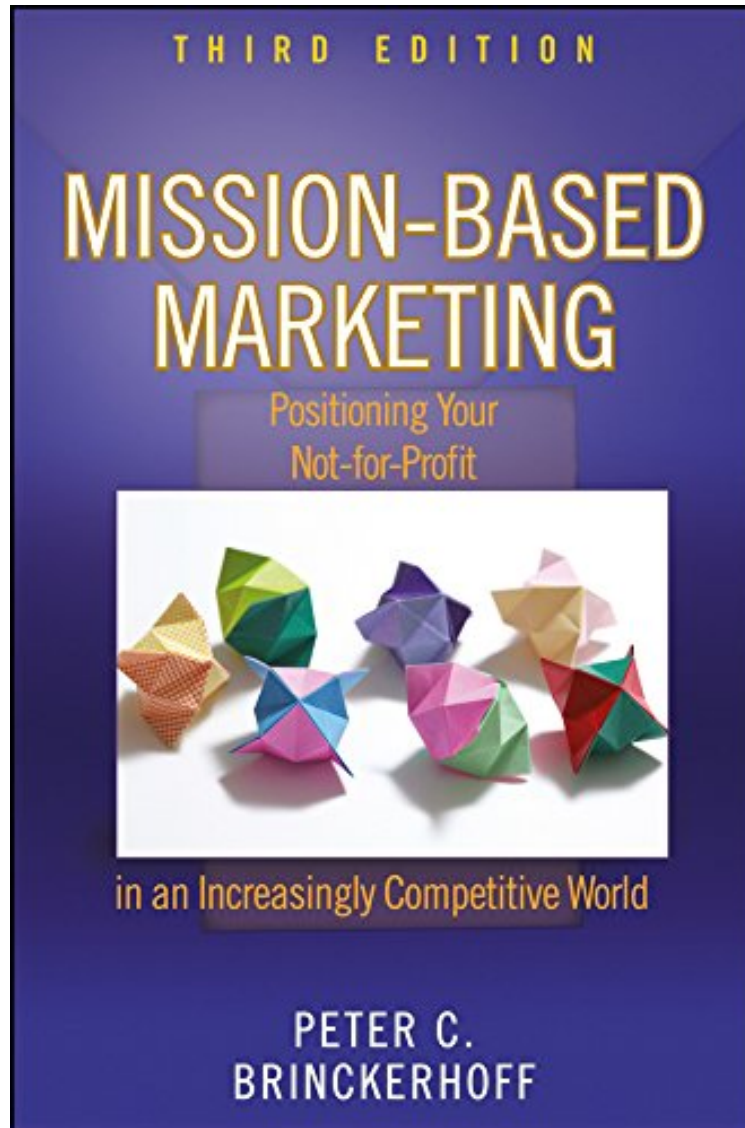


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Mission-Based Marketing: Positioning Your Not-for-Profit in an Increasingly Competitive World

Peter C. Brinckerhoff

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A direct, practical guide revealing how you can lead your not-for-profit to success through mission-based marketing. Now in a Third Edition, *Mission-Based Marketing* is a direct, practical guide showing how you can lead your not-for-profit to success in a more competitive world. This book provides the knowledge and skills you need to build a market-driven organization that holds onto its core values, does a better job of providing mission, and successfully competes for funding, clients, referral sources, staff, and board members. Includes new material on nonprofit websites, social networking and new methods of communication, advances in technology, customer service in today's world, and the effects of marketing on fundraising. Goes beyond the hows and whys to include lots of hands-on advice and real-world examples. Other titles by Brinckerhoff: *Mission-Based Management: Leading Your Not-for-Profit In the 21st Century*, *Faith-Based Management: Leading Organizations That Are Based on More than Just Mission*, and *Social Entrepreneurship: The Art of Mission-Based Venture Development*. Filled with new material, this book appraises the trends that have dramatically affected the not-for-profit sector in the past several years, and explains how an organization can shape this shifting landscape to its ultimate benefit.

From the Inside Flap: **MISSION-BASED MARKETING** Positioning Your Not-for-Profit in an Increasingly Competitive World. **THIRD EDITION**. Return on investment. Social enterprise. Social marketing. Social networks. Market-based pricing. These terms are now nearly everywhere in the literature of the nonprofit world. But what do they mean to your mission, your staff, your board, and the people that your nonprofit serves? *Mission-Based Marketing, Third Edition* shows you how your organization can optimally react, respond, innovate, and, yes, prosper, in an increasingly competitive and rapid-response environment. This significantly updated edition of this classic expands on the invaluable hows and whys of not-for-profit empowerment covered in the second edition to offer highly effective new ideas and new criteria for marketing success. This Third Edition of *Mission-Based Marketing* provides comprehensive, hands-on guidance, addressing: Getting on board with nonprofit web sites, social networking, and new methods of communication. Advances in technology, customer service in today's world, and the effects of marketing on fundraising. How your nonprofit can be both mission-based and market-driven. Better ways to use technology in an always-online world. The need for flexibility in your nonprofit. The marketing cycle for a nonprofit. Knowing your competition. Active asking; what it is and how you do it. The people your organization serves depend on you to be there to provide services to them. You need them to guide you with their wants, help you locate the opportunities to serve, and work with you to move your organization, your mission, and your community to new heights of effectiveness, well-being, and success. Revealing how top-quality not-for-profits do marketing, *Mission-Based Marketing, Third Edition* gives your organization the tools to ensure it's doing it right, this year and throughout the twenty-first century. From the Back Cover: Discover the secret to becoming mission based and market driven. Now in a Third Edition, *Mission-Based Marketing* offers remarkable insight into the marketing needs, functions, and output of nonprofit organizations. Filled with specific recommendations based on institutional missions, this invaluable guide serves as a reference to highly effective marketing for nonprofit professionals. Written by Peter Brinckerhoff, a nationally recognized expert who has trained thousands of people in hundreds of seminars on the best practices in nonprofit marketing, this hands-on guide goes beyond the hows and whys to include an abundance of practical advice and real-world examples you can apply directly to your own organization. In this Third Edition of *Mission-Based Marketing*, Brinckerhoff appraises the marketing trends that have dramatically affected the nonprofit sector in the past several years, and reveals how your organization can shape this shifting landscape to its ultimate benefit. About the Author: **PETER C. BRINCKERHOFF** is an internationally renowned trainer, author, and consultant to nonprofit organizations. He brings years of experience in the field to his work, as he is a former board member of local, state, and national not-for-profits, and has worked on the staff and as executive director of two regional not-for-profits. Since founding his consulting firm, Corporate Alternatives, in 1982, Mr. Brinckerhoff has helped thousands of organizations become more mission-capable. He is the author of eight books on nonprofit management, including three that have won the Terry McAdam Book Award for Best Nonprofit Book of the Year. Mr. Brinckerhoff's titles include the workbook associated with this book, *Mission-Based Marketing Workbook, Second Edition*, as well as *Mission-Based Management, Third Edition*; *Mission-Based Management Workbook, Second Edition*; *Social Entrepreneurship*; and *Faith-Based Management*, all published by Wiley.