



The Jossey-Bass Guide to Strategic Communications for Nonprofits: A Step-by-Step Guide to Working with the Media to Generate Publicity, Enhance Fundraising, ... Nonprofit and Public Management Series)

Kathy Bonk, Henry Griggs, Emily Tynes

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A Publication of the Communications Consortium Media Center

This nuts-and-bolts workbook is a tool kit for organizations that want to create successful communications strategies. No matter their size or planning experience, nonprofits can use this guide to enhance their profiles in the media, increase name recognition, boost fundraising, recruit membership, and advance changes in public policy. With a clear mission and the right communications skills, even small volunteer organizations can succeed in designing, planning, and implementing strategic public interest campaigns.

The authors draw from more than fifty years of combined experience in communications and media relations to provide step-by-step guidance on all aspects of campaign development, including detailed checklists, illustrative charts, and sample forms. They show nonprofits as well as public agencies how to:

- ? Construct a solid strategic communications plan
- ? Research media trends and case studies
- ? Track public education and awareness
- ? Select the most appropriate type of media for each campaign
- ? Utilize new media and technology for increased publicity
- ? Develop top-quality written materials and engaging releases
- ? Handle media crises quickly and competently
- ? Organize staffing and funding resources efficiently

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