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Autore	Stevenson Scott C
Titolo	90 Great Publicity Ideas for Nonprofits
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Descrizione fisica	1 online resource (48 pages)
Disciplina	659.288
Soggetti	Fund raising Fund raising - Handbooks, manuals, etc Nonprofit organizations - Public relations Publicity
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Nota di contenuto	New- and old-school methods generate free publicity -- Youtube channel puts university research front and center -- Use employees retirement to highlight your organization -- President's journal connects with members, community -- Popular video game adds pop to media spot, value for sponsor -- Use well-known faces to garner publicity -- Personalize screen savers -- Think creatively to maximize news of major achievements -- Collaboration helps address serious national health issue -- Get valuable TV exposure for your cause -- Hire the right firm to distribute your press release -- 50th Anniversary celebrates members, Community -- Submit-a story idea gives audience a say in coverage -- Make a radio pitch that works -- Reach out to media for dream coverage -- Reinforce you brand with striking images -- Ideas to score free publicity -- Create and promote an online media kit -- Securing media coverage in changing media market. Teaming up expands reach of awareness campaign -- Promote your stories on others' websites -- Blogs bring student voices to the recruitment process -- Avoid those common press release mistakes -- Advice to generate and maximize national news coverage -- Gearing PR tools to your audience -- Crafting then-and-now stories for maximum effect -- Photo tour showcases new addition -- Campus wide theme -- Herald new goals for college -- Gain public approval by connecting with other

local nonprofits -- Photo contest engages constituents, introduces new mascot -- Three ways to make the most of letters to editor -- Centennial timeline returns college to founding principles -- Rule of thumb -- Land in the spotlight when the media comes to town -- Publicize volunteer efforts -- Add facebook cause page to your communication options -- Properly stock your press conference toolkit -- Maximize your message on twitter in 140 characters or less -- Cater e-newsletter content to target audiences. Year in review can boost morale, show value -- Use editorials to further your cause -- Be sure your story gets heard -- Radio helps the public tune in to your events -- Negotiations, flexibility maximize use of billboard advertising -- Appreciation activities build goodwill, Publicity -- Tell your organization's story through photos -- Make employees profiles more than just profiles -- Tips on delivering bad news -- Online Press kits simplify reporters' jobs, increase interest -- Press release follow Up: Keep it personal -- Create a time capsule to celebrate significant events -- Promote your cause with an educational series -- Make a point to connect with elected officials -- Be ready to make compelling case with stories on hand -- The nose for news: is your story up to snuff? -- Great lead guides readers to the real treat -- Get fit challenge gives makeover to public's perception -- Notable figures tie the past to the present -- Highlight press releases with a media blog. Book signings create interest, generate publicity -- Community profiles added personal insight -- Thorough preparation can help with walk through fire -- Use construction period to point to progress -- Launch a marketing campaign that creates mystery -- Engage supporters, community with name our mascot contest -- Find attention-grabbing ideas to celebrate milestones -- Consider these techniques for writing vibrant client features -- Make use of anniversary postcards -- Highlight notable media coverage -- Day in the district shows local leaders a day in the life -- Increase media exposure with a faculty expert program -- Make sure employee-of-the-month program doesn't backfire -- Tweets keep your stories on the beat -- Tout your organization's multiple achievements -- Five ways to showcase your organizations' stories -- You can't beat word-of-mouth marketing -- Media campaign boosts gifts, awareness, volunteer numbers -- Help craft CEO's message -- Seven ways to celebrate your facility dedication. Use community contacts when designing your PSA -- How to attract a press conference crowd -- Stories give everyone a chance to contribute -- Track your nonprofit's news coverage -- Maximize press when announcing new equipment -- Committee provides head-up to university -- Publicize your employees' community involvement -- Facilitate communication with a mobile application -- Twitter generates a buzz over events -- Make groundbreaking magic -- Five ways to maximize major event publicity.

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Originally published by Stevenson, Inc., this practical resource features publicity strategies for nonprofit leaders and professionals. It includes techniques and procedures to create awareness, increase visibility, strengthen media relations, and build an organization's reputation.
