

Research 697 Abstract: Great City: A Case Study into Nonprofit Establishment and Administration

Student: Ryan L. Fillmann

Degree: Master of Public Administration

College: Sciences and Humanities

Date: May 2011

Pages: 84

In this paper, the essentials of nonprofit establishment and administration are researched through a review of pertinent literature and a detailed case study of the non-profit organization known as Great City. This paper provides the reader with an overview of the basic elements needed to establish and administer a nonprofit organization. This paper explores and describes Great City's *raison d'être* of promoting stronger urban communities in the Greater Seattle. Topics covered include the establishment, development, organizational structure, personnel, culture, communications, strategic planning, leadership, and fundraising used by Great City in an effort to expand the readers understanding of these key elements of nonprofit administration. In addition, the Case Study and Descriptive Observations portions of this paper will provide context for the real world application of the topics and theories discussed in the Literature Review.

Finally, the observations and conclusions found in this paper are used, in a separate endeavor, to form the basis for a complimentary organization in the Greater Indianapolis area known as URBN DSGN.