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Cures for Ailing Organizations on Kickstarter


“I wrote Cures for Ailing Organizations, not just for bicycle organizations, but any group founded to benefit our world,” said author and One Street executive director Sue Knaup. “Over the 40 years I’ve worked with all sorts of nonprofits and social enterprises, I’ve been dismayed by a pervasive expectation that such organizations are supposed to struggle. I shaped the book around my emergency medical training to show how anyone can revive an organization and return it to its important work.”

The book’s 205 pages are divided into three sections starting with diagnosis to discover the causes of organization ailments. Readers are then guided through the first aid and remedy section to find solutions to their unique troubles. The last section demonstrates how to regain health and prevent troubles in the future.

Readers will not find quick fixes or isolated exercises that dominate most nonprofit management books. Instead, they will learn how to listen to leaders in crisis and help them find solutions. Readers will gain skills to reconnect warring factions and attract many types of people to engage in their work. And they will come to realize that restoring health to important organizations will be worth the effort it demands.

The book is complete. Funding through Kickstarter is meant to cover the costs of final layout, print and ebook publication, and worldwide distribution. Kickstarter operates on an all-or-nothing basis. If the funding goal is not reached in August, One Street Press will receive nothing and will not have the means to publish this book. Every pledge counts toward that goal.

The Kickstarter campaign will last only through August. Learn more about the book and campaign at Kickstarter.com by searching “Cures for Ailing Organizations.” You can also go directly to the campaign with this link: https://www.kickstarter.com/projects/604592896/cures-for-ailing-organizations. Contributors can secure an early copy of the book.

One Street Press is the publishing program of One Street, an international bicycle advocacy organization. The press publishes books that inspire people to improve our world, preferably through bicycles. Find out more at www.onestreet.org.

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