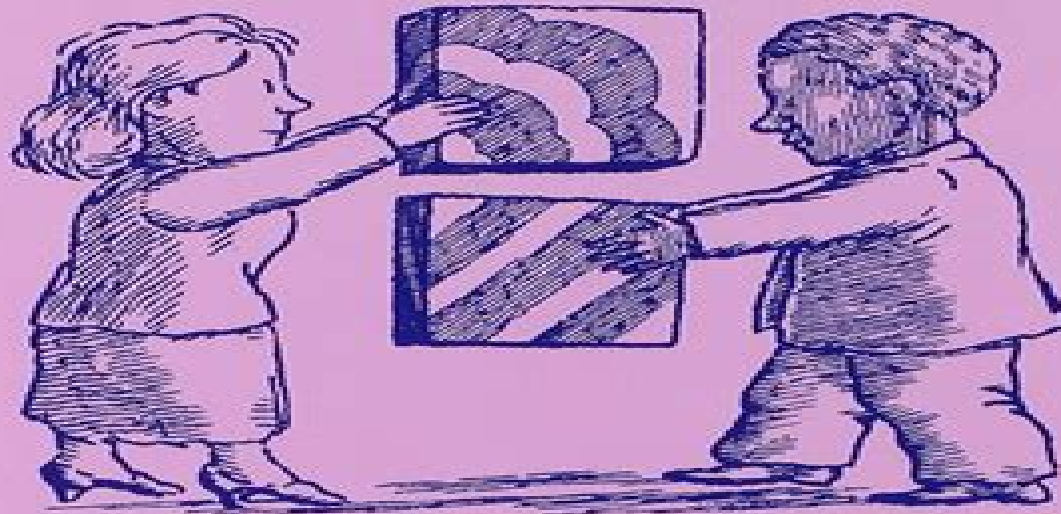

Marketing Workbook for Nonprofit Organizations Volume I: Develop the Plan



*Exchanging something of value
for something you need*

Gary J. Stern

Amherst H. Wilder Foundation

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Develop The Plan

Gary J. Stern



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your organization *Marketing Workbook for Nonprofit Organizations* Gary John Stern,2001 **The Nonprofit Mergers Workbook Part I** David La Piana,2008-09-10 Nonprofit mergers are on the rise Executive directors and board members are discovering the advantages comprehensive service delivery better finances more powerful fundraising increased market share Bottom line mergers make more mission possible From assessing reasons and readiness to finding a partner to negotiating the best path to budgeting and implementation author David La Piana guides you through the maze of options with a steady hand Based on experience with more than sixty mergers this handbook is the perfect starting point for any nonprofit exploring a possible merger and a basic resource for all nonprofit managers You ll find how to decide what kind of structure from collaboration to merger meets your goals how to know your own motivation and keep your mission forefront what kind of merger best fits your goals structure and financial situation how to seek merger partners and objectively assess the pros and cons of each how to manage the boards essential role in merger considerations how to exercise due diligence and write the merger agreement how to deal with the rumor mill what you can do yourself when to call in attorneys and consultants and how to select them typical roadblocks and how to beat them how to move past old history and build new traditions as you integrate staff management boards systems and corporate cultures how to budget for and raise funds to implement the merger and much more Full merger case studies decision trees twenty two worksheets checklists tips milestones an extensive resource section and many samples including the minutes of a completed merger negotiation give you concrete assistance with your own merger plans and implementation A special chapter written for nonprofit organizational consultants explains their roles and responsibilities in assisting clients interested in merger **The Lobbying and Advocacy Handbook for Nonprofit Organizations** Marcia Avner,2002-01-15 Your How To Guide to State and Local Lobbying This guide is your complete road map to shaping public policy at the state and local level It gives detailed step by step instructions for developing an effective plan and putting it into action With this handbook you will discover how lobbying can help fulfill your mission learn how to initiate support or defeat bills develop effective lobbying skills gather and mobilize support for your positions learn how to use the media effectively influence gov t administrators to back your policy positions comply with state and federal regulations and set up systems in your nonprofit to support lobbying Adaptable to Your Unique Needs This flexible book can be tailored to fit your situation You have four different planning strategies to choose from short term long term proactive or reactive Want to move quickly Use the planning shortcuts Plus a special rapid response guide helps you with emergencies Straightforward and Action Oriented In addition to a clear framework for planning your policy work author Marcia Avner shares with you the nitty gritty of effective lobbying based on her more than 30 years of experience You ll find concrete information on building relationships with public officials what you need to know to make your case how to testify at a committee hearing how to find out how it works in your area mistakes to avoid and much more **Strategic Planning for Public and Nonprofit Organizations** John M. Bryson,2004-11-12 When it was first

