Heart: Achieving Purpose Beyond Profit in the Social Sector:

0 of 0 people found the following review helpful. You Gotta Have HeartBy Rick TonitaMr. Wheeler's book impacted me at a very deep level. To begin, within the first two chapters the book's title comes alive. I knew I was reading a book written by a special person and professional who cares deeply about people and serving society. Mr. Wheeler's

Establish a mission that motivates staff, volunteers, and donors to achieve goals beyond expectations
• Hire and manage volunteer and paid staff
• Decide what to focus on, and more importantly, what you need to stop doing
• Set (and achieve) breakthrough goals
• Learn from the marketing techniques of the for-profit world to increase exposure for your cause
• Implement advocacy and lobbying campaigns to influence public opinion, get your message out, and drive legislators to support your cause
• Effectively compete for charitable donations in an increasingly competitive environment
• Partner effectively with other organizations to achieve mission-related activities that would not have been possible on your own

Filled with honest, practical, and thoughtful lessons from the author's own experience, this book will help nonprofits of every size do great and be great. Cass Wheeler is the longtime Chief Executive Officer of the American Heart Association. Mr. Wheeler is currently on the boards of Partnership for Prevention, National Center for Tobacco-Free Kids, and Research!America. He has been with the AHA for 35 years and served as CEO for 11 of those years. He lives in Dallas.

From the Back Cover Advance Praise for *Yours' Gotta Have Heart*: "In this refreshing and straightforward book, Cass Wheeler uses the example of the Alliance for a Healthier Generation—a partnership between the American Heart Association and my Foundation to combat childhood obesity—to illustrate pragmatic ways for nonprofits to effectively reach their goals. *Yours' Gotta Have Heart* is a useful and insightful guide for how to transform hard work and dedication into change for those most in need." — Former President Bill Clinton "Nonprofits large and small will expand their kits with the tools from *Yours' Gotta Have Heart*. One of America's best-regarded executives has delivered for volunteers and staff desiring to achieve organizational excellence." — H. Art Taylor, President and CEO, Better Business Bureau Wise Giving Alliance "Having worked with the American Heart Association, I was impressed with Wheeler's bottom line corporate approach, and I'm glad he has shared strategies with the entire nonprofit sector in *Yours' Gotta Have Heart*." — Ram Charan, business consultant and best-selling author "Cass Wheeler's prescriptions for an organization's success—clarity of mission, strong core values, ambitious but realistic targets, and focus—seem so commonsensical that you wonder why more nonprofits don't follow them. But they will, if their CEOs read this lucid and practical guide, based on Wheeler's stellar leadership of the American Heart Association." — Paul Brest, President, The William and Flora Hewlett Foundation "Yours' Gotta Have Heart is fabulous! It is the definitive reference book that I wish I had been able to refer to earlier in my career and that I will put to good use in the near future." — Eduardo J. Sanchez, MD, MPH, FAAFP, Vice President and Chief Medical Officer, Blue Cross Blue Shield Texas, and former Texas Commissioner of Health