



Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money (The Jossey-Bass Nonprofit Guidebook Series)

Kivi Leroux Miller

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Nonprofits are communicating more often and in more ways than ever before . . .but is anyone paying attention?

In her follow-up to *The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause*, Kivi Leroux Miller shows you how to design and implement a content marketing strategy that will attract people to your cause, rather than begging for their attention or interrupting them with your communications. You'll learn how to plan, create, share, and manage relevant and valuable content that inspires and motivates people to support your nonprofit in many different ways.

Inside:

- Eye-opening look at how nonprofit marketing and fundraising is changing, and the perils of not quickly adapting
- Up-to-date guidance on communicating in a fast-paced, multichannel world
- How to make big-picture strategic decisions about your content, followed by pragmatic and doable tactics on everything from editorial calendars to repurposing content
- Real-world examples from 100+ nonprofits of all sizes and missions

This book is your must-have guide to communicating so that you keep the supporters you already have, attract new ones, and together, change the world for the better.

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David McMillian:

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