



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

Jeff Brooks

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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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