

## TABLE OF CONTENTS

Dedication .....	iii
Foreword.....	vii
Acknowledgements.....	xi
Introduction.....	1
Worthy and Prepared: Self-help for the charitable organization	
Worthy and Prepared: Well Intentioned... But .....	5
<b>PART I.....</b>	<b>8</b>
Chapter 1: What the Word Worthy Really Means .....	9
Chapter 2: In Search of Destiny .....	15
Chapter 3: Destiny and Your Core Values .....	23
Chapter 4: Becoming Worthy By Association.....	39
Chapter 5: The Worthiness of Volunteers .....	51
Chapter 6: Becoming Worthy By Default.....	65
Chapter 7: Building Brand “Worthy” .....	73

<b>PART II.....</b>	<b>83</b>
Chapter 8: So, You Are Worthy. Now Become Prepared..	85
Chapter 9: Building the Matrix – Financial Protocol .....	93
Chapter 10: Conducting an Organizational Audit .....	97
Chapter 11: Building the Matrix – How Good is Your Back Shop? .....	107
Chapter 12: Building the Matrix – Make It With Marketing.....	113
Chapter 13: Calling in the Cavalry.....	127
Chapter 14: Renewing the Matrix – “Wash, Rinse and Repeat” .....	137
Chapter 15: A Final Thought .....	139