



Recommended Reading

The Gift of Leadership: How to Relight the Volunteer Spirit in the 21st Century, by Mark Levin, CAE. A great book for volunteer leaders on the importance of their roles and how to be an effective volunteer leader. For information, contact the author at mlevin0986@aol.com, or check out his website: www.baileadership.com

Reclaiming Higher Ground - Creating Organizations That Inspire the Soul, by Lance Secretan (published by Macmillan Canada 1996). The best book we know of on creating organizations that restore respect for the soul or spirit of individuals. It looks at personal evolution as a prerequisite of organizational evolution.

The Hero Within, by Carol S. Pearson, PhD. A book about using our inner archetypes to grow, to overcome obstacles, and to transform our inner and outer lives.

Membership Development: 101 Ways to Get and Keep Members, by Mark Levin, CAE. A concise, easy-to-use book that can be used by membership organizations at all levels.

The Big Book of Team Building Games, by John Newstrom and Edward Scannell. Quick games and fun activities for building morale, communication, and team spirit.

Fundraising: Hands-on Tactics for Non-profit Groups, by Peter Edles. Gives step-by-step guidelines for people new to fundraising. Includes sample letters, responses, scripts, etc.

Seven Measures of Success: What Remarkable Associations Do that Others Don't. Published by ASAE and the Center for Association Leadership, this is a study of what makes some associations "remarkable." Supervised by Jim Collins of "Good to Great," this study uses the same methodology to identify seven things that standout associations do.

On Becoming a Leader, by Warren Bennis. This distinguished USC professor provides a great look at the qualities that define a real leader and uses plenty of inspirational examples to help guide the reader.

Boards that Make a Difference, by John Carver. This is a groundbreaking new look at governance that stimulates thought about how organizations function. Primarily directed toward improving public and charitable governance, there are some lessons here for trade associations and professional societies as well.

17 Questions that Board Members and CEOs Frequently Ask, by Doug Eadie. Also published by ASAE, this short (103 page) book addresses board development, board processes, board-staff relationships, effective use of committees, evaluating board effectiveness, and strategic governance.

The Will to Govern Well, by Glenn H. Tecker, Jean S. Frankel, and Paul D. Meyer, CAE. A wonderful guide to how to create a knowledge-based governance structure and a process for thinking strategically

Good to Great by Jim Collins. By the same author who brought us "Built to Last," this book examines the characteristics that differentiate good companies from great companies. Associations can learn a lot from this book.