published more than sixteen years ago John Bryson's *Strategic Planning for Public and Nonprofit Organizations* introduced a new and thoughtful strategic planning model. Since then it has become the standard reference in the field. In this completely revised third edition, Bryson updates his perennial bestseller to help today's leaders enhance organizational effectiveness. This new edition features the Strategy Change Cycle, a proven planning process used by a large number of organizations. Offers detailed guidance on implementing the planning process and includes specific tools and techniques to make the process work in any organization. Introduces new material on creating public value, stakeholder analysis, strategy mapping, balanced scorecards, collaboration, and more. Includes information about the organizational designs that will encourage strategic thought and action throughout the entire organization. Contains a wealth of updated examples and cases.

Marketing Workbook for Nonprofit Organizations: Mobilize people for marketing success Gary John Stern, 1990. Don't just wish for marketing results; get them. If marketing seems too commercial or too complex or if your current efforts aren't delivering results, this book is for you. With this helpful guide, you can create a simple, usable marketing plan designed to get results. Since its first edition in 1990, the *Marketing Workbook* has helped thousands like you use marketing to reach the people you want to help and attract the money and support your organization deserves. Now this updated second edition offers an easy-to-follow five-step process to create an effective marketing plan, provides an expanded resources section including Internet examples, and includes web wisdom to help you set reasonable web goals, build an online reputation, and learn about the possibilities and pitfalls of web promotion. Use it to be sure you have the right services to meet people's needs, reach the audiences you want with a message that motivates people to respond, and make a strong impact in your community and beyond. This book will guide you through each stage of the marketing process. You'll learn how to link marketing with strategic planning, set goals, and evaluate your success; conduct a marketing audit using the Six Ps of Marketing; position your organization in a unique niche; and develop a marketing plan and promotional campaign. Plus, you also get 27 proven promotional techniques, dozens of tips for writing and design, a sample marketing plan, a case study of how one nonprofit implemented their plan, and much more. Get the *Marketing Workbook* and start putting the power of marketing to work in your organization.

Nonprofit Mergers Workbook Part II La Piana Associates, 2004-05-15. You've completed the merger agreement. Now how do you make the merger work? *Nonprofit Mergers Part II* helps you create a comprehensive plan to achieve integration. It addresses large strategic issues as well as small practical ones. Integration issues and how to handle them. Section I, *Going the Distance*, provides a broad view of integration, its challenges, and how to meet them. Topics include the basic tenets of organizational change, what success looks like in a well-implemented merger, the purpose and content of an integration plan, how to address people issues through leadership and planning, and the relationship between effective leadership, effective communication, and their combined contribution to integration success. How to create a useful integration plan. Section II, *Creating an Integration Plan*, takes you step by step through this essential process. You'll learn

about integration of boards cultures management staff and volunteers programs communications and marketing and systems one by one in detail the steps needed to create each section of the plan common challenges roadblocks and crises that will arise and how to respond when they do and processes procedures and interventions likely to be most helpful and necessary Software helps you create an organized plan Included with the book is a CD ROM with a detailed integration plan template Use it to keep your planning organized and on track This useful guide also includes sample integration plans worksheets checklists and tips and quotes from leaders of merged organizations Nonprofit Mergers Part II is a must read for anyone considering embarking on or just completing a merger

