



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

*Ruth Ellen Kinzey*

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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.

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