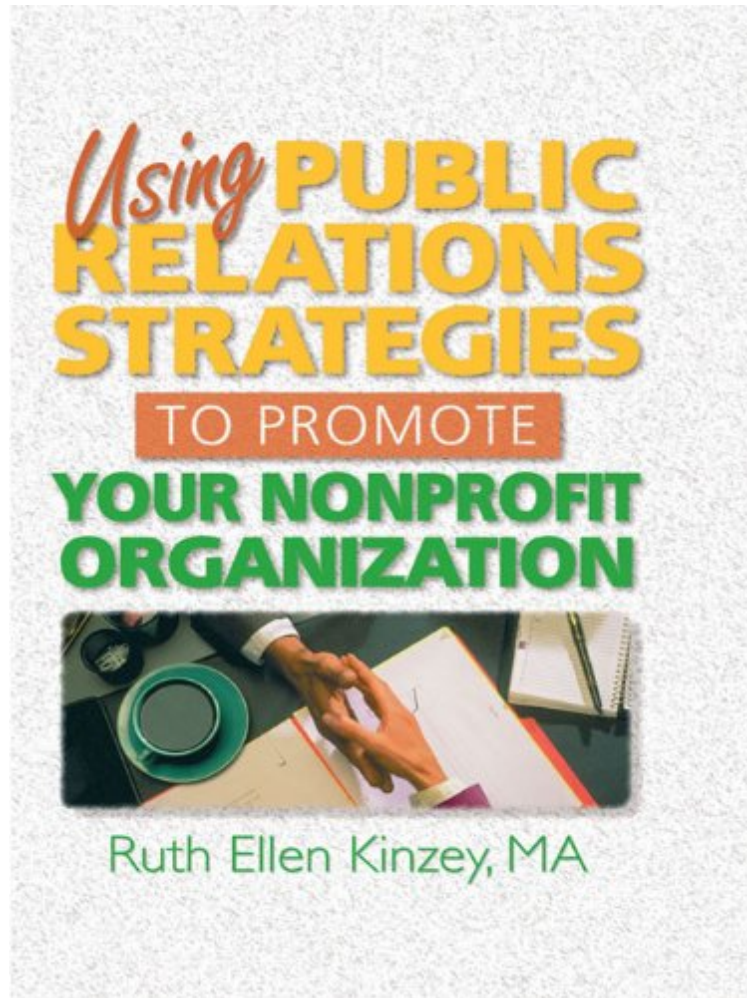


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Using Public Relations Strategies to Promote Your Nonprofit Organization (Haworth Marketing Resources)

Ruth Ellen Kinzey

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Ruth Ellen Kinzey : Using Public Relations Strategies to Promote Your Nonprofit Organization (Haworth Marketing Resources) before purchasing it in order to gage whether or not it would be worth my time, and all praised Using Public Relations Strategies to Promote Your Nonprofit Organization (Haworth Marketing Resources):

0 of 0 people found the following review helpful. Mostly about newslettersBy danielThis book is poorly written and its really not that helpful. I'm a graduate student researching the relationships between human rights and media and so I thought this book would be a nice source for me... no... no... its quite bad and I wasted my time reading it.Most of this book is about news letters.I wouldn't recommend this book to anyone other than someone really focused on news letters alone and who loves badly written and out of date books.0 of 0 people found the following review helpful. Filling an important niche in the field of PRBy Michael I. FanningFirst, an admission: Ruth quoted me in the book, so

with than in mind read on at your own peril. I have known and respected Ruth for a number of years and was responsible for encouraging her to join the communications advisory council at the College of Charleston, which I chaired at one time and where I now continue to be a member. Ruth's book fills an important niche, providing practical advice on different PR strategies one can employ in nonprofit organizations. Typically, I have found that many nonprofits, due to sporadic or poor funding, simply have lacked resources for proper PR strategies and tactical implementation. This book will help such organizations. It is well organized, straight to the point, and offers simple to grasp but highly revealing case studies. So, give the book a try if it beckons to your need! 4 of 5 people found the following review helpful. A truly valuable book for non-profit organizations

By Anne Guyett

Public relations is the key to success in society today. As an educator in a respected private school where public relations are vital, and a presenter in various local, state, and national forums, Kinzey's book has been pointedly valuable to me. Undercoring, clarifying, and extending my knowledge, this book addresses both my personal effectiveness as a communicator and specific concerns I must emphasize to my expressive writing students who are concerned with improving their writing skills, as well as their adolescent interpersonal skills. Because the book is global in its applications, readership should extend beyond nonprofit organizations to anyone concerned with any facet of public relations.

Learn how to strategically execute public relations assignments! In *Using Public Relations Strategies to Promote Your Nonprofit Organization*, you will explore an easy-to-follow explanation on why nonprofit groups must take a more business-like approach in their communications. You will also discover instructions on how to make newsletters, annual reports, speaker's bureaus, and board selection easy yet effective. As a marketing, public relations or development professional, you will gain effective public relations tools that are within your established budget parameters. Public relations expertise is becoming extremely important to the survival of nonprofit organizations as more and more nonprofits compete for dollars. *Using Public Relations Strategies to Promote Your Nonprofit Organization* recognizes that nonprofit professionals may wear many different hats and may have very limited public relations or marketing training. Therefore, with *Using Public Relations Strategies to Promote Your Nonprofit Organization*, you will find that even a novice communicator will be able to perform marketing and public relations tasks in an effective, strategic manner. Some of the areas you will explore include: adopting a business strategy step-by-step guide to creating your annual report step-by-step guide to creating your nonprofit newsletter how to set up an effective speaker's bureau, strategically market your speaker's bureau, and monitor its effectiveness in generating revenue for your nonprofit organization writing speeches to promote your nonprofit organization using audiovisual aids and nonverbal communication in your speeches selecting and organizing a board of directors board of directors job description, recruiting and retention *Using Public Relations Strategies to Promote Your Nonprofit Organization* explains why you must take a more business like approach to public relations write nonprofit groups and assists the novice public relations specialist with executing basic PR tasks that are pertinent to an organization's profits. You will gain step-by-step guidance on steering your nonprofit organization to financial success.

"A GEM OF A BOOK about the critical importance of public relations to nonprofits! Every reader, no matter how knowledgeable in the field and regardless of the size of the organization, will find useful information inside[.] -- n" A MUST READ FOR ANY NONPROFIT ORGANIZATION because it addresses crucial areas that are heretofore ignored. The field of public relations as it pertains to nonprofits has a new champion in Kinzey." -- Marilyn H. MacKenzie, BS, Librarian, The Duke Endowment, Charlotte, North Carolina

From the Publisher

Discover how to produce an annual report for your nonprofit agency!