



Field Guide to Nonprofit Program Design, Marketing and Evaluation Changes from 4th to 5th Edition

This document describes the changes between the fourth and fifth editions of the “Field Guide to Nonprofit Program Design, Marketing and Evaluation.” For a detailed comparison of section titles, page numbers and scope of change by section, see the document “[Table of Contents Comparison Between 4th and 5th Editions.](#)”

Identifying Your Edition

The edition of the book is listed under the title on the title page of the book. The fifth edition also has a gold banner in the upper right corner with the edition noted.

You can also identify your edition by the ISBN number. The fourth edition is ISBN-10 1933719-087 or ISBN-13 978-1933719-085. The fifth edition is ISBN-10 1933719-346 or ISBN-13 978-1933719-344.

Major Additions

The Fifth Edition is enhanced with the following additions to make nonprofit program design, marketing and evaluation even more customized to the nature and needs of the nonprofit. Charters of appropriate committees have been added for the Board of Directors to further strengthen its oversight and support of programs. Guidelines for program design have been expanded to include stronger rationale, description and sustainability of programs. Evaluation has been expanded to include a highly participatory method for more understanding, buy-in and participation of stakeholders. Methods of research that underlie design, marketing and evaluation have been expanded to include social media. References to useful resources have been updated, both online and print, and now include a Table of Figures.

Changes to enhance readability include rewording some titles to make them more readable, adding more cross references, referring to specific page numbers in cross references rather than to sections of the book, reformatting some lists, and correcting a small number of typos.

A concise listing of major additions includes guidelines and materials to:

1. Customize the processes of planning, marketing and evaluations to various different cultures.
2. Develop a theory of change for your program.
3. Ensure your programs remain sustainable.
4. Establish an effective Board Marketing Committee.
5. Establish an effective Board Programs Committee.
6. Understand the overall approach of participatory evaluation.
7. Utilize common methods of social media for research, promotions and communications.
8. Reference many more up-to-date resources, both online and in print.

Specific Changes

Changes between the Fourth Edition and Fifth Edition that could affect the references to the book include:

Introduction

1. Updates to Produce this Fifth Edition, p. vii – added this section
2. Use of Terms, p. x – consolidated sample list of clients into two columns, rather than one
3. Many Free Resources Are Available to You, p. x – moved the listing of resources to Appendix B and referenced that Appendix
4. Used Board Committee or Task Forces (moved) – this section moved to page 30 in “PART I”
5. About the Author, p. xi – reformatted to be more concise and easy to read

PART I: Background and Preparation

1. Understanding the “System” of Organizations and Programs, p. 4 – further clarified the role of feedback in the system
2. Organization Chart of a Typical Start-Up Nonprofit, p. 11 – the diagram in this section has been redrawn without change in intent
3. Organization Chart of a Typical Small Nonprofit with a CEO, p. 12 – the diagram in this section has been redrawn without change in intent
4. Organization Chart of a Typical Medium-to-Large Sized Nonprofit, 13 – the diagram in this section has been redrawn without change in intent
5. Theory of Change – How a Program Really Works, p. 14 – this section was added, including a detailed example of a theory of change
6. How to Acculturate the Processes of Planning, Marketing and Evaluations, p. 31 – this section added
7. Considerations to Ensure Sustainable Programs, p. 38 – this section added

PART II: Program Planning

1. Use a Board Programs Committee, p. 48 – this section added
2. Use a Board Marketing Committee, p. 64 – this section added
3. Salaried and Hourly Job Roles, p. 80 – clarified salaried and hourly jobs, by adding a reference to the www.flssa.com web site
4. Develop Your Basic Social Media Strategy, p. 84 – added this section

PART III: Program Evaluation

1. Pitfalls to Avoid in Planning (removed) – this section was redundant
2. Another Approach to Evaluation: Participatory Evaluation, p. 125 – this section added

PART IV: Assembling and Implementing Plan

1. (No changes)

APPENDICES:

A: Glossary

1. Glossary, p. 151 – use of this term rather than “Key Terms”
2. Added more terms

B: Free Resources for Nonprofits

1. Added “Free” to the title – to clarify that all of them are free now
2. Updated list of resources, pp. 159-160

C: Tools to Measure Health of Nonprofits

1. Changed to that title to be more accurate, p. 161
2. Added guidelines to select a tool and references to other tools

D: Worksheets

1. (No substantive changes to content)

E: Basic Methods of Business Research

1. Planning Your Business Research, p. 231 – reworded entire section to make it more clear
2. Guidelines to Conducting Observations, p. 236 – enhanced the guidelines
3. Guidelines to Conducting Questionnaires, p. 239 – enhanced the guidelines
4. Guidelines to Conducting Interviews, p. 241 – enhanced the guidelines
5. Guidelines to Conducting Focus Groups, p. 245 – enhanced the guidelines
6. Should You Test Market Your New Program, p. 248 – this is completely rewritten from the earlier version’s “Guidelines to Conducting Pilot Research (Test Market)”

F: Major Methods of Communications, Advertising and Promotions

1. Throughout this appendix, various methods were reorganized into more contemporary categories
2. Formats for Your Message, p. 253 – previously titled “Collateral, Advertising and Outreach”
3. Social Media and Networking, p. 257 – added this section

Recommended Readings – an Annotated List:

1. In some sections, updated with more contemporary books and resources