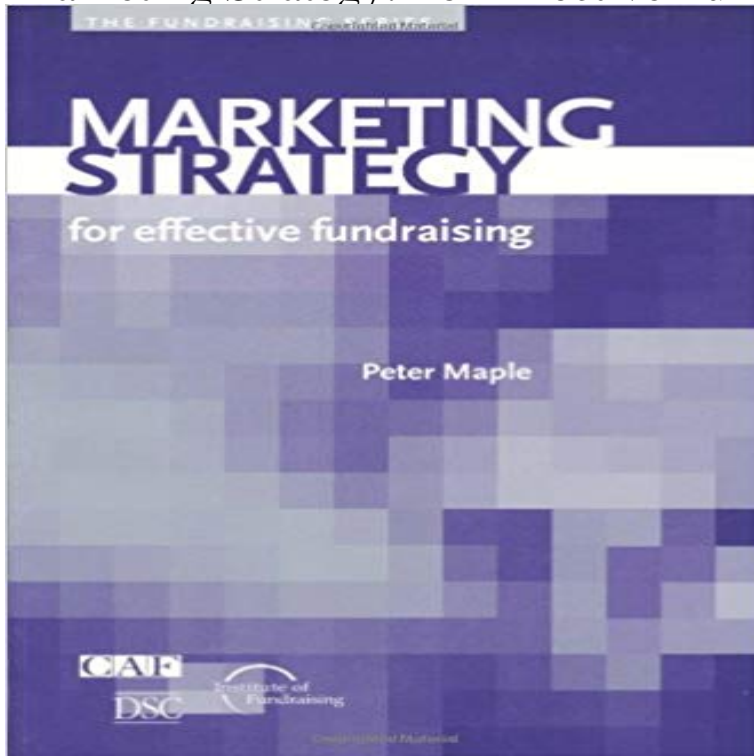


Marketing Strategy: For Effective Fundraising (Fundraising Series)



This addition to the Fundraising series looks at the key role played by marketing in successful fundraising. Drawing on the experiences of the author at the YMCA, Arthritis Care, Leonard Cheshire, Brook Animal Hospital and other charities, with contributions from many experts in the field, the book covers: why charities need marketing and why marketing needs charities; a brief history of marketing; preparing a marketing strategy; the charity as a brand; stakeholders and shareholders; volunteers - the unique benefit proposition; marketing communications; reaching the right audiences; marketing in the future; and jargon-busting marketing.

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