



Publicize This!: Promoting Your Group or Nonprofit on a Limited or Nonexistent Budget (Paperback)

By Kathleen P Vermaelen

Createspace Independent Publishing Platform, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Publicize This! is a beginner s guide for community and/or nonprofit groups who need to grow their membership, raise awareness of important issues, and solicit donations to advance their objectives-despite the fact that they have a limited or nonexistent marketing budget. Packed with practical advice, this brief and to-the-point book details specific steps that groups might take to make a simple marketing plan, compile a custom media distribution list, advertise group events, capitalize on post-event publicity opportunities, and generate ongoing word-of-mouth that furthers the group s overall goals. All it takes is some dedication, a little targeted research, diligent collection of relevant information, and steady application of what is learned along the way. Quick and easy fundraising ideas are included, as well as samples of blurbs, announcements, a radio script, and other promotional pieces for modeling purposes. 80 pages.



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