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Nota di contenuto	Banding Together for a Cause; Preface; Acknowledgments; Chapter 1: The Importance of Time in Moving Your Mission Forward; Are Your Policies Flexible?; Embracing Growth through Experience; Generating Big Ideas; Recognizing Your Time as a Valuable Resource; Knowing Yourself and Your Constituents; Prioritizing Your Time; Respecting Other People's Time; Chapter 2: Reflecting the Essence and Spirit of Your Organization through Branding; Finding the Perfect Name; Refining the Brand; Being Authentic and the Long-Term Value of Your Brand; Keeping It Simple; Positioning Your Brand as an Authority Recognizing and Allowing Evolution Building and Maintaining Brand Ownership; Knowing Your Audience; Marketing without a Budget; Chapter 3: The Right Partnerships; Relying on Others; Being Selective; Pinpointing Where Real Engagement Happens; Learning from Conflicts; Building Strong Connections; Being Genuine by Showing Your True Self; Engaging and Equipping Champions; Welcoming Variety; The Science of Selection; Leveraging Organizational Structure and Interactions; Fostering Evolution; Chapter 4: Pinpointing Experts and Utilizing Their

Strengths; Leveraging Your Partners

Gaining Expertise in MerchandiseLeveraging Your Leadership; Combining the Right People; Documenting Your Journey; Finding and Giving Feedback, and Knowing What to Filter; Chapter 5: The Role of Strategic Planning in Your Mission's Success; Making Time to Plan; The Planning Process; Gearing Up for the Planning Process; Determining the Appropriate Planning Process for Your Organization; Creating a Roadmap: You Are Here; Identifying Key Drivers; Tools for Finding Out "Why"; No Department (or Colleague) Left Behind; Pinpointing the Decision Points

Don't Stop (Especially When Things Are Going Well)Chapter 6: Assembling the Perfect Team; Board of Directors; A Leader of Leaders; Recognizing Red Flags; Maintaining a Dialogue; Chapter 7: Strategies for Integrating and Mobilizing; On Integrating: A Few Lessons Learned; On Mobilizing: A Few Lessons Learned; Chapter 8: Creating Feedback Mechanisms; Opportunities for Feedback; Using Metrics; Knowing Your Priorities; Social Media, Loyalty, and Growth; Chapter 9: What It Takes to Be a Visionary; Sharing Your Story; Communicating Your Vision; Listening To and Filtering Input; Are You a Visionary?

Epilogue Living the DreamExercises and Notes; Partnership Self-Test; Conversation Starters for Partnerships and Various Interactions; Getting Ready for Success!; Creating Experiences that Become Meaningful Moments; Resources; About the Author; Index

Sommario/riassunto

Experience the yellow wristband campaign from the beginning and learn how to position your nonprofit for successPassionate and inspiring, *Banding Together for a Cause* will help you identify ways to generate funds for your programs and missions through valuable and meaningful partnerships. In it, author Rachel Armbruster dissects the LIVESTRONG campaign, from timing and brand, to partners and visionary thinking.Engaging and informative, this reliable guide contains interviews and insights with key executives at both LIVESTRONG and Nike. Along the way, this remarkable book takes you behi
