



Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan (Wiley Nonprofit Law, Finance and Management Series)

Janel M. Radtke

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Create an effective, comprehensive communications strategy in an age of information overload

Fax, e-mail, 1-800 numbers, the Internet, infotainment--with so many new and traditional media available, it should be easy for a nonprofit to connect with its constituents. Yet each new technology brings new challenges, adding more messages, more voices, and more information to the clamor. Nonprofits now have to compete harder than ever to win the attention of a media-jaded public. That's why it is crucial that today's nonprofits develop comprehensive, coordinated communications plans that are detailed enough to cover all the bases, yet flexible enough to compensate for the unexpected. *Strategic Communications for Nonprofit Organizations* shows you how.

In this book, Janel Radtke introduces all-important communications concepts and issues in plain English. Taking a wholly practical, in-the-trenches approach, she combines expert insights, real-life case studies, and clear, step-by-step instructions to demonstrate nonprofit communications strategies that work. She provides:

- * An easy-to-follow, 7-step program for developing a comprehensive, multifaceted communications plan
- * A disk containing all the worksheets, forms, surveys, and self-assessment tools you need to create a total communications plan
- * Techniques for matching the message with the medium and for adapting both to specific purposes, such as fund-raising, advocacy, public education, PR, and more

Strategic Communications for Nonprofit Organizations helps you coordinate and streamline communications efforts. It provides proven techniques for guaranteeing that you send the right message to each constituency group or audience, and that you hit your mark every time.

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