The Lobbying and Advocacy Handbook for Nonprofit Organizations, Second Edition Marcia Avner, 2013-07-23 The Lobbying and Advocacy Handbook for Nonprofit Organizations Second Edition is your complete road map to shaping public policy at the state and local level It gives detailed step by step instructions for developing an effective plan and putting it into action With this handbook you will discover how lobbying can help fulfill your mission learn how to initiate support or defeat bills develop effective lobbying skills gather and mobilize support for your positions learn how to use the media effectively influence gov t administrators to back your policy positions comply with state and federal regulations and set up systems in your nonprofit to support lobbying In addition to updated worksheets case studies and resources new material in the second edition includes nonprofit civic engagement and voter mobilization designing the Policy Committee that works for your nonprofit utilizing social media in your communications strategies administrative advocacy working with governmental agencies and understanding the why what and how of collaboration

The Wilder Nonprofit Field Guide to Crafting Effective Mission and Vision Statements Emil Angelica, 2001 Bring focus and direction to your work Too often if you ask four people in a nonprofit what their organization's mission is you'll get four different answers Organizations without clearly defined and agreed to mission and vision statements frequently find themselves adrift at sea in real financial trouble and unable to make an ongoing positive impact on the community But an effective mission and vision statement can help an organization unify services and create a consistent approach to new program development Crafting Effective Mission and Vision Statements will help your organization develop or revise mission and vision statements that bring focus and direction to your work With orderly easy to follow steps this engaging guide helps you Build ownership for the mission and vision statements among board and staff Create a common understanding of your organization's goals Understand how mission and vision statements differ and how to use both for greatest benefit Develop a mission statement that captures exactly what your organization does Create a vision statement based on stakeholders ideas and the organization's history capacity for growth and fundraising potential Use this guide to create mission and vision statements that help your organization stay focused and keep it moving toward a positive future

Nonprofit Resources Victor Futter, Lisa Runquist, 2007 Now in its second edition Nonprofit Resources is a handy reference tool for all nonprofit professionals With more than a thousand entries pointing readers to a wide variety of

references in the nonprofit field this accessible guide will provide users with a running start on researching any topic Unique user friendly and compiled by industry experts Nonprofit Resources will point readers to key information sources on dozens of topics ranging from accounting to lobbying to volunteers *Consulting With Nonprofits* Carol A. Lukas,1998-07-01 At last A comprehensive guide to the art craft and business of consulting with nonprofits and community groups Nonprofit consulting requires specialized skills and knowledge of how the sector works This guide gives you the resources and tools to help you provide quality assistance throughout your career experienced consultants will find it an invaluable reference new consultants will get oriented to the sector and find step by step guidance through the entire process technical specialists will gain insights into the larger processes that shape nonprofit organizations for profit consultants and business sector volunteers will discover how to shift their expertise to match the unique culture of nonprofit and community work students in public administration organization development and nonprofit management will find it a useful guide for fieldwork service projects or future career search With this illustrated guide you get an overview of the nonprofit sector and unique elements of consulting with nonprofits the six stage process of consulting with concrete steps and challenges in each stage the art of consulting including roles dynamics and ethics lessons from the field stories from thirty skilled consultants offering sage advice on common challenges from setting up contracts to cross cultural consulting to choosing a consulting role that matches the client s needs when team consulting makes sense key differences between internal and external consulting how to run your business marketing your services setting fees estimating costs and billing managing your career growth working with funders nine worksheets sample proposals professional standards annotated bibliography and much more The Manager's Guide to Program Evaluation Paul W Mattessich.,2003-08-08 Your Guide to Getting a Useful Evaluation Evaluation is vital and beneficial to any nonprofit organization An effective evaluation can help identify an organization s successes share information with key audiences and improve services It can confirm that an organization is truly making a difference This book is for organization managers and decision makers policymakers funders researchers and students studying applied social service research Benefits you ll get describes what types of information to collect and what questions this information can answer details the four phases of evaluation and the steps involved in each phase and information on various types of research consultants and advice selecting one **The Accidental Techie** Sue Bennett,2005 This book shows you how to create a support system that will help your organization use technology more effectively and make your day to day life less hectic This hands on guide walks you through five projects that when completed will give you a comprehensive and usable support system Conducting a technology inventory Assessing and supporting staff Assessing and buying technology Protecting your organization from diasters and data loss Managing your role Book cover **Strategic Planning Workbook for Nonprofit Organizations, Revised and Updated** Bryan W. Barry,1997-05-01 In an environment of increased competition funding cuts and other pressures strategic planning is a sound management tool for nonprofits This workbook

