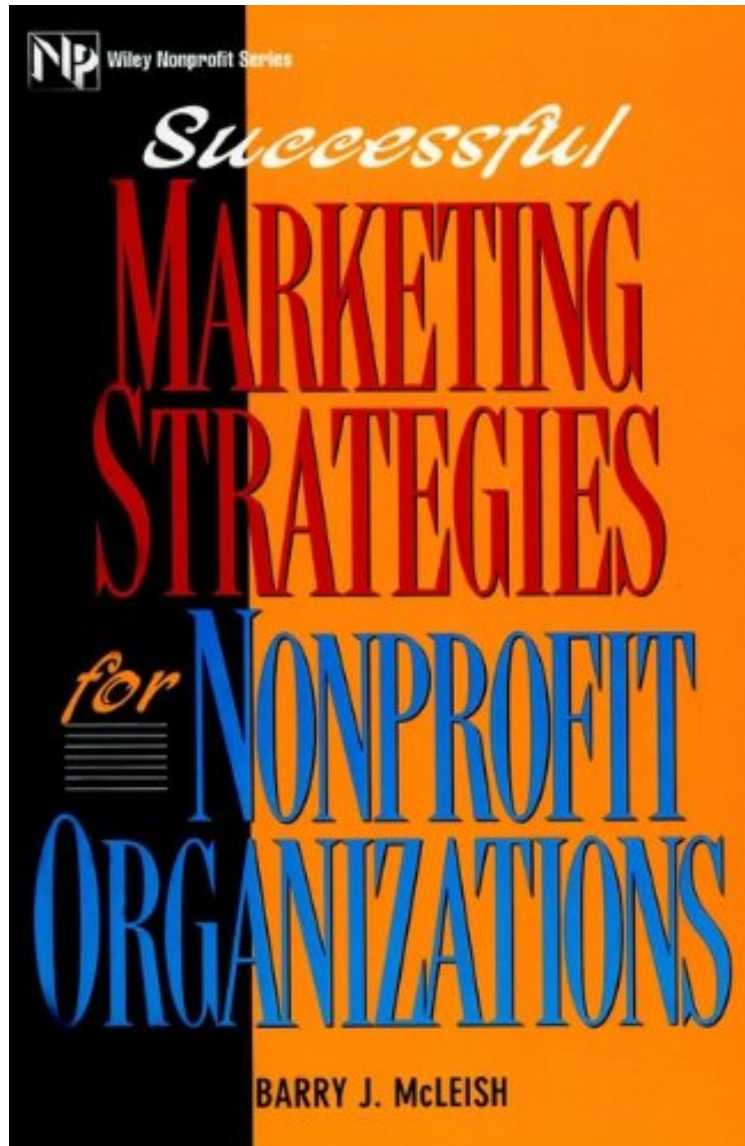


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Successful Marketing Strategies For Nonprofit Organizations (Wiley Nonprofit Law, Finance and Management Series)

Barry J. McLeish

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Barry J. McLeish : Successful Marketing Strategies For Nonprofit Organizations (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 Successful Marketing Strategies For Nonprofit Organizations (Wiley Nonprofit Law, Finance and Management Series):

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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.

From the Back CoverFrom 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. Faced with fierce competition from both other nonprofits and for-profit organizations, nonprofits of all sizes are scrambling to develop marketing programs to help them capture their share of the private and public funding pie. Because marketing evolved from the for-profit sector, many of its methods do not translate well into a nonprofit context. Nonprofits need a versatile new approach to marketing and a set of corresponding strategies designed around their need to reach out to the consumers of their services as well as the donors who support them. And no author is as uniquely qualified to bring you such an approach as Barry J. McLeish. In *Successful Marketing Strategies for Nonprofit Organizations*, Barry McLeish draws on more than twenty years of firsthand experience to explain, step by step, how sound marketing strategies can be used to support fund-raising, promote new services, and boost your organization's reputation and visibility in the local community and across the nation. Writing in terms that nonprofit managers understand, and vividly illustrating his points with dozens of eye-opening anecdotes and case studies, he schools you in all the marketing basics and arms you with many powerful state-of-the-art nonprofit marketing techniques that work in virtually any size organization. Whether you want to develop a first-time marketing program or to improve the performance of an existing program, he supplies you with all the tools you need to: Develop and implement a coherent, comprehensive marketing plan Accurately target your audiences and identify their needs and concerns Communicate with your audiences more effectively Develop market-driven organizational strategies Set short-term and long-term goals on the basis of clearly identified external demand Significantly improve the effectiveness of fund-raising campaigns Set more realistic and competitive prices for your services or products And much more Offering insights, tips, and tricks from one of the nation's foremost experts on nonprofit marketing, *Successful Marketing Strategies for Nonprofit Organizations* is a valuable resource for nonprofit managers and marketing staff, executives and directors, trustees, and fund-raising

professionals. About the Author BARRY J. McLEISH is Vice President of McConkey/Johnston, Inc., a marketing and management consulting firm based in Woodland Park, Colorado. Over the years, he has worked as a marketing and management consultant to a wide range of nonprofit organizations, including colleges, hospitals, and social welfare and relief agencies. Prior to McConkey/Johnston, Mr. McLeish worked as director of marketing for a nonprofit with more than eight hundred employees and an annual budget of over \$27 million.