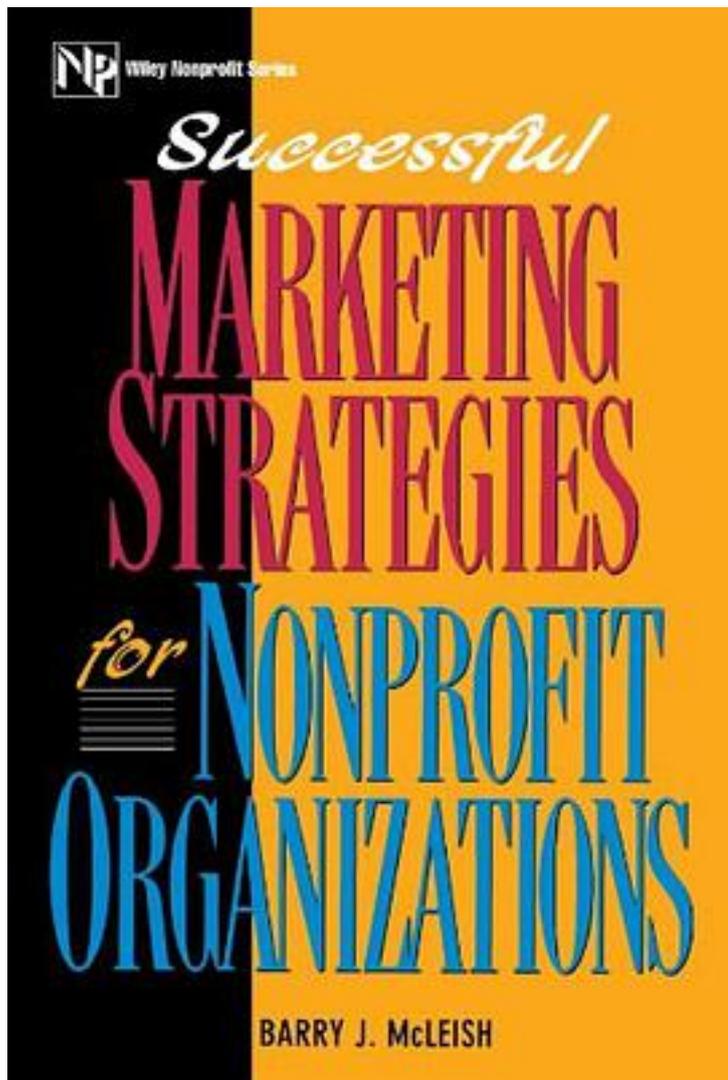


Successful Marketing Strategies for Nonprofit Organizations



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From a leading expert on nonprofit marketing, the only marketing handbook a nonprofit manager will ever need

No matter what type of nonprofit service you provide and regardless of the size of your organization, you need marketing strategies and techniques to maximize your effectiveness. The right marketing campaign can help you get the word out to those who need your services most, woo donors, and expand your influence in the community. And now, *Successful Marketing Strategies for Nonprofit Organizations* shows you how.

Nonprofit marketing guru Barry J. McLeish shares everything he's learned during more than two decades managing and consulting nonprofits of every shape and size. Skipping all the arcane theory and the business school jargon, he gives you clear, step-by-step advice and guidance and all the tools you need to develop and implement a sophisticated marketing program tailored to your organization's needs and goals. With the help of dozens of anecdotes and real-life case studies, he shows you:

Techniques for analyzing your market and developing a comprehensive marketing plan

Marketing strategies that will support fund-raising, promote new services, and enhance your organization's reputation and visibility

Methods for developing a marketing program that reaches both the consumers of your service and the donors who support your organization

Examples of how nonprofits across North America have used the strategies described in this book to grow bigger and better than ever Are you about to launch a new marketing program? Do you need to breathe new life into your existing marketing department? In either case, *Successful Marketing Strategies for Nonprofit Organizations* gives you the tools, the know-how, and the confidence you need to succeed.

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目录:

[Successful Marketing Strategies for Nonprofit Organizations 下载链接1](#)

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评论

[Successful Marketing Strategies for Nonprofit Organizations_ 下载链接1](#)

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