Index

Academic institutions, 87
Acceptance/Inclusion, 3
Accountability, 49
Active leadership succession programs, 75–76
Active members, 23
Activities, 12
Ads in newspapers and magazines, 64
Advocacy explosion, 42
Affiliation, 9
Applicant tracking system (ATS), 62
Application, 69–70
Artificial intelligence (AI), 68
Awareness, 69
Autonomous motivation, 6
Belongingness, 2–3
Big Five test, 60
Blog, 66
Bonding social capital, 86–87
Bridging social capital, 86–87
Budget limitation, 63
Business-like management perspective, 40–41
Candidate experience, 69
Candidate Journey, 68–69
map, 70
stages, 69
Charitable Giving Report, 47
Charitable incentives, 45
Charities Aid Foundation (CAF), 39
Coadunation, 9
Cognitive dimension of organizational social capital, 50
Collaboration, 7–11
among social capital partners, 87–89
Collaborative theories, 10
Collective-person associations, 24
Commitment, 30
Communication channels selection, 63–64
Community-based collaboration, 8
Compensation, 74
Complementary online media, 66
Conducting research, 63
Conferences and talks in universities and colleges, 64
Consideration, 69
Contacts with colleges, universities and groups, 65
Cooperation, 9
Cooperative behaviors, 13
Coordination, 9
Core Competency studies, theory of, 40
Customized membership, 14
Development, 74–75
Dimension diversity, 99
Disclosure statements and reports, 44
Donors implications for, 51–53
as members, 44–46
perception of transparency, 44
Economization, 30
Electronic membership, 14
Email, 66
Employee Net Promoter Score (eNPS), 68
Employee participation, 75
Employee relations, 75
Employer branding, 61
Index

Employment
decision, 72
portals, 65
section on the NPO page, 64
security, 75
Engagement, 75
Enterprise, 12
Entrepreneurship, 82–83
social, 84–85
Environmental influence, 85
Environmental sustainability problem and systemic effect, 103
Esteem, 58
Ethical capital, 102
Evaluation, 67–68
Events, 66
Exchange theory, 29
External recruitment agencies, 65
Extra-role behaviors, 32
Financial resources, 46–49
financial structure constituents, 48
Financial self-sufficiency, 81
Foundations, 1, 15
Fundraising environment, 48
Funds transfer, 51
Governance, 42–44
Group membership, 11–14
Hiring, 70
Homogenization, 11
Human capital
selection of, 71–72
Human resources, 46–47, 49–50
administration, 50
planning process activities, 58
Human Resources Management (HRM), 57
Implications for donors, 51–53
Inbound recruiting, 62–63
Inclusion, 2–3
Individual-person association, 24
Industrial Organization, 40
Informal affiliation, 9
Innovation, 84
Institutional theory, 11
Integration, 72–73
Integrative collaboration continuum, 9
Intellectual Capital, 40
Inter-organizational collaboration, 7
Interaction models stages for collaboration, 8
Interest, 69
Interviews, 71–72
Invention, 83
Isomorphism, 11
Job boards, 65–66
Job descriptions, 60
Job fairs, 65
Knowledge-based view, 40
Leadership, 42–44
Leadership-philosophy, 42
Long-term exchange theories, 29
Management for NPO value creation (see Nonprofit organizations (NPOs)), 40–42
donors as members, 44–46
financial, material, human and relational resources, 46–51
fundraising environment, 48
funds transfer, 51
implications for donors, 51–53
leadership and governance, 42–44
resource generation, 49
Marketing channels, 63
Material resources, 46–47, 49
Media
complementary online, 66
mix, 64
print, 65
selection, 63–64
Medical examinations, 72
Members
donors as, 44–46
in NPOs, 23–24
recruitment of, 58–73
retaining, 73–76
Membership, 2–3
group, 11–14
new trends in, 76
and NPOs, 15
as social system, 13
Membership associations (MAS), 1, 14
Message development, 66–67
Metacouplig Systems, 105–106
Millennium Development Goals, 39, 95
Mix media, 64
Monitoring, 67–68
Motivation
of NPO members, 3–7
role in members recruitment, 57–58
Multilateral exchange of value, 89
Multinational Corporations (MNCs), 82, 87
Multitier membership, 14
Myers–Briggs test, 60
Nexus proposition to move toward sustainable development, 103–107
Nexus thinking, 104
Non-traditional partners
bonding and bridging social capital, 86–87
collaboration among, 87–89
entrepreneurship, 82–83
environmental influence, 85
multilateral exchange of value, 89
resource provision, 88
social capital, 82, 86
social entrepreneurship, 84–85
Nonprofit agencies (see Volunteering agencies)
Nonprofit institution, 1
Nonprofit organizational identification literature, 31–32
Nonprofit organizations (NPOs), 1, 23, 39, 41–42, 57, 81, 95, 100, 102
collaboration, 7–11
future research, 31–33
group membership, 11–14
