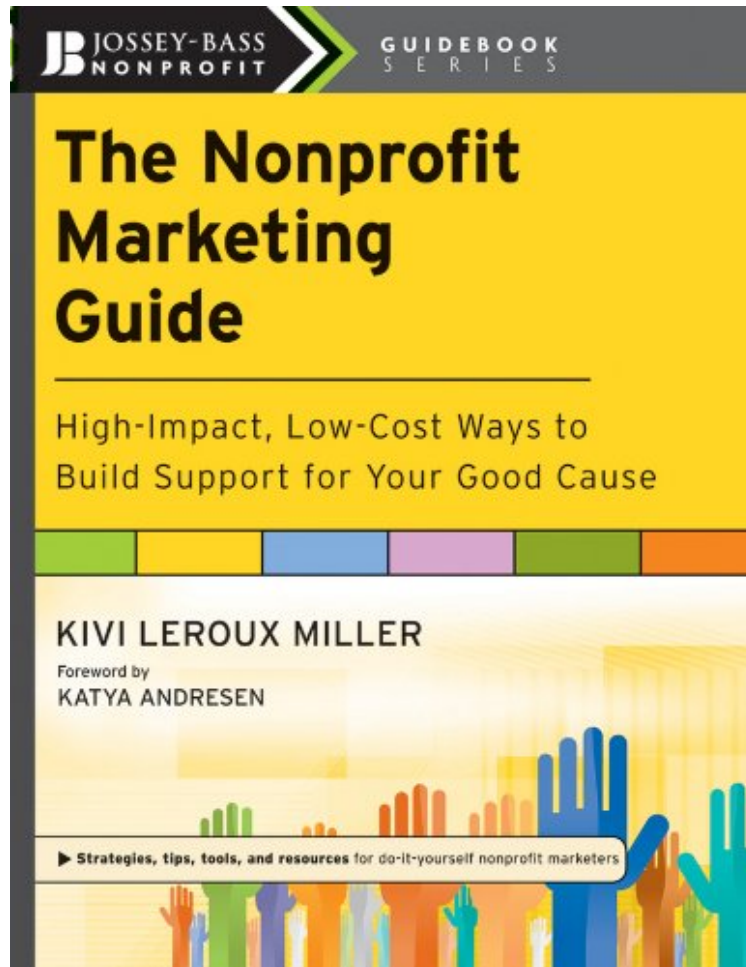


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The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause (The Jossey-Bass Nonprofit Guidebook Series)

Kivi Leroux Miller

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Kivi Leroux Miller : The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause (The Jossey-Bass Nonprofit Guidebook Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause (The Jossey-Bass Nonprofit Guidebook Series):

3 of 3 people found the following review helpful. A Guide to Successfully Change the World Without Breaking the BankBy Raj MaranThe nonprofit world is one that is not as difficult to enter as it is to navigate and maintain a sustainable entity. The men and women who run non-profits are typically not in it for the money, which is good because it is improbable that they will ever be surrounded by immense financial capital. Another luxury that these

