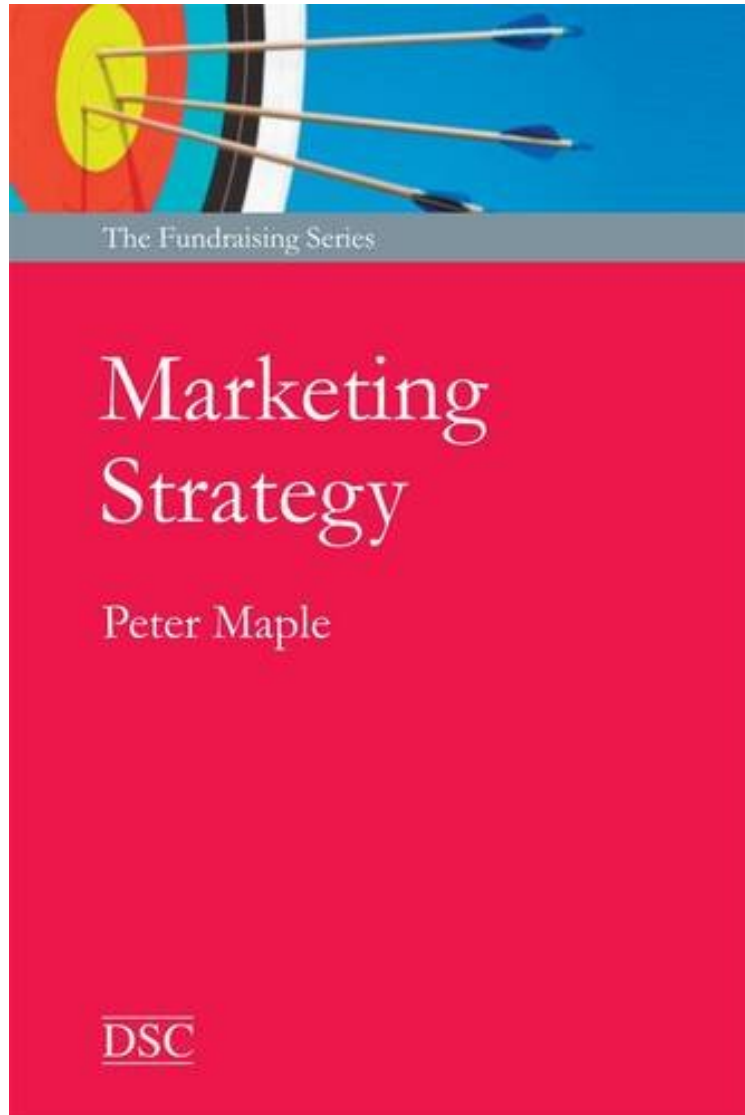


[Free pdf] Marketing Strategy: for Effective Fundraising

Marketing Strategy: for Effective Fundraising

Peter Maple

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Peter Maple : Marketing Strategy: for Effective Fundraising before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Strategy: for Effective Fundraising:

A well-planned marketing strategy has a key role in the execution of a successful fundraising campaign. Peter Maple, now a senior lecturer with South Bank University, wears not only his academic hat but also draws heavily on his hands on experience at a senior level with major charities to provide a down-to-earth guide to effective marketing. The book

offers a strategic, integrated approach and enables readers to plan and implement social marketing strategies with more impact and better coordination. The new edition is planned to appeal to specialist fundraisers and managers wanting a clearer view of: Current best practice A review of the established literature on the subject Emerging trends and changes in fundraising and marketing in the not-for-profit sector Developments in the sector and the new realities of the economic downturn How marketing works for social enterprises and other organisations seeking to operate with a public benefit. Who is this book for? Marketing Strategy is aimed at fundraisers wanting to understand more clearly the role of social marketing as well as existing and student charity marketeers wanting to integrate fundraising and communications more effectively.

'What a cracking good read - A must read for anyone who is anyone or wants to be somebody in this wonderful world of charity communications, marketing and fundraising.' Mark Astarita Director Fundraising British Red Cross Chair of the UK Institute of Fundraising 'Maple's text offers genuine insight' Adrian Sargeant, Robert F. Hartsook Professor of Fundraising Indiana University 'An essential guide for both those who are seeking to learn and understand marketing and fundraising and for those who seek a single main source to update and improve their knowledge and practice.' Professor Alex Murdock, Head of Centre of Government and Charity Management, South Bank University About the Author Author is a lecturer at South Bank University and is well known in the not for profit sector. He has many years of experience of corporate and not-for-profit marketing and held several senior positions including at YMCA, Arthritis Care, Leonard Cheshire, Brooke Hospital and Crisis UK