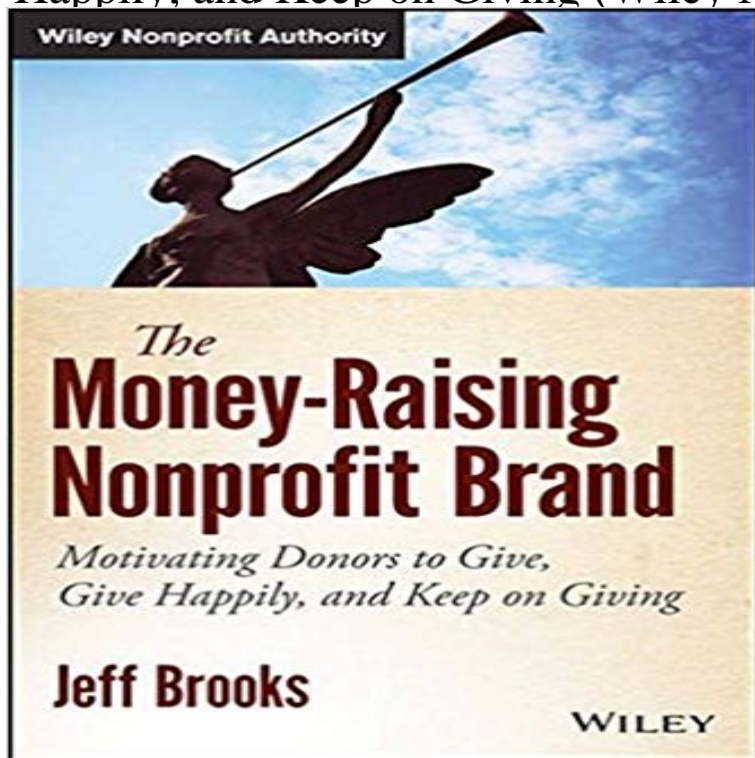


The Money-Raising Nonprofit Brand: Motivating Donors to Give, Give Happily, and Keep on Giving (Wiley Nonprofit Authority)



Why commercial-style branding doesn't work for nonprofits--and what does? The nonprofit world has increasingly turned to commercial-style branding to raise profiles and encourage giving. It hasn't worked. Written by a longtime industry insider, this book argues that branding strategies borrowed from for-profit companies haven't just failed, but have actually discouraged giving. Why does branding--a well-developed discipline with a history of commercial success--fail when applied to nonprofits? *The Money-Raising Nonprofit Brand* argues that commercial-style branding is the wrong tool applied in the wrong way to the wrong industry. Offers real-world branding strategies that work in the nonprofit world --and improve fundraising results. Disabuses readers of the dangerous notion that commercial-style marketing will improve nonprofit bottom lines. Written by an industry insider with 25 years of experience raising funds for many of the most successful nonprofits in the world. Nonprofit fundraising is a fundamentally different world--financially, emotionally, and practically--than commercial marketing. Here, the author explains why commercial marketing strategies don't work and provides practical, experience-based alternatives that do.

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