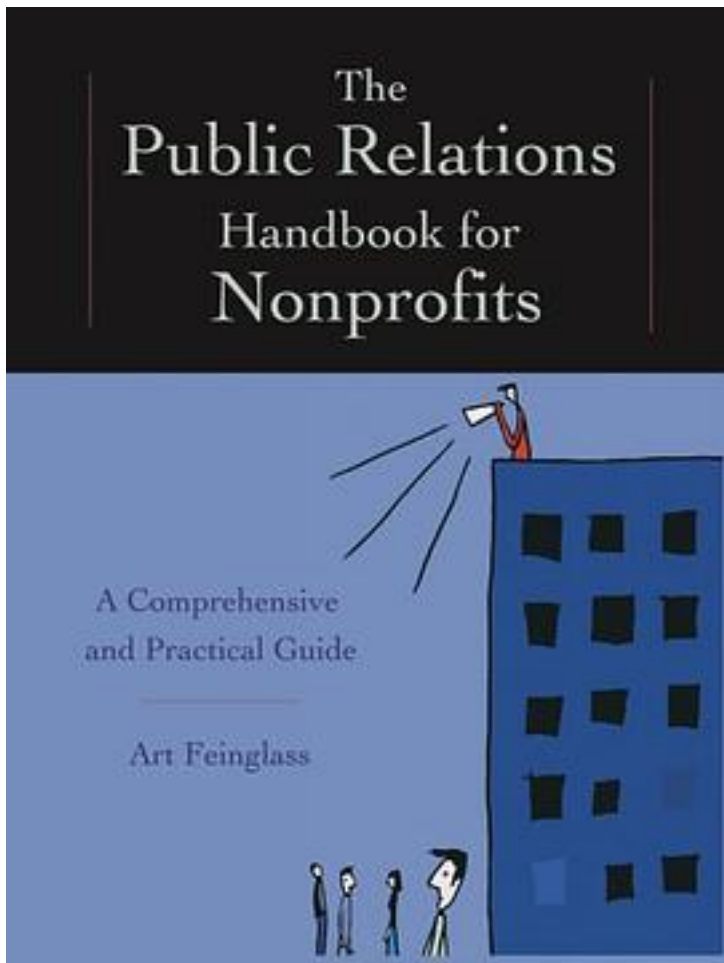


The Public Relations Handbook for Nonprofits



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在线阅读本书

Nonprofit organizations must employ effective, professional public relations

techniques in order to get the recognition, support and dollars they need to fulfill their missions. The Public Relations Handbook for Nonprofits offers you the first comprehensive guide to all the practices organizations need to do well in their efforts to do good. This title examines all the elements, tools and processes involved in an effective nonprofit PR campaign.

Offering a combination of theory and practice, it shows you how to market to your key audiences, both inside and outside of your organization. In addition to helping you understand your target markets and shaping your message for your audience, Feinglass discusses all the key public relations vehicles, including: news releases press kits brochures newsletters annual reports direct mail advertising the internet special events A final chapter walks you step by step through the process of developing your own comprehensive public relations campaign.

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