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Titolo	90 Great Publicity Ideas for Nonprofits
Pubbl/distr/stampa	[Place of publication not identified], : Jossey Bass Imprint, 2013
ISBN	1-118-70434-7
Descrizione fisica	1 online resource (48 pages)
Disciplina	659.288
Soggetti	Fund raising Fund raising - Handbooks, manuals, etc Nonprofit organizations - Public relations Publicity
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
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 you 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 you 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 create 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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## Sommario/riassunto

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.

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