



Promoting Nonprofit Organizations: A Reputation Management Approach

Ruth Ellen Kinzey

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Promoting Nonprofit Organizations is a practical guide to developing and implementing a strategic public relations program to enhance a nonprofit's reputation. The ways in which businesses – both for-profit and not-for-profit – communicate with customers has changed dramatically in recent years. Coupled with economic uncertainty, nonprofits have had to adopt a leaner operational mode, further underlining the need for organizations to take advantage of all the promotion strategies available to them.

This book:

- Discusses why public relations and reputation management go hand-in-hand with marketing efforts
- Offers a step-by-step guide to develop a public relations strategy
- Considers the importance of nonprofit sustainable citizenship
- Provides tips for reputation enhancement using a range of tools, such as social media and board ambassadorship
- Guides the reader in developing a reputation approach to crisis communication management

Highly practical in its approach, this book is a great guide for students in public relations and nonprofit management courses, as well as for professionals seeking to enhance the success of their nonprofit organization.

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