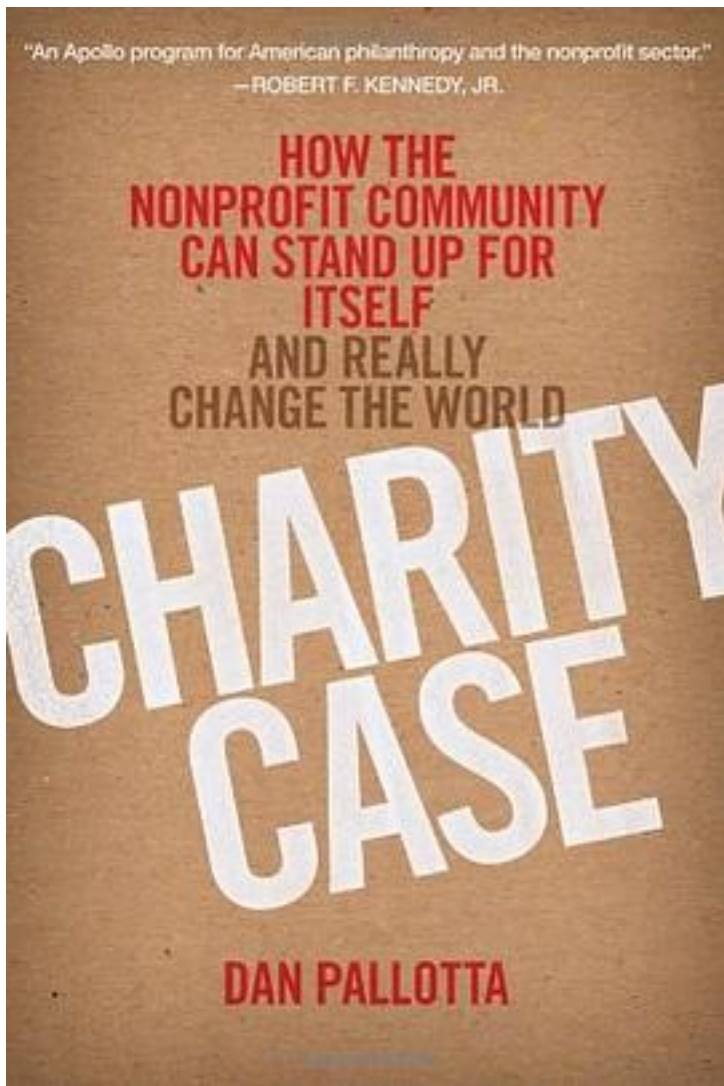


Charity Case



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著者:Pallotta, Dan

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A blueprint for a national leadership movement to transform the way the public thinks about giving. Virtually everything our society has been taught about charity is backwards. We deny the social sector the ability to grow because of our short-sighted demand that it send every short-term dollar into direct services. Yet if the sector cannot grow, it can never match the scale of our great social problems. In the face of this dilemma, the sector has remained silent, defenseless, and disorganized. In *Charity Case*, Pallotta proposes a visionary solution: a Charity Defense Council to re-educate the public and give charities the freedom they need to solve our most pressing social issues. Proposes concrete steps for how a national Charity Defense Council will transform the public understanding of the humanitarian sector, including: building an anti-defamation league and legal defense for the sector, creating a massive national ongoing ad campaign to upgrade public literacy about giving, and ultimately enacting a National Civil Rights Act for Charity and Social Enterprise. From Dan Pallotta, renowned builder of social movements and inventor of the multi-day charity event industry (including the AIDS Rides and Breast Cancer 3-Days) that has cumulatively raised over \$1.1 billion for critical social causes. The hotly-anticipated follow-up to Pallotta's groundbreaking book *Uncharitable Grounded*. In Pallotta's clear vision and deep social sector experience, *Charity Case* is a fascinating wake-up call for fixing the culture that thwarts our charities' ability to change the world.

作者介绍:

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标签

社会创新

非营利组织

NGO

社会创业

战略慈善

慈善

charity

NPO

评论

我觉得可以先看作者的另一本书uncharitable，里面更多是对问题症结的说明，这本书是作者解决这个问题的一些实践，从营销、法律、立法等方面提出来自己的计划，更重要的是作者已经在做了，他是通过此书号召大家参与进来。

A treasure box full of provocative, business-sense ideas on the future of philanthropy in U.S. Too ahead for China, but still relevant.

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书评

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