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## The Nonprofit Marketing Guide High Impact Low Cost Ways To Build Support For Your Good Cause

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The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause. Author: Katya Andresen, Kivi Leroux Miller. Series: The Jossey-Bass Nonprofit Guidebook Series #10 Narrator: Vanessa Hart. Unabridged: 8 hr 7 min Format: Digital Audiobook Publisher: Gildan Audio. Published: 07/20/2020

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Combining big-picture management and strategic decision-making with reader-friendly tips for implementing a marketing program day in and day out, this book provides a simple yet powerful framework for building support for your organization's mission and programs. Includes cost-effective strategies and proven tactics for nonprofits An ideal resource for thriving during challenging times Fast, friendly, and realistic advice to help you navigate the day-by-day demands of any nonprofit Written ...

Part real-world survival guide and part nitty-gritty how-to handbook, The Nonprofit Marketing Guide will show you how to hack through the

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A nonprofit's real-world survival guide and nitty-gritty how-to handbook This down-to-earth book shows how to hack through the bewildering jungle of marketing options and miles-long to-do lists to clear a marketing path that's right for your organization, no matter how understaffed or underfunded. You'll see how to shape a marketing program that starts from where you are now and grows with your organization, using smart and savvy communications techniques, both offline and online. Combining big-picture management and strategic decision-making with reader-friendly tips for implementing a marketing program day in and day out, this book provides a simple yet powerful framework for building support for your organization's mission and programs. Includes cost-effective strategies and proven tactics for nonprofits An ideal resource for thriving during challenging times Fast, friendly, and realistic advice to help you navigate the day-by-day demands of any nonprofit Written by one of the leading sources of how-to info and can-do inspiration for small and medium-sized nonprofit organizations, Kivi Leroux Miller is, among other things, a communication consultant and trainer, and president of EcoScribe Communications and Nonprofit Marketing Guide.com.

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Nonprofits are communicating more often and in more ways than ever before . . . but is anyone paying attention? In her follow-up to *The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause*, Kivi Leroux Miller shows you how to design and implement a content marketing strategy that will attract people to your cause, rather than begging for their attention or interrupting them with your communications. You'll learn how to plan, create, share, and manage relevant and valuable content that inspires and motivates people to support your nonprofit in many different ways. Inside: Eye-opening look at how nonprofit marketing and fundraising is changing, and the perils of not quickly adapting Up-to-date guidance on communicating in a fast-paced, multichannel world How to make big-picture strategic decisions about your content, followed by pragmatic and doable tactics on everything from editorial calendars to repurposing content Real-world examples from 100+ nonprofits of all sizes and missions This book is your must-have guide to communicating so that you keep the supporters you already have, attract new ones, and together, change the world for the better.

The Father of Guerrilla Marketing, Jay Conrad Levinson delivers the first book to adapt the profit-producing principles of Guerrilla Marketing to the world of nonprofits. The nonprofit sector has increased by 65%--a flood of new organizations are vying for donations, competing for volunteers, and carving out their share of the marketplace. Joined by co-authors Frank Adkins and Chris Forbes, Levinson shows nonprofit marketers how to gain the competitive edge they need by replacing their lack of money with the power of time, energy, imagination, and information—allowing them to maximize their impact and raise more money! Armed with time-tested principles, 200 proven weapons of Guerrilla Marketing, and relevant tactics and tools, nonprofit marketers learn how to boost public awareness, increase effectiveness in recruiting volunteers, mobilize advocates, and raise more money—no matter the state of their finances. • Introduces the “seven golden rules” for fundraising success and recruiting volunteers • 200 proven weapons of Guerrilla Marketing customized for nonprofits • Covers publicity and social media tactics specific to the nonprofit community • Concepts are illustrated through real-world examples and comparison tables

In the current economic climate, nonprofits need to focus on ways to stand out from the crowd, win charitable dollars, and survive the downturn. Effective, mission-focused communications can help organizations build strong identities, heightened reputations, and increased fundraising capability. Brandraising outlines a mission-driven approach to communications and marketing, specifically designed to boost fundraising efforts. This book provides tools and guidance for nonprofits seeking to transform their communications and marketing through smart positioning, branding, campaigns, and materials that leverage solid strategy and great creative, with a unique focus on the intersection of communications and fundraising.

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This is a new edition of Strategic Communications for Nonprofits, which was first published in 1999. It is an up-dated, nuts-and-bolts guide to helping nonprofits design and implement successful communications strategies. The book offers a unique combination of step-by-step guidance on effective media relations and assistance in constructing and developing an overall communications strategy aimed at creating social or policy change. It first explains the basic principles of a strategic communications strategy that will define the target audiences you need to reach and tells how to develop the messages and messengers you use to reach them. The book then goes on to address specific issues like earning good media coverage, building partnerships to increase available resources, handling a crisis, and more. This second edition builds on the earlier work and includes new case studies, new trends in media and branding, ethnic media issues, and trends in technology.

Are you searching for the secrets to being strategic, effective, and happy in your nonprofit communications work? Look no further. You'll find the answers inside. Kivi Leroux Miller -- whose previous books, The Nonprofit Marketing Guide and the award-winning Content Marketing for Nonprofits, are considered "the bibles" of nonprofit marketing and communications -- reveals what she's learned from coaching hundreds of nonprofit communications directors and teams. Effective nonprofit communication is about much more than list targeting, relevant messaging, email open rates, and social media scheduling. The most successful communications directors and teams are those who are Collaborative, Agile, Logical, and Methodical. They are CALM. Inside: - Take the CALM not BUSY Assessment to get your personalized CALM Score. - Learn how simplifying your communications work makes you more strategic. - How to lead others through good communications decision making. - How to minimize the chaos, busyness, and stress so you enjoy the work more. - How to apply CALM not BUSY to real-world situations.

From a leader in nonprofit marketing, a hands-on guide to the best practices in doing marketing for your organization. In today's challenging economic climate, every nonprofit organization needs an organization-wide commitment to a comprehensive marketing strategy that increases awareness and support. Nonprofit Marketing Best Practices teaches proven marketing techniques that can help your nonprofit stand out among the growing number of organization competing for funding, programs, and volunteers. Introducing services marketing as the foundation for nonprofit marketing planning, this essential handbook addresses vital issues including: ? How to market intangibles ? Defining services and service products ? The unique characteristics of service products ? The marketing-related needs and wants of nonprofits ? Best practices marketing strategies and tactics ? Marketing successes, marketing failures, and company demographics Nonprofit leader John Burnett shares everything he's learned during more than three decades managing and consulting nonprofits of every shape and size. Steering clear of business school jargon, Nonprofit Marketing Best Practices provides the advice and tools you need to understand the challenging environment of nonprofit marketing and the most effective ways to achieve maximum marketing success for your organization. Filled with winning marketing concepts, Nonprofit Marketing Best Practices follows an accessible format that actually instructs readers on how to put strategies into effect for their organization. Written for every nonprofit organization, large or small, this must-have book equips you with the best practices in nonprofit marketing--what to do, what not to do, and how to do it better.

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