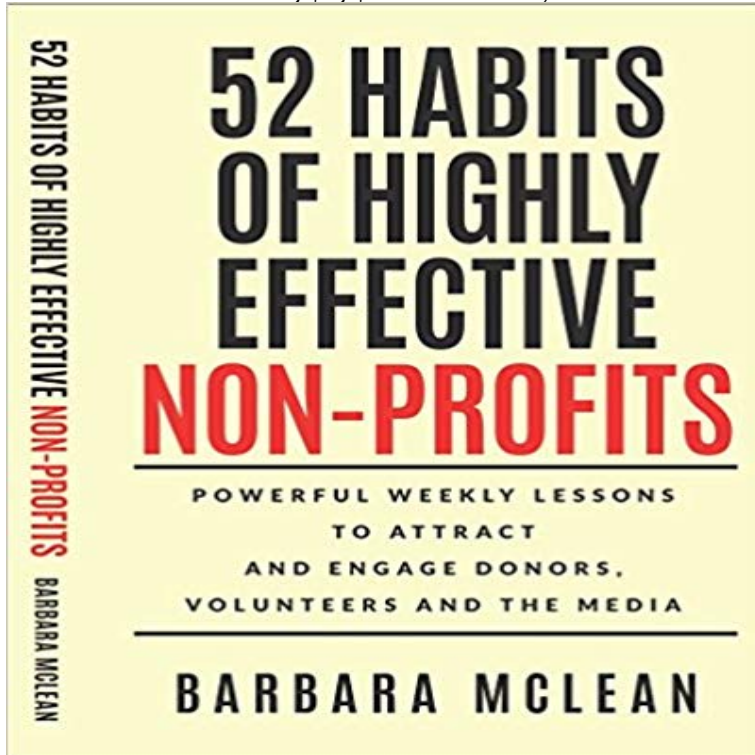


52 Habits of Highly Effective Non-Profits: Powerful Weekly Lessons to Attract and Engage Donors, Volunteers and the Media



Written for the budget conscious non-profit, this book gives 52 marketing tips (one for each week of the year) that influence their brand, and increase their likeability, credibility, and trust-factor with donors, volunteers and users of their programs and services. With marketing being the proverbial tree in the forest, does your non-profits marketing efforts make a sound if no one is there to hear it?? Your organization may be doing the most fantastic work in your field/area but does anyone know about it to support it? Build it and they will come no longer works and will only lead to a fast path to failure. Non-profits must realize that in order to be successful they must first get the attention of donors, volunteers and the media.

This book reduces the overwhelm to achieve these goals by breaking the strategies down into weekly, actionable steps. By setting up systems and policies and changing mindset, this book helps non-profits to go from aggressively promoting to their constituents to aggressively listening to constituent needs. Through this realignment, non-profit organizations can increase their efficiency and effectiveness and can focus more of their time and energy on fulfilling their missions.

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