

# PADM 7040

# Nonprofit Management

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Chapters 1 & 2 Overview

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# Chapters 1 & 2 Overview

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- I. DEVELOPING A CUSTOMER ORIENTATION.
    - Chapter 1. The Growth and Development of Nonprofit Marketing.
    - Chapter 2. Developing a Customer-Centered Mind-Set.
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# Weeks 1 & 2 Overview (2)

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- I also want to clarify a few things about our topics that might not be covered clearly in the textbooks.
  - First, let me explain that we generally talk about three types of organizations:
    - Private - or “for profit” - the typical business
    - Public - government organizations, including federal, state, and local (city or county)
    - Nonprofit - organizations created for some specific purpose, generally for the public good, and typically incorporated, with a board of directors, staff, and volunteers
      - “The primary purpose of nonprofits is to involve people in promoting the common good,” ([Nonprofit Quarterly Newsletter](#), October 2003, Issue 27, copied from web August 21, 2005).
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