



The First 100 Days: Leading Small Non-Profits Out of the Wilderness

Zoot Velasco CFRE

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There is a real disconnect between what non-profits do and their ability to do it. That's why the average stay in non-profits for an executive director is roughly three years. This book is written for all non-profit leaders and those wishing to become non-profit leaders. The first 100 days of new leadership defines the organization. This book contains an easy-to-understand formula for success based on establishing leadership, mission, and vision within the organization. With the proper use of the 100 days "honeymoon period," you can succeed. Zoot Velasco, CFRE, has raised more than \$10 million for a variety of small cultural and youth education non-profits. He is not an academic but has worked in the trenches in non-profit mission building. He has helped dozens of non-profits raise funds, start and grow, plan big projects including new buildings and increase programs. Organizations he led as interim director had astounding growth. In his five years managing the Muckenthaler Cultural Center in Fullerton, Calif., the organization more than doubled its funding; tripled its programs, patrons and membership; and increased education programs by more than 800% and performing arts audiences by more than 2200% during the worst economy since the Great Depression. "The Muck" has won several prestigious regional awards. During his 30- year career, Zoot Velasco has worked with small arts non-profits as a director, artist, funder, board member, founder, and consultant.

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