

## 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



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Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. 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 listener-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 .



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