



# Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor

By Barry J. McLeish

Download now

Read Online 

**Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor** By Barry J. McLeish

From a leading expert on nonprofit marketing, the only marketing handbook a nonprofit manager will ever need-now fully revised and updated

In *Successful Marketing Strategies for Nonprofit Organizations, Second Edition*, 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.

- New sections on the new media available to nonprofit marketers
- 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

Do you need to breathe new life into your existing marketing department?

*Successful Marketing Strategies for Nonprofit Organizations, Second Edition* gives you the tools, the know-how, and the confidence you need to succeed.

 [Download Successful Marketing Strategies for Nonprofit Orga ...pdf](#)

 [Read Online Successful Marketing Strategies for Nonprofit Or ...pdf](#)



# **Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor**

*By Barry J. McLeish*

## **Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor By Barry J. McLeish**

From a leading expert on nonprofit marketing, the only marketing handbook a nonprofit manager will ever need-now fully revised and updated

In *Successful Marketing Strategies for Nonprofit Organizations, Second Edition*, 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.

- New sections on the new media available to nonprofit marketers
- 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

Do you need to breathe new life into your existing marketing department? *Successful Marketing Strategies for Nonprofit Organizations, Second Edition* gives you the tools, the know-how, and the confidence you need to succeed.

## **Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor By Barry J. McLeish Bibliography**

- Sales Rank: #1602038 in Books
- Published on: 2010-11-30
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x 1.10" w x 6.20" l, 1.04 pounds
- Binding: Hardcover
- 288 pages



[Download Successful Marketing Strategies for Nonprofit Orga ...pdf](#)



[Read Online Successful Marketing Strategies for Nonprofit Or ...pdf](#)



**Download and Read Free Online Successful Marketing Strategies for Nonprofit Organizations:  
Winning in the Age of the Elusive Donor By Barry J. McLeish**

---

## **Editorial Review**

### From the Inside Flap

NONPROFIT MARKETING was once relatively simple. You created programs on your own, developed fund development and advertising messages, and controlled the context, the media, and the message. Thanks to new media such as Facebook, MySpace, Twitter, YouTube, it's official—there's a new normal when it comes to nonprofit marketing.

Significantly expanded and revised, the *Second Edition* skips all the arcane theory and business school jargon to present you with the clear, step-by-step advice and guidance you need to develop and implement a sophisticated marketing program tailored to your organization's needs and goals. Here, author and nonprofit marketing guru Barry McLeish shares everything he's learned during more than two decades of managing and consulting nonprofits of every shape and size.

You'll find proactive advice on:

- **New media you can use to market for results**
- The critical elements you'll need to craft a marketing strategy for nonprofits
- Analyzing your market and developing a comprehensive marketing plan
- Marketing strategies to support fundraising, promote new services, and enhance your organization's reputation and visibility
- Developing a marketing program that reaches the consumers of your service and the donors who support your organization
- How nonprofits across North America have used the strategies described in this book to grow bigger and better than ever

Time to rethink how your nonprofit does marketing? Filled with savvy wisdom that's ahead of its time—as well as countless anecdotes and real-life case studies—*Successful Marketing Strategies for Nonprofit Organizations, Second Edition* presents you with the tools, know-how, and confidence to improve not only your organization's performance, but also its services—at a time when they are needed more than ever.

### From the Back Cover

*From a leading expert on nonprofit marketing, the only marketing handbook a nonprofit manager will ever need—now fully revised and updated*

In *Successful Marketing Strategies for Nonprofit Organizations, Second Edition*, nonprofit marketing guru **Barry McLeish** shares everything he's learned through more than two decades of managing and consulting nonprofits of every shape and size.

Here, you'll find clear, step-by-step advice and guidance on:

- **Getting your nonprofit connected through interactive, social media spaces that produce phenomenal fundraising success**
- How to successfully analyze your market and develop a comprehensive marketing plan
- Creating marketing strategies that support fundraising, promote new services, and enhance your

- organization's reputation and visibility
- Developing effective marketing programs that reach consumers and donors

Breathe new life into your nonprofit with the strategic marketing toolkit found in *Successful Marketing Strategies for Nonprofit Organizations, Second Edition*.

#### About the Author

**BARRY McLEISH** is International Vice President at McConkey-Johnston International, a fundraising and marketing management consulting firm specializing in nonprofit organizations and associations. Before joining McConkey-Johnston, McLeish was the director of development for a \$22 million nonprofit organization and served as project director for the organization's \$30 million capital campaign. He is a frequent and popular seminar leader, having spoken at numerous conventions in the United States and Canada on fundraising, marketing, and market planning for nonprofit and for-profit organizations, including large marketing seminars for Merrill Lynch and the National Association of Manufacturers. He is the author of *Yours, Mine, and Ours: Creating a Compelling Donor Experience* (Wiley).

#### Users Review

##### From reader reviews:

###### Rosa Tarpley:

Have you spare time for just a day? What do you do when you have more or little spare time? Sure, you can choose the suitable activity with regard to spend your time. Any person spent their particular spare time to take a stroll, shopping, or went to the actual Mall. How about open or read a book titled Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor? Maybe it is to become best activity for you. You already know beside you can spend your time along with your favorite's book, you can cleverer than before. Do you agree with it is opinion or you have various other opinion?

###### Carissa Taylor:

Book is actually written, printed, or outlined for everything. You can know everything you want by a book. Book has a different type. As we know that book is important issue to bring us around the world. Close to that you can your reading ability was fluently. A guide Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor will make you to become smarter. You can feel more confidence if you can know about anything. But some of you think in which open or reading the book make you bored. It is not make you fun. Why they could be thought like that? Have you searching for best book or suitable book with you?

###### Kenneth Harrell:

What do you concentrate on book? It is just for students because they're still students or that for all people in the world, the particular best subject for that? Just you can be answered for that issue above. Every person has diverse personality and hobby for each and every other. Don't to be compelled someone or something that they don't desire do that. You must know how great and important the book Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor. All type of book would

you see on many resources. You can look for the internet methods or other social media.

**Donna Nichols:**

The guide untitled Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor is the book that recommended to you you just read. You can see the quality of the publication content that will be shown to you. The language that article author use to explained their ideas are easily to understand. The author was did a lot of research when write the book, and so the information that they share to you personally is absolutely accurate. You also could get the e-book of Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor from the publisher to make you a lot more enjoy free time.

**Download and Read Online Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor By Barry J. McLeish #OBP9KZAXHE7**

# **Read Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor By Barry J. McLeish for online ebook**

Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor By Barry J. McLeish Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor By Barry J. McLeish books to read online.

## **Online Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor By Barry J. McLeish ebook PDF download**

**Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor By Barry J. McLeish Doc**

**Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor By Barry J. McLeish MobiPocket**

**Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor By Barry J. McLeish EPub**

**OBP9KZAXHE7: Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor By Barry J. McLeish**