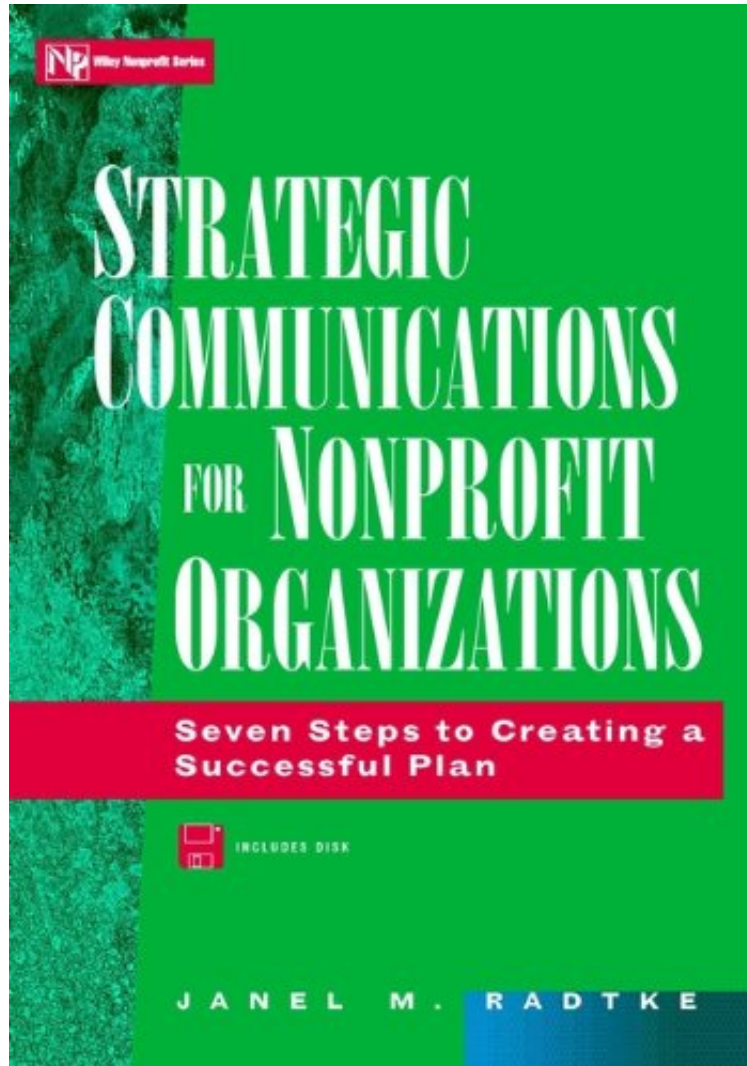


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## Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan (Wiley Nonprofit Law, Finance and Management Series)

Janel M. Radtke

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Janel M. Radtke : Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan (Wiley Nonprofit Law, Finance and Management Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan (Wiley Nonprofit Law, Finance and Management Series):

29 of 30 people found the following review helpful. Radtke hits the markBy Tyra HallRadtke takes a generally vague

term "P.R." and makes specific, detailed entry ways that prove essential in the creation of a public relations framework. The text concentrates on breaking up tasks into manageable units from the creation of the perfect mission statement to completion of an internal audit. The internal audit is a great example of the way Radtke approaches every angle of the P.R. question; Radtke isn't just focused on demographics (or psychographics or geographics--all are explained here) or target audiences but she also encourages readers to investigate the inner workings of their specific organization. By examining the specific organization (from the number of phones to the personality of the staff) Radtke helps you design the most appropriate plan for your non-profit group. The accompanying C.D. helps you utilize the detailed models in the text and it's terribly easy to use, making the learning process much more fun. My only complaint would be that the information presented is a bit dense, making steady reading somewhat difficult. However, I recommend Lawrence Wallack's straight forward "News for a Change" as an aid to Radtke's detailed vision. However, Wallack doesn't tackle as many issues as Radtke and her text still stands alone.

Create an effective, comprehensive communications strategy in an age of information overload Fax, e-mail, 1-800 numbers, the Internet, infotainment--with so many new and traditional media available, it should be easy for a nonprofit to connect with its constituents. Yet each new technology brings new challenges, adding more messages, more voices, and more information to the clamor. Nonprofits now have to compete harder than ever to win the attention of a media-jaded public. That's why it is crucial that today's nonprofits develop comprehensive, coordinated communications plans that are detailed enough to cover all the bases, yet flexible enough to compensate for the unexpected. Strategic Communications for Nonprofit Organizations shows you how. In this book, Janel Radtke introduces all-important communications concepts and issues in plain English. Taking a wholly practical, in-the-trenches approach, she combines expert insights, real-life case studies, and clear, step-by-step instructions to demonstrate nonprofit communications strategies that work. She provides: \* An easy-to-follow, 7-step program for developing a comprehensive, multifaceted communications plan \* A disk containing all the worksheets, forms, surveys, and self-assessment tools you need to create a total communications plan \* Techniques for matching the message with the medium and for adapting both to specific purposes, such as fund-raising, advocacy, public education, PR, and more Strategic Communications for Nonprofit Organizations helps you coordinate and streamline communications efforts. It provides proven techniques for guaranteeing that you send the right message to each constituency group or audience, and that you hit your mark every time.

From the Publisher Successful communications are absolutely vital to nonprofit organizations. This nuts-and-bolts guide helps nonprofit companies streamline and coordinate their efforts in that arena. It presents an easy-to-follow, 7-step process that includes strategies for ensuring that complementary messages go out to the organization's different audiences. You'll find tips on how to adapt the same basic message for a variety of purposes, such as fund-raising, lobbying, public education, publicity, marketing, and advertising. From the Back Cover Create an effective, comprehensive communications strategy in an age of information overload Fax, e-mail, 1-800 numbers, the Internet, infotainment--with so many new and traditional media available, it should be easy for a nonprofit to connect with its constituents. Yet each new technology brings new challenges, adding more messages, more voices, and more information to the clamor. Nonprofits now have to compete harder than ever to win the attention of a media-jaded public. That's why it is crucial that today's nonprofits develop comprehensive, coordinated communications plans that are detailed enough to cover all the bases, yet flexible enough to compensate for the unexpected. Strategic Communications for Nonprofit Organizations shows you how. In this book, Janel Radtke introduces all-important communications concepts and issues in plain English. Taking a wholly practical, in-the-trenches approach, she combines expert insights, real-life case studies, and clear, step-by-step instructions to demonstrate nonprofit communications strategies that work. She provides: An easy-to-follow, 7-step program for developing a comprehensive, multifaceted communications plan A disk containing all the worksheets, forms, surveys, and self-assessment tools you need to create a total communications plan Techniques for matching the message with the medium and for adapting both to specific purposes, such as fund-raising, advocacy, public education, PR, and more Strategic Communications for Nonprofit Organizations helps you coordinate and streamline communications efforts. It provides proven techniques for guaranteeing that you send the right message to each constituency group or audience, and that you hit your mark every time. About the Author JANEL M. RADTKE is President of Radiant Communications, Inc., a virtual consulting group based in Nyack, New York.