activists will not have is time. Not enough time to spend on aspects of running organization that they might feel are superfluous or unattainable. Frequently, marketing falls into this category. Many of these leaders are full of passion, ideas, and the willingness to do whatever takes to "solve" the problem that they have sought to combat, but for some reason many seem unable to really tap into the potential that they feel they have. The issue isn't how they are operating, but how they are NOT operating. Marketing must be a major component of the overall plan for success. Though many believe that marketing is a resource that they may not be able to afford, Kivi Leroux Miller, in her book, *The Nonprofit Marketing Guide*, convinces the reader that marketing is not only an economical tool, but an essential one for those looking to make a substantial difference. Though Miller writes this book for all "understaffed and underfunded nonprofits", she has written her guide in such a way that one can jump to the section regarding building community support, and receive a comprehensive education in networking. As well as being a very manageable cover-to-cover read for those who want the entire story. She has written the book in four distinct parts: "Getting Ready to Do It Right" provides the reader with an articulate insight into the modern nonprofit world, "Writing a Quick-and-Dirty Marketing Plan for a Specific Program" reveals the secrets to generating a painless yet effective plan of action, "Building a Community of Supporters Around You" explains how to attain the most important resource: people, and "Doing It Yourself Without Doing Yourself In" may be the most appealing section to the target audience as it demonstrates how to run a successful nonprofit. Although some of these features may sound unoriginal and obvious, Miller points out the simplicity and necessity of each through thoughtful theories and personal experiences. The author conveys her principle arguments in what she calls "[the] ten realities of the world today". These "realities" provide the lens through which Miller wishes for the reader to view not only marketing, but the world they wish to change as a whole. She also provides effective support for her arguments through varying means such as qualitative and quantitative. For example, in "Reality 1: Marketing Is Not A Dirty Word", she wisely explains that, "Marketing gets a bad rap because when it's done poorly, it can be downright offensive. No one likes being yelled at, patronized, or coerced." She resolves this by imploring her readers to reanalyze what the simple definition of marketing is. "So don't think of your marketing program as a megaphone. Think of it as a conversation around the dinner table. Be genuine, generous, and grateful." In contrast, Miller convinces her audience to change their opinions through facts. In "Reality 4: All Generations - Including Seniors - Are Online", she reveals an eye-opening statistic, "although eighteen- to forty-four-year-olds account for 53 percent of the total number of Internet users, the biggest increase was within the seventy- to seventy-five-year-old age group...more than half of those age sixty-four to sixty-nine were online." Statistics can be deceiving if read out of context, but sheer number such as these can end up being vital for a nonprofit's success. Though the most important figure here is, that Miller is 100% believable and persuasive when it comes to convincing her readers of following her example, and re-evaluating their thought processes when it comes to marketing. Miller's intent behind writing this book is that to make readers understand that it is not impossible to run a successful nonprofit. Though she admits that it is not easy, through the right methods it is achievable. Miller understands that many readers of this book may not be the most intellectually gifted, financially stable individuals to roam the earth. In order to keep the book informative and economical in its content yet still widely engaging, she has kept it at a reading level that is comprehensible, even interesting, as a whole, as well as resourceful in each of its individual segments, so that a reader may refer back to it at any time. I believe that this book will be a diamond-in-the-rough for the change makers in the world, as it provides (not so hidden) secrets and strategies that anyone can implement at any time at their own pace. In its entirety, the guide not only provides a thorough education in nonprofit marketing, but also in how to make the world better place for others as well as for one's self. 10 of 10 people found the following review helpful. What a great useful book! By laney Starberry Oh my goodness, Kivi Leroux Miller wrote just the book I was looking for - *The NonProfit Marketing Guide*. I'm on two nonprofit boards for the Bella Vista Library in Bella Vista, Arkansas. Our library only gets money if we ask for it. We don't get any money directly from sales or property taxes. So we need to have the best marketing and communications efforts possible. And, those are my responsibilities on both boards. I have a public relations and writing background so I kind of know what I need to do, but I don't know what are the most important things to do and, even more importantly, what not to do. I was ready to quit because I was feeling so overwhelmed and didn't want to because I love the Bella Vista Library - I'm a huge fan. I read five other nonprofit marketing books, but they speak jargon and speak to people who are operating million-dollar nonprofit agencies. This is the first book with practical suggestions I can prioritize and start doing for our Bella Vista Library. Also, the Guide is only 228 pages long, counting the glossary and index. So it's not overwhelming to read. While it is short, the content is very rich - instead of artificial whipped topping, think home-made, real whipped cream. The whole book is mmm-good. Thank you, Kivi. Thank you, Kivi. Thank you, Kivi. 14 of 14 people found the following review helpful. For Great Ideas from the Networked Nonprofit By Tobi I've been following Kivi Leroux Miller's posts on Kivi's Nonprofit Communications Blog for about a year, and she always adds value. So, when her new book *The Nonprofit Marketing Guide: High-impact, Low-Cost Ways to Build Support for Your Good Cause* was released last Spring I was ready to buy. It's bound to become a classic. The Guide includes plenty of smart, timely, and fresh advice from someone who

