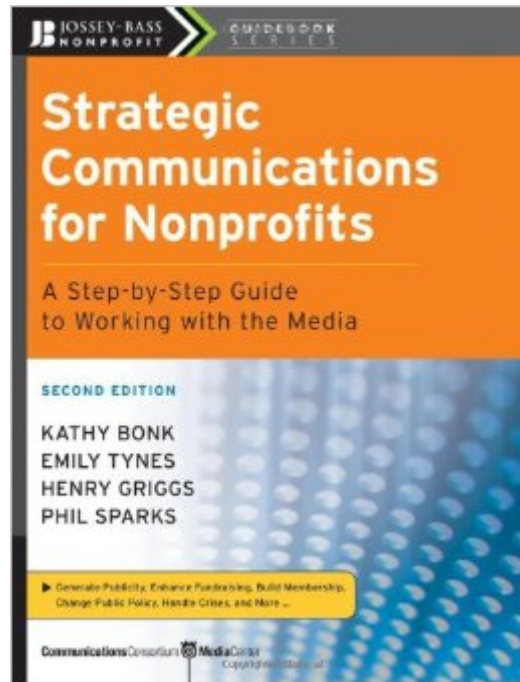


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# Strategic Communications For Nonprofits: A Step-by-Step Guide To Working With The Media



## Synopsis

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.

## Book Information

Paperback: 204 pages

Publisher: Jossey-Bass; 2 edition (September 29, 2008)

Language: English

ISBN-10: 0470181540

ISBN-13: 978-0470181546

Product Dimensions: 8.3 x 0.4 x 11 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars See all reviews (10 customer reviews)

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Nonprofit organizations need to communicate with a variety of audiences in order to carry out their goals and objectives, including: (1) to recruit, motivate, and retain personnel and volunteers; (2) to convince potential donors to give, and current donors to continue giving; (3) to inform and educate the public about the policies and objectives of the nonprofit organization; (4) to persuade and influence public officials to support or advance the nonprofit organization's goals and objectives; (5) to deal with members of the media who are reporting on topics and issues of interest or relevance to

the nonprofit organization; (6) to inform and persuade various other organizations to cooperate or work with the nonprofit organization; and (7) to respond to controversies or crises that could adversely affect the nonprofit organization. This book contends that nonprofit organizations can improve the effectiveness of their communications efforts by developing or adopting a communications plan or strategy that organizes and integrates their various communications, rather than communicating in a piecemeal, ad hoc manner. The authors present their theories and concepts about strategic communications for nonprofit organizations, and make suggestions and recommendations for how nonprofit organizations can improve their communication efforts. Rather than just offer abstract ideas and theories, the authors provide various examples and brief case studies to illustrate and support their contentions and arguments. And, the authors offer a section with information on various publications, organizations, and Web sites that can serve as resources for nonprofit organizations seeking to improve their communications efforts.

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