



# **The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause**

*Kivi Leroux Miller*

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## **The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause**

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**A nonprofit's real-world survival guide and nitty-gritty how-to handbook** This down-to-earth book shows how to hack through the bewildering jungle of marketing options and miles-long to-do lists to clear a marketing path that's right for your organization, no matter how understaffed or underfunded. You'll see how to shape a marketing program that starts from where you are now and grows with your organization, using smart and savvy communications techniques, both offline and online. Combining big-picture management and strategic decision-making with reader-friendly tips for implementing a marketing program day in and day out, this book provides a simple yet powerful framework for building support for your organization's mission and programs.

Includes cost-effective strategies and proven tactics for nonprofits An ideal resource for thriving during challenging times Fast, friendly, and realistic advice to help you navigate the day-by-day demands of any nonprofit Written by one of the leading sources of how-to info and can-do inspiration for small and medium-sized nonprofit organizations, Kivi Leroux Miller is, among other things, a communication consultant and trainer, and president of EcoScribe Communications and Nonprofit Marketing Guide.com.

## **The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause Details**

Date : Published June 8th 2010 by Jossey-Bass (first published April 29th 2010)

ISBN : 9780470539651

Author : Kivi Leroux Miller

Format : Paperback 228 pages

Genre : Nonfiction, Business



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## **From Reader Review The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause for online ebook**

### **Phillip says**

It's been almost a year since I read this, but it was extremely helpful, even for someone with a BA in marketing and an MBA.

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### **jarl sigurgeirsson says**

Great book. Fun to read and full of useful stuff.

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### **Ali Crain says**

The great thing about reading books like this is I end up with a long list of ToDos because my head is working overtime with ideas.

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### **Bakari says**

#### **Useful guide**

This book could certainly be undated with a full chapter devoted to using social media for nonprofits as well as online planning and productivity tools. But overall this guide provides a good introduction to the subject, and it points to various other resources for nonprofit marketing.

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### **Michelle says**

This book was very informative. I went into knowing next to nothing about marketing and came out the other side with a solid plan of how to market. It teaches you how to listen to other websites/blogs, the most important aspects of marketing, and how to go forward with your marketing plan. I'm looking to start a small cat rescue and this book made me feel much better prepared.

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### **Emily Dy says**

Great handbook for any nonprofit marketer or anyone whose job included doing some marketing for their nonprofit.

It's an easy read. People without any marketing background can follow along.

Even for someone with a marketing background, this is still worth a read. I have an MA in Communications with a focus on marketing. While I was aware of the many comms concepts and theories, I still found it useful because of all the case studies, practical checklists and suggestions, and suggested programs and online tools. Another great thing is that it has a companion website so you can get the latest tools and recommended sites when the ones mentioned in the book are already outdated.

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### **Reza Putra says**

Read it back and forth. It's like a second SOP for new hires in NGOs.

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### **Elizabeth says**

Great primer - I've recommended this book to people who want to "get into non-profits" or start fundraising for their small non-profit. I've read Kivi's blog for years, so there weren't a lot of new ideas for me here. It's a go-to for the NP marketing basics.

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### **Carolyn Appleton says**

I have shared themes from this book in two public presentations, the Crescendo Interactive Practical Planned Giving Conference in 2012, and the AFP DFW Philanthropy Conference in 2013. During each discussion - which have focused on social media communications, with an eye toward major gift and planned giving donors and prospective donors - I urge audience members to purchase this insightful book.

I enjoyed a day-long seminar with Kivi Leroux Miller at Austin Community College in spring, 2012. In my opinion, if all nonprofit fundraising and communications staff would read her book, their lives would be made so much easier, and the success of their efforts would improve greatly.

Kivi provides a wide range of advice from identifying your audiences (plural); messaging; becoming an expert source for media; crafting (e- and paper) newsletters; using social media to best advantage; improving your online visibility; to the importance of thank you notes (a favorite topic for me); and budgeting. In a nutshell, "The reality is that most people will never, ever care about your mission .... here's the good news: if you focus your limited marketing resources on the people who really do matter most to your organization's success, you'll spend a lot less money and time, and you'll get better results."

I also greatly appreciated Kivi's assertion that there is no "general public." Here is a link to Kivi's bio, from her website: <http://www.nonprofitmarketingguide.co....> You will find more helpful information on the website as well.

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### **Sara Croft says**

I say I've finished reading this book, but this will be a resource I return to often as when I was taking notes, I was practically writing everything in the book down.

What intrigued me most about this book was the section on creating marketing plans. I am creating plans for 22 programs, all unique in their own way, and the comprehensive plan this book offers allows me to customize it based on each programs needs.

Seasoned nonprofit marketers may hesitate to pick up something so broad, however the authors offer a lot of ways for marketers to talk to their bosses and their coworkers about marketing in terms that make sense to those who are not professionals. For example, there are several parts where I'm given tools to walk into my boss' office to explain not only what I think we need to do, but why we should do it and how.

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### **Jerry Smith says**

A good overview that I will certainly come back to for thoughts and advice as I build a marketing program for a non-profit. Some of it is basic stuff but as we all, me included, have a tendency to rush toward marketing tactics before we consider the target market and the nature of the message, we need to be reminded of this constantly!

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### **Abdulaziz Alzain says**

If you're a nonprofit fan! This book will help you how to use marketing for your nonprofit. The good thing about this is its gives you practical steps and low cost ways for your project. Now you have no excuse to spread the word about your org.

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### **Krystal says**

As I learn more for work about marketing strategy for nonprofits and how best to use social media, I will use this book as a reference point. The language is easy to understand and the text gives lots of examples on how other nonprofits are using the tips Miller is providing which always helps me visualize how an idea should work in the real world. I highly recommend this if you are looking to develop a social media strategy or other marketing strategies for your non-profit.

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### **Lara says**

This is a highly readable book that makes marketing accessible for smaller organizations that don't have much of a budget to spare for marketing. The author discusses the benefits of marketing, particularly building and managing relationships to support an organization or the organization's cause. One quibble is that she really discusses marketing in those two terms--supporters and funders--she doesn't really discuss

how a nonprofit may use marketing to reach its mission by encouraging its focus audience to act on its services. Otherwise, she is full of useful ideas for ways to tailor marketing activities to the organization and support its functioning.

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### **Johanna says**

Really helpful for beginner marketer's. Even though I have a degree in Communication Theory, I was struggling to run the marketing part of a small non-profit. This book set me on the right path. It's a friendly, easy read. Also easy to skim if you're short on time. Con: some of the websites she mentions are outdated or gone now, but there is an updated companion website to mitigate that.

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