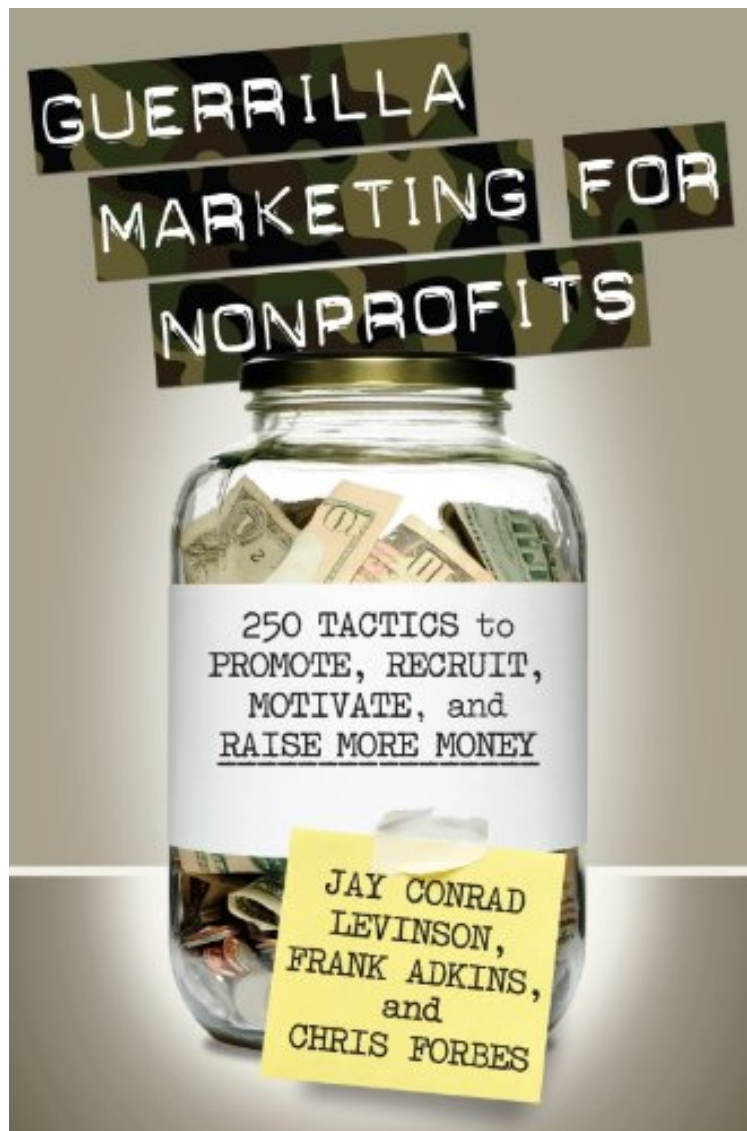


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Guerrilla Marketing for Nonprofits: 250 Tactics to Promote, Motivate, and Raise More Money

Jay Levinson, Chris Forbes, Frank Adkins
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28 of 28 people found the following review helpful. Not Very Practical, Definitely Out DatedBy Todd GiannattasioI'm an online marketing consultant and recently started doing pro-bono work for a local non-profit. I picked up this book

because I thought it looked good and would help expand my perspective in a new niche. This book is far from practical and filled with a lot of fluff. They try to be "cutting edge" but unfortunately in a book about technology and websites, you need to focus on the ideas and concepts, not the tools themselves because half of the ones mentioned here are obsolete or out of date (more than a few MySpace references). I found very few actionable items and even fewer practical pieces of knowledge. They claim a list of 200 weapons ("many free") that sounds intriguing until you realize the list consists of things like "write", "write well", "write compelling headlines", "write interesting copy" (and without much support on how to go about doing those things). If you're looking for a practical guide on marketing on a budget for your non-profit, you should look at books like Guy Kawasaki's *Enchantment*, Ann Handley and C. C. Chapman's *Content Rules*, Michael Stelzner's *Launch*, Lee Odden's *Optimize* or Arnie Kuenn's *Accelerate*. Although they are all focused on online marketing, most (if not all) of the ideas, advice and practical action items are things that can be done for free or cheap and work for shoestring budgets trying to gain a stronger online presence. 0 of 0 people found the following review helpful. Fabulous introduction to the art of marketing! By John I am teaching a course in marketing for the first time to a group of high school students. I am a talented storyteller but I knew little about marketing...until I read this book; I plan on structuring my entire course around it. I myself am in the process of building my own company and associated non-profit and I will share my experiences with my students as I teach the course - I'll be learning right alongside them (I must admit I'm nervous). If you are new to marketing and you have a secret dream to make a difference in the world via the non-profit sector then I strongly suggest you read this down-to-earth book. 0 of 0 people found the following review helpful. Five Stars By Luis Great book. Love it.

The Father of Guerrilla Marketing, Jay Conrad Levinson delivers the first book to adapt the profit-producing principles of Guerrilla Marketing to the world of nonprofits. The nonprofit sector has increased by 65%--a flood of new organizations are vying for donations, competing for volunteers, and carving out their share of the marketplace. Joined by co-authors Frank Adkins and Chris Forbes, Levinson shows nonprofit marketers how to gain the competitive edge they need by replacing their lack of money with the power of time, energy, imagination, and information—allowing them to maximize their impact and raise more money! Armed with time-tested principles, 200 proven weapons of Guerrilla Marketing, and relevant tactics and tools, nonprofit marketers learn how to boost public awareness, increase effectiveness in recruiting volunteers, mobilize advocates, and raise more money—no matter the state of their finances. • Introduces the “seven golden rules” for fundraising success and recruiting volunteers • 200 proven weapons of Guerrilla Marketing customized for nonprofits • Covers publicity and social media tactics specific to the nonprofit community • Concepts are illustrated through real-world examples and comparison tables

About the Author Jay Conrad Levinson, the Father of Guerrilla Marketing, has sold more than 20 million copies worldwide. He is founder of the Guerrilla Marketing Association and the Guerrilla Marketing Business University, www.gmarketing.com Frank Adkins is the vice president of special projects for Guerrilla Marketing International. He is a certified Guerrilla Marketing business coach and internationally licensed Guerrilla Marketing master trainer Chris Forbes is a certified Guerrilla Marketing coach specializing in nonprofit marketing. He frequently consults within the Southern Baptist Convention with 16 million+ members