



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

By Barry J. McLeish

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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.

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### 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

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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).

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