clearly understands nonprofit realities. Recognizing the limitations we face, Miller includes not only the Elements of a Comprehensive Nonprofit Marketing Plan, but also adds a section on Nonprofit Marketing the Quick-And-Dirty Way. If you're new to marketing, this book will help you get started off on the right foot. If you're an old hand at it, I guarantee you'll find new ideas you haven't tried before. The first chapter, Ten New Realities for NonProfits, is straight talk that is relevant, on point, and a great primer on how things have changed over the last few years. If you're getting crazy marketing requests from your boss, lend them your copy for a quick read. It'll be an education. Here are four tactics from the Guide you can use right away: 1) When defining your audience, use personas. If your audience is still "the general public," it's time to make a change. Build representative characters for each target audience; find photos that represent them and describe their age, educational level, hobbies, motivations, values, etc. in detail. Then, match your messages and communication channels to these personas. 2) Develop your storytelling skills. Nothing convinces an audience more than stories of real life struggle and achievement. Miller describes three plot lines -- the challenge plot, the creativity plot, and the connection plot -- you can use to put a human face on the work you do and gives a list of story ideas to help you get started. 3) Focus on the plight of one person instead of many. When asking for support, describe the needs of one person who represents your cause. Research shows that people are more likely to feel an emotional connection to one person, and be compelled to act because of that connection. A crowd, no matter how needy, just doesn't have the same power. 4) Think of your organization as a media mogul. It's time to think beyond the mainstream media. Let's face it, they're not that helpful anyway. The good news is that the technology exists to create and distribute your own brilliant content. Miller gives plenty of advice on how to use social media to engage supporters and give tips on how to create an editorial calendar that reduces the social media time suck. The book also includes a password so that you can access the book's companion website to keep the ideas flowing. If you're ready for a marketing makeover or just want to take your game up a notch, check out *The Nonprofit Marketing Guide*. Posted on [Tobi's Nonprofit Management Blog](#) -- [...]

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](#).

From the Back Cover *The Nonprofit Marketing Guide* offers understaffed and underfunded nonprofits no-nonsense, down-to-earth advice that shows you how to shape an effective marketing program that starts from where you are now and grows with your organization. The book is filled with smart, savvy marketing and communications techniques (both offline and online) that combine big-picture management and decision-making strategies with easy-to-apply ideas for implementing successful marketing campaigns that support your organization and cause. Praise for *The Nonprofit Marketing Guide* "This book is filled with practical advice, tips, and checklists; everything you need in one book to help your nonprofit organization create and implement a marketing plan that gets results!" —Beth Kanter, blogger, *Beth's Blog*, and coauthor, *The Networked Nonprofit* "Brilliant and comprehensive! Kivi Leroux Miller covers all the bases in this lively and insightful guide to marketing for nonprofit organizations. The breadth of her experience on both sides of the consultant-client divide shows clearly here. If you're responsible for marketing and communications and stretched to the limit and beyond, buy this book. You'll soon see how much easier your job becomes." —Mal Warwick, author, *Fundraising When Money Is Tight* and *How to Write Successful Fundraising Letters* "The *Nonprofit Marketing Guide* provides needed direction for busy nonprofit professionals who find themselves doing multiple jobs without time to focus on effective marketing and communications. This book relieves the feeling of being overwhelmed and provides strategic direction for our valuable resources of time and money." —Allison Treppa, director of marketing and communications, Michigan Nonprofit Association "As a tiny nonprofit with a total budget of about \$100,000, we obviously have very little set aside for marketing. Kivi understands our situation and provides practical, useful, low-cost marketing advice that produces great results." —Danielle Denhardt, board of directors, *Fancy Cats Rescue Team* About the Author VANESSA HART is recognized as one of the top voice actors in the country. An award-winning voice-over artist and actor, Vanessa has voiced over 500 national commercials, promos for national television, and has narrated dozens of audio books. She comes from a professional theatre background. Vanessa was recognized as a Voicey finalist in 2009 for Best Female

Voice, and was also a 2008 finalist for the esteemed Audie award. She works out of her state-of-the-art home studio in Los Angeles, and her kittens love nothing more than a good story.