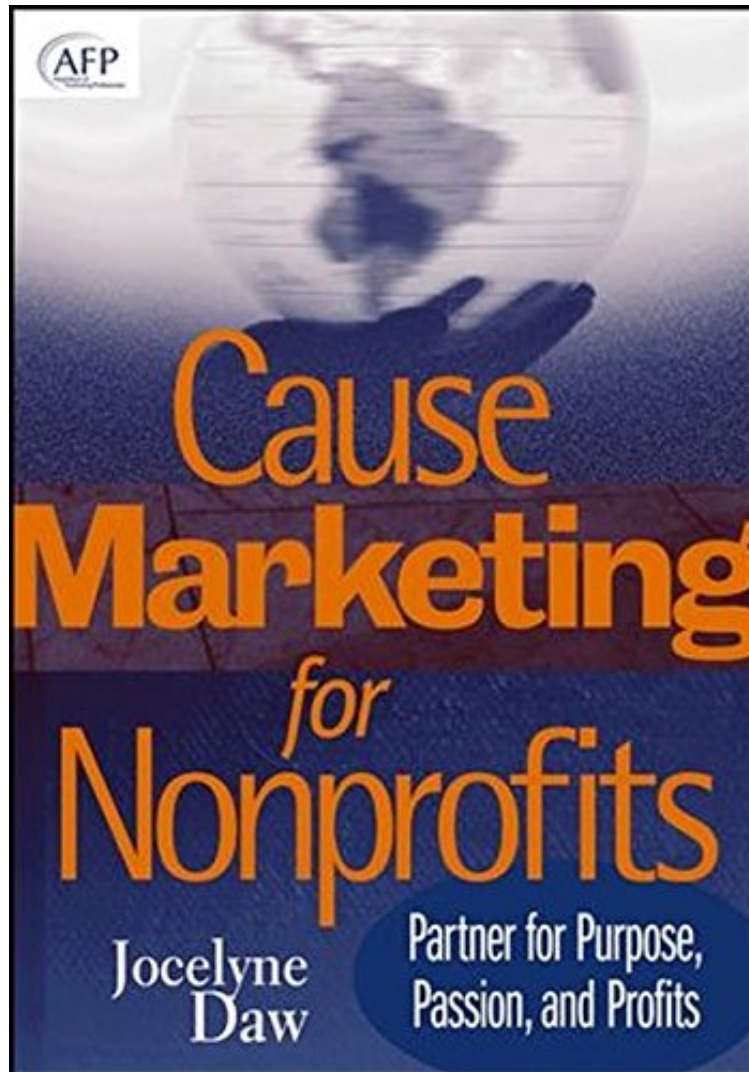


(Free read ebook) Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits (AFP Fund Development Series)

Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits (AFP Fund Development Series)

Jocelyne Daw

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Jocelyne Daw : Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits (AFP Fund Development Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits (AFP Fund Development Series):

0 of 0 people found the following review helpful. Graduate SchoolBy CathyI bought this book for a graduate level course. I have learned the most from this class alone.0 of 0 people found the following review helpful. Great for nonprofits or for-profits alikeBy Detective readerThis was a great overview of the issues from both perspectives when

looking for a tie-in between nonprofits and for-profit enterprises. 1 of 2 people found the following review helpful. Not for local nonprofits
By Deborah C. Usry
This is an interesting, easy to read text book. It is not for the marketing or public relations professional as it is fairly basic, but it is also not for the local, smallish non-profit. Much wouldn't be relevant to nonprofits who are not \$2 million + organizations. But, the content is sound and offers some good information for those just beginning to consider Cause Marketing -- even if they can't actually implement.

This book captures the exciting potential for business and nonprofits to partner for mutual benefit and discovery. Cause marketing aligns nonprofits and businesses to combine the power of their individual brands with a company's marketing might to achieve social and shareholder value while communicating their values. Cause Marketing for Nonprofits changes the way nonprofits view and execute cause marketing programs. It provides a wealth of hands-on, practical experience that can benefit any nonprofit organization interested in this innovative and growing form of generating revenue, building profile and achieving mission. No nonprofit can afford to ignore the contents of this important new book, the first designed specifically for the sector.

