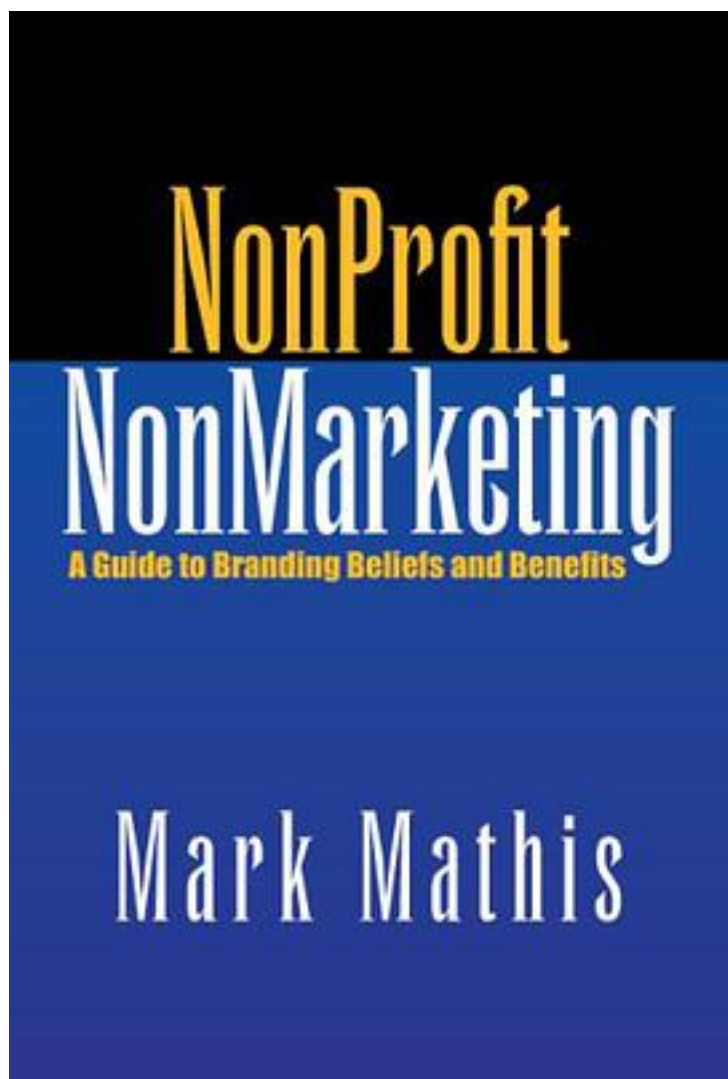


NonProfit NonMarketing



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Just because you are a nonprofit does not mean that you can ignore marketing. Marketing impacts every aspect of your organization from your fundraising and friend-raising to your community credibility and relevancy. This book provides you with the fuel to quick-start your marketing efforts-public relations, golf outings, advertising, guerilla marketing techniques, Web sites and so much more. So before you hire another marketing director you need to read Nonprofit NonMarketing. In short order this book will have you creating a brand image that is sure to propel your organization for years to come.

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