



Freiwilligen-Management (Sozialwirtschaft Diskurs) (German Edition)

Carola Reifenhäuser, Sarah G. Hoffmann, Thomas Kegel

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Freiwilliges Engagement ist heute in aller Munde und scheint so wichtig wie nie zuvor. Viele Organisationen im Non Profit Sektor wollen professionell mit Freiwilligen zusammen arbeiten, sie für sich und ihre Aufgaben gewinnen, motivieren und über lange Zeit binden. Dabei sehen sie sich vor vielfältige Herausforderungen gestellt. Das Buch greift in drei Teilen das Thema Ehrenamt und Freiwilligenarbeit auf und gibt den an der praktischen Umsetzung interessierten Lesern konkrete Handlungsempfehlungen für ein gutes Management des freiwilligen Engagements. Im ersten Teil werden die historischen Wurzeln des Ehrenamts sowie die Veränderungen und neuen Trends beim Bürgerengagement beschrieben. Der zweite Teil beschäftigt sich mit der strategischen Bedeutung und den Aufgaben des Freiwilligen-Managements in einer Non Profit Organisation. Der dritte Teil enthält schließlich konkrete praktische Empfehlungen, Checklisten sowie Vorlagen, mit denen der Leser an die Umsetzung gehen kann. Zielgruppe: Führungskräfte und Beschäftigte in Einrichtungen aus dem Non Profit Bereich und Leute, die Interesse an diesem Aufgabenfeld haben. Studierende der Studiengänge Sozialmanagement/Sozialwirtschaft, Sozialarbeit/Sozialpädagogik, NPO Management, sowie Gesundheits- und Pflegemanagement.



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