



# **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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## **Strategic Communications for Nonprofit Organizations: Seven Steps to Creating a Successful Plan (Wiley Nonprofit Law, Finance and Management Series) Janel M. Radtke**

Comprehensive, hands-on strategies targeted to helping nonprofit organizations get their message across. Successful communications are absolutely vital to nonprofits. How else can they spread the word about their mission? Raise money? Attract clients to their services? This nuts-and-bolts guide from a nonprofit professional is designed to enable not-for-profit companies to streamline and coordinate their efforts in this area. Part text, part workbook, it presents an easy-to-follow, 7-step process that includes strategies for ensuring that complementary messages go out to the organization's different audiences. You'll find tips on how to adapt the same basic message for a variety of purposes, such as fund-raising, lobbying, public education, publicity, marketing, and advertising. And there is also detailed advice on fitting the message to the medium, be it print, TV, video, or radio. \* An accompanying disk features worksheets, forms, surveys, and self-assessment tools to help readers create their own communications plans. JANEL M. RADTKE (New York, New York) is executive director of the Center for Strategic Communications in New York, which runs professional education programs for nonprofit managers.

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