inclusion and membership, 2–3
influential theories in nonprofit context, 4
membership studies, 1–2, 15, 23–24
motivations of NPO members, 3–7
nature of, 14–15
organizational identification in, 26–28, 30–31
RM in, 28–31
SAV in, 24–26, 30–31
Nonprofit Strategic Management Cycle, 41
Notice in internal posters, intranet and internal company publications, 64
Objective
for campaign, 63
factors for candidate attraction, 61
Official members, 24
Open day at NPO, 66
Organization, 12, 82
Organizational Identification in, 26–28, 30–31
Organizational website, 66
Organized groups (see Sophisticated groups)
Orientation, 72–73
Our Common Future, 96
Outbound recruiting, 62–63
Performance appraisal, 75
Philanthropic collaboration continuum, 9
Planned behavior, theory of, 6
Print media, 65
Professionalization, 41
Psychometric testing, 60
Radio, 65
Reasoned action, theory of, 6–7
Recruitment, 4
brand image, 61
campaigns, 63
coordinator, 59–60
interviews, 61–62
trips to other locations, 65
Recruitment of members, 58–70
orientation and Integration, 72–73
role of motivation, 57–58
selection of human capital, 71–72
Reference
of active members, 64
verification, 72
Rejection/Exclusion, 3
Relational dimension of organizational
social capital, 50
Relational resources, 46–47, 50–51
Relational value creation in NPO
context, 32
Relationship marketing theory
(RM theory), 23
in NPOs, 28–31
Resource
acquisition, 46–47
generation, 49
management, 47
provision, 88
Resource dependence theory (RDT), 10
Resource-dependence theory, 40
Retaining members, 73–74
new trends in membership, 76
strategies for retention, 74–76
Retention, 4
Rewards, 74
SARS-Cov-2, 106–107
SDGs Agenda to 2030, 95–96
dimension diversity, 99
origins, 96, 99–100
Search engine optimization, 66
Selection, 70
of human capital, 71–72
Self-continuity, 28
Self-determination theory, 4
Self-distinctiveness, 28
Self-enhancement, 28
Sentiment, 12
Service-providing NPOs, 41, 45
Shared realities, 11
Shared value, 29–30
Small and medium-sized enterprises
(SMEs), 82, 85
social SMEs, 84, 86, 88–89
Social added value (SAV), 23
in NPOs, 24–26, 30–31
Social assurance, 3
Social capital, 50–51, 82, 86, 102
bonding and bridging, 86–87
Social connectedness, 3
Social economy organizations, 24
Social enterprises, 81
Social entrepreneurship, 84–85
Social identity theory, 26
Social networks, 66
theory, 10
Social psychology, 4
Social reasons, 58
Social spectrum, 84
Social value, 25
Social-psychological theory, 29
Socio-cognitive learning theories, 29
Sophisticated groups, 12
Strategic management, 40
Strategic networks, 9
Strategic planning studies, 42
Structural dimension of organizational
social capital, 50
Subjective factors for candidate
attraction, 61
Sustainable development, 96
Sustainable Development Goals
(SDGs), 95
critical importance areas and
formulation, 97–98
nexus proposition to move toward,
103–107
<table>
<thead>
<tr>
<th>Index</th>
<th>117</th>
</tr>
</thead>
<tbody>
<tr>
<td>SDGs Agenda to 2030, 95–99</td>
<td></td>
</tr>
<tr>
<td>value creation for, 100–103</td>
<td></td>
</tr>
<tr>
<td>2019 Sustainable Development Report, 99</td>
<td></td>
</tr>
<tr>
<td>Target audience, 63</td>
<td></td>
</tr>
<tr>
<td>Television, 65</td>
<td></td>
</tr>
<tr>
<td>Test applications, 72</td>
<td></td>
</tr>
<tr>
<td>Testamentary gifts, 45</td>
<td></td>
</tr>
<tr>
<td>Training 74–75</td>
<td></td>
</tr>
<tr>
<td>Transaction cost theory, 11</td>
<td></td>
</tr>
<tr>
<td>Transactional collaboration continuum, 9</td>
<td></td>
</tr>
<tr>
<td>Transformational collaboration continuum, 9</td>
<td></td>
</tr>
<tr>
<td>“Transforming our world: the 2030 Agenda for Sustainable Development” <em>(see SDGs Agenda to 2030)</em></td>
<td></td>
</tr>
<tr>
<td>Transparency, 49</td>
<td></td>
</tr>
<tr>
<td>Trust, 29</td>
<td></td>
</tr>
<tr>
<td>Understanding, 58</td>
<td></td>
</tr>
<tr>
<td>Uniqueness, 3</td>
<td></td>
</tr>
<tr>
<td>Value creation for Sustainable Development, 100–103</td>
<td></td>
</tr>
<tr>
<td>Value motives, 58</td>
<td></td>
</tr>
<tr>
<td>Voluntary associations <em>(see Membership associations (MAS))</em></td>
<td></td>
</tr>
<tr>
<td>Voluntary membership, 4</td>
<td></td>
</tr>
<tr>
<td>Volunteer participation, 41</td>
<td></td>
</tr>
<tr>
<td>Volunteering agencies, 1, 14–15</td>
<td></td>
</tr>
<tr>
<td>Webinar, 66</td>
<td></td>
</tr>
<tr>
<td>Work environment, 75</td>
<td></td>
</tr>
<tr>
<td>World Commission on Environment and Development (WCED), 96</td>
<td></td>
</tr>
<tr>
<td>World Giving Index 2019, 39</td>
<td></td>
</tr>
</tbody>
</table>