

Go GREEN on a nonprofit budget.

Ted Hart Adrienne D. Capps Matthew Bauer

Nonprofit Guide to Going Green



THE GREENNONPROFITS.ORG HANDBOOK

Nonprofit Guide to Going Green is your comprehensive learning tool to guide nonprofits and NGOs towards becoming greener. A desktop reference for any charitable organization to become greener, this essential book gives your organization the support it needs to take proactive steps to protect the environment while fulfilling its mission.

Timely and clearly written, with contributions from experts from around the globe, *Nonprofit Guide to Going Green* leads the way in helping charities in all countries meet this challenge.

- Helps nonprofits green their efforts and carbon footprint
- Shows CEOs, presidents, deans, marketing officers, board members proactive steps they can take to protect the environment
- Teaches how to do a self-audit and plan for a more environmentally sensitive future

Nonprofit Guide to Going Green delivers a timely and essential call to action for this new century. Can your organization afford not to “go green?”

978-0-470-52982-9 • \$45 US
December 2009

This book is printed on acid-free paper made from 100% post-consumer recycled pulp with soy ink.

Praise for *Nonprofit Guide to Going Green*

“Today, all nonprofits are evaluated—to some extent or another—by the ability to demonstrate they’re conducting business in an environmentally sound way. For non-profit stakeholders, environmental consciousness is no longer a convenient add-on, it’s a threshold requirement. Smart nonprofits realize that green marketing is an important part of this equation—this book demonstrates how, sometimes with very little effort, organizations can demonstrate in a clear way they are doing well by doing environmental good.”

—Joe Lockhart, former White House Press Secretary; Founding Partner, Scrabble for Good

“This book is a wonderful summary of hundreds of ideas and thinking about how to green the process of fundraising and managing nonprofit organizations. The nonprofit sector will benefit tremendously from this compilation of practical advice about “what can I do to be more green?”

—Michael T. Eckhart, President, American Council on Renewable Energy

“As a nonprofit executive, I wish this excellent book had come out many years ago. Those of us promoting the transition to a green economy need to go green in our own operations, and this valuable volume gives us the best roadmap available today.”

—Dr. Kevin Danaher, Co-Founder, Global Exchange and Green Festivals

“This book is chock full of good advice. It provides many enlightening and insightful examples from all over the US, and specific information on everything making the move to green transportation to green technology solutions.”

—Daniel Sperling, Professor and Director, Institute of Transportation Studies,
University of California, Davis; and Board member, California Air Resources Board

Based on the authors’ decades of combined real-life experience plus scores of case studies demonstrating green success stories, *Nonprofit Guide to Going Green* provides a wealth of proven, practical techniques to help your organization become more green and environmentally responsible.