provides a guide for developing implementing and updating a strategic plan Sample plan and blank worksheets are included

The Community Economic Development Handbook Mihailo Temali,2002-09-20 The step by step guide to turning any neighborhood around A weak local economy can be strengthened A run down neighborhood of boarded up storefronts litter strewn sidewalks high unemployment and poorly maintained housing can be transformed An entire community can be lifted up Mihailo Mike Temali knows this first hand He has spent nearly twenty years working in community based economic development helping cities as diverse as St Paul Minnesota and Santiago Chile In this concrete practical jargon free handbook he describes a proven way to make any community a better place to live Comprehensive realistic and easy to use If you don t already have a community economic development CED organization in place Temali tells you how to set one up Then he defines four pivot points that are crucial to neighborhood economies 1 Revitalizing your commercial district 2 Developing microbusinesses 3 Developing your community workforce and 4 Growing good neighborhood jobs He explains how to choose your first pivot point then guides you through the process of tackling each one True stories of successful CED provide inspiration Sidebars explore related issues dealing with gentrification finding potential partners supporting microentrepreneurs and more Other CED professionals share their insights in From the Field notes Appendices point you toward useful resources show you how to use the Internet to research your regional economy and include dozens of worksheets that will help you move from reading about CED to doing it The Community Economic Development Handbook is precisely what you need to turn your neighborhood around

Five Life Stages Judith Sharken Simon,2001-05-15 The life stage model is a powerful tool for understanding objectively your organization s current status and preparing it to move ahead to the future This useful guide helps you understand where your organization is in its life and how to avoid unnecessary struggles and act on opportunities to boost your organization s development

Marketing Information Michael R. Oppenheim,Wendy Diamond Mulcahy,2013-10-31 Help your patrons create effective marketing research plans with this sourcebook Marketing Information A Strategic Guide for Business and Finance Libraries identifies and describes secondary published sources of information for typical marketing questions and research projects Experts in the field offer a guided tour of the signposts and landmarks in the world of marketing informationhighlighting the most important features This extensive guide serves as a strategic bibliography covering over 200 printed books and serials subscription databases and free Web sites Marketing Information contains several useful features including basic bibliographic descriptions with publisher location frequency format price and URL contact information for each source listed special text boxes with practical tips techniques and short cuts an alphabetical listing of all source titles an index to subjects and sources Unlike some research guides that recommend only esoteric and expensive resources this book offers a well balanced mix of the readily available and the costly and or not widely available so that researchers who lack immediate access to a large university business research collection still has a core of accessible materials that can be found in a public library or on the

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 - Chapter 3: Marketing Workbook For Nonprofit Organizations Develop The Plan in Everyday Life
 - Chapter 4: Marketing Workbook For Nonprofit Organizations Develop The Plan in Specific Contexts
 - Chapter 5: Conclusion
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 5. In chapter 4, this book will scrutinize the relevance of Marketing Workbook For Nonprofit Organizations Develop The Plan in specific contexts. The fourth chapter will explore how Marketing Workbook For Nonprofit Organizations Develop The Plan is applied in specialized fields, such as education, business, and technology.
 6. In chapter 5, this book will draw a conclusion about Marketing Workbook For Nonprofit Organizations Develop The Plan. The final chapter will summarize the key points that have been discussed throughout the book.
- This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Marketing Workbook For Nonprofit Organizations Develop The Plan.

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