"Jocelyn Daw has done a meaningful service to nonprofit cause marketers with her book Cause Marketing for Nonprofits. She brings real-world experience, workable suggestions and a sharp pencil to a topic that has, too often in my view, been drawn with a broad brush." (CharityChannel.com, 8/7/08) "Jocelyn Daw, a recognized authority who has been involved in cause marketing since 1988, draws on her considerable experience to outline the many ways nonprofits can partner with the business community for mutual benefit. One of the most useful parts of the book was chapter 12, which includes the Seven Golden Rules and Seven Deadly Sins of cause marketing. Among most important caveats are making sure to pick the right partners and that the relationship is not one sided or too commercial." (Nonprofit and Voluntary Sector Quarterly, Vol. 37, No 1)
From the Inside Flap
This book is about a growing model for business and nonprofit involvement: an innovative way of working together for mutual benefit: partnering for purpose, passion, and profits. Cause marketing: a new discipline in the corporate citizenship field, a new mission-based fundraising and marketing tool for nonprofits: is a corporate/nonprofit partnership that aligns the power of a company's brand, marketing, and people with a nonprofit cause's brand and assets, to create shareholder and social value and to publicly communicate values. In 1983, American Express pioneered the first cause-related marketing (CRM). Today, cause marketing can be seen everywhere. Check out at the drugstore and support the local food bank by adding a donation to your bill. Pick up a prominent women's magazine and readers will find Lee Jeans ads encouraging them to "Go casual for a cause" by wearing jeans to work for a \$5 donation to benefit the Susan G. Komen Breast Cancer Foundation. At the grocery store, your purchase of a box of Cheerios during their three-month "Spoonful of Stories" promotion supports First Book, the national literacy charity, and encourages kids to read. "Go Red for Women" at Macy's to support the American Heart Association's heart health campaign for women. In Canada, support breast cancer research by signing up for the Canadian Breast Cancer Foundation CIBC Run for the Cure at the local bank branch. Well over \$1.4 billion is spent on cause marketing, and it provides over \$4 billion of marketing support for causes annually. How do you take advantage of this growing form of corporate support? How will you compete to turn your nonprofit into a synonym for your particular cause? Learn how to invent better, livelier, more focused, and creative strategies to capture a corporation's imagination and make sure that your nonprofit gets the support it deserves with the help of Jocelyne Daw's Cause Marketing for Nonprofits. Written to help nonprofits recognize the opportunities provided by cause marketing partnerships, Cause Marketing for Nonprofits shows nonprofit boards of directors, executive directors, development directors, fundraising consultants, marketing directors, organizational development professionals, and other nonprofit professionals how to build productive and profitable relationships while minimizing potential challenges. Brimming with numerous real-world case studies, Cause Marketing for Nonprofits explores cause marketing in a broad social context, examining how it has developed and evolved, and the benefits and challenges this new way of thinking and acting can bring. It then provides a thorough overview of this program delivery, marketing, and fundraising approach and the practical tools needed to successfully develop strategic cause programs that maximize the benefits for all. Finally, the book inspires critical and creative thinking to encourage continued growth of corporate-cause marketing collaborations. Featuring a Foreword by Carol Cone, Chairman and founder of Cone Inc. the leading research and marketing professional on cause marketing Cause Marketing for Nonprofits provides a wealth of hands-on, practical experience that will benefit any nonprofit organization interested in this innovative form of generating revenue, building profile, and achieving mission. Readers will discover valuable advice on how to: Create an entrepreneurial culture Develop a proactive strategy Actively seek a corporate fit Put processes and procedures in place to ensure complete buy-in, value worth, develop agreements, manage risk, and much more When nonprofits and for-profits combine efforts, they can be a powerful force for community good. Cause Marketing for Nonprofits provides readers with the tools, facts, and know-how to build mutually beneficial partnerships where the sum of the two parts can be greater than the individual; where self-interest can be combined with altruism, marketing with philanthropy, and mission achievement with business objectives. From the Back Cover "A must-read for anyone interested in or involved with charity marketing. Jocelyne Daw has captured

the subject in an informative and highly readable fashion. Great case studies and hands-on examples of how to navigate the challenging world of social philanthropy." Harry A. Abel Vice President, Development and Strategic Alliances National Mental Health Association, Alexandria, Virginia "Finally, a comprehensive look at the tremendous value of strategic partnerships between for-profit and nonprofit organizations. This is a book for anyone who wants to understand what it takes to successfully embrace cause marketing in your organization." Sue Tomney Vice-President, Membership, Communications, and Marketing Imagine Canada The definitive hands-on guide to cause marketing for nonprofits When first launched over twenty-five years ago, cause marketing was viewed as a fledgling idea. Today, it is a global phenomenon that has developed into a new way for businesses and nonprofit causes to partner to achieve mutual benefits. Done with care and thought, cause marketing can be a powerful tool to help nonprofit organizations achieve their mission, build their brand, generate revenue, increase awareness, engage individuals, change behavior and attitudes, and make a difference in their community. It can help companies increase their bottom line, attract employees, create pride, appeal to customers and stakeholders, and secure the license they need to operate in many markets. Cause Marketing for Nonprofits provides the insights and tools needed to successfully partner for purpose, passion, and profits.