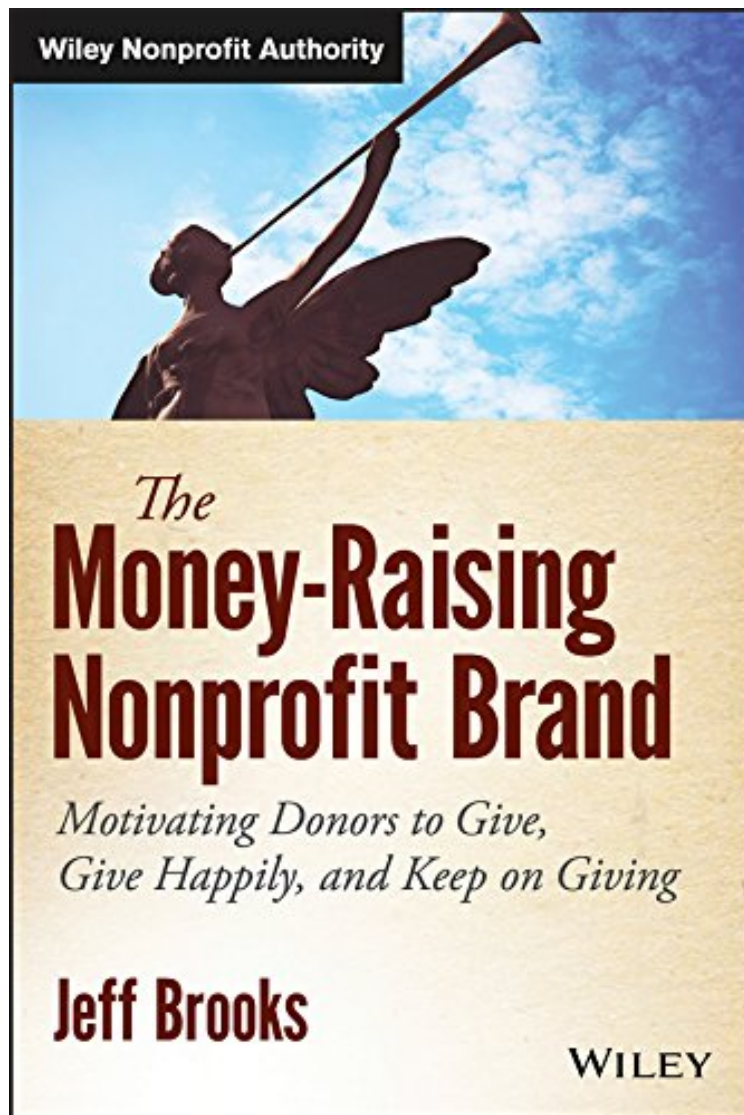


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The Money-Raising Nonprofit Brand: Motivating Donors to Give, Give Happily, and Keep on Giving (Wiley Nonprofit Authority)

Jeff Brooks

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Jeff Brooks : The Money-Raising Nonprofit Brand: Motivating Donors to Give, Give Happily, and Keep on Giving (Wiley Nonprofit Authority) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Money-Raising Nonprofit Brand: Motivating Donors to Give, Give Happily, and Keep on Giving (Wiley Nonprofit Authority):

9 of 9 people found the following review helpful. A fresh look at how nonprofit branding differs, and where you need

to focus in order to resonate with donors. By Claire Axelrad I just read it. It's awesome! A very compellingly written tome with a fresh look at how nonprofit branding differs, and where you need to focus in order to resonate with donors. Also great tips so that you don't waste your time doing stuff that won't help -- and may actually hurt. And there are great take-away summaries at the end of every chapter. If for nothing else, get it for the "7 Elements of a Fundraising Offer." I honestly don't recommend a lot of books. This one, I do. It's thought-provoking and practical at the same time. 7 of 7 people found the following review helpful. If you're a fundraiser you must read this... By Adrian Salmon... then buy a copy for your Chief Executive (or Vice-Chancellor if you work in a university). Everything Jeff says in this book is right, it's as simple as that. If you're new to fundraising you will be surprised by many of the things he says. But if you've been a fundraiser for a while, you will notice that you are nodding your head, tutting in agreement with him, grimacing as you remember similar disasters to the ones he describes at organisations you know, and air-punching as he succinctly nails the true ingredients that should go into non-profit fundraising and branding. It could be one of the most important books you read in your fundraising career. Especially if you make sure your boss gets a copy, too. 4 of 4 people found the following review helpful. Top choice for nonprofit leaders By CRRCausePlanet, a website dedicated to recommending essential reading to nonprofit leaders, gave Jeff Brooks' book one of our Choice Awards for the top books we read in 2014. We really focused on originality and applicability. Brooks shares an unvarnished, refreshing look at how to captivate more donors with accessible ideas that specifically work for nonprofits. He delivers new ways to connect your brand with your donors in a manner they won't forget.

Why commercial-style branding doesn't work for nonprofits and what does Taking its cue from for-profit corporations, the nonprofit world has increasingly turned to commercial-style branding to raise profiles and encourage giving. But it hasn't worked. Written by a longtime industry insider, this book argues that branding strategies borrowed from for-profit companies hasn't just failed, but has actually discouraged giving. But why does branding a well-developed discipline with a history of commercial success fail when applied to nonprofits? The Money-Raising Nonprofit Brand + Website argues that commercial-style branding is the wrong tool applied in the wrong way to the wrong industry. Offers a real-world fundraising strategies that work in the nonprofit world Disabuses readers of the dangerous notion that commercial-style marketing works in the fundamentally different nonprofit world Written by an industry insider with 25 years of experience raising funds for many of the most successful nonprofits in the world Nonprofit fundraising is a fundamentally different world; financially, emotionally, and practically; than commercial marketing. Here, the author explains why commercial marketing strategies don't work and provides practical, experience-based alternatives that do.