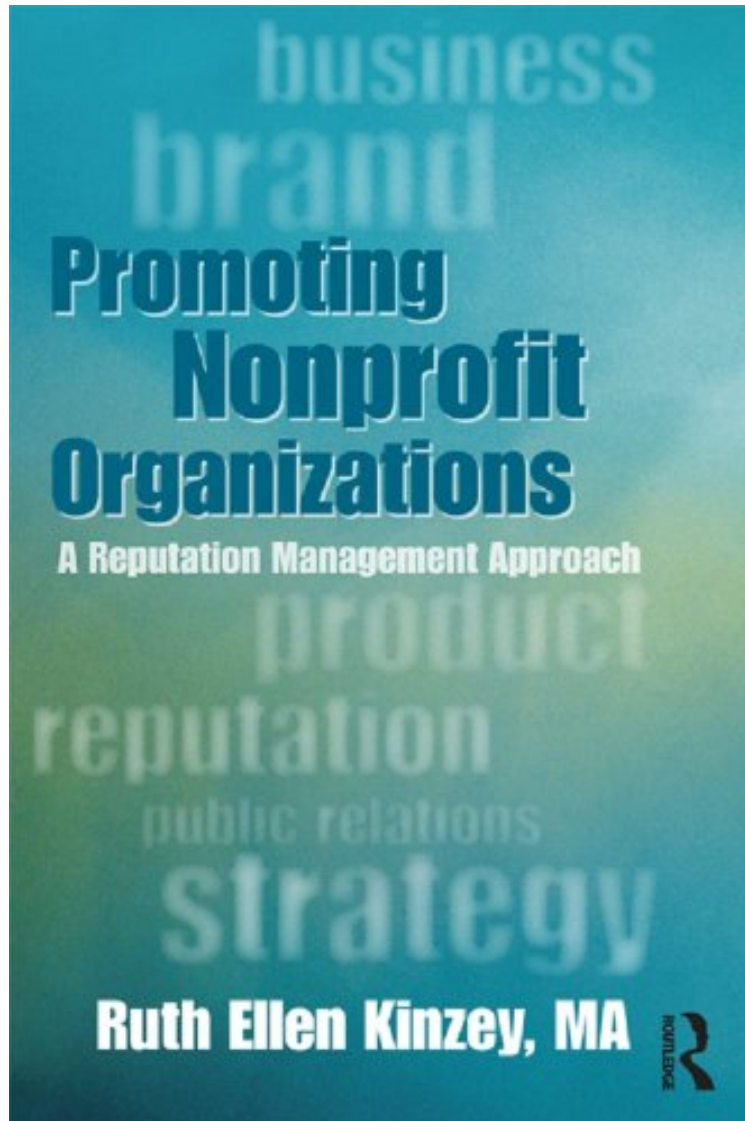


Promoting Nonprofit Organizations: A Reputation Management Approach

Ruth Ellen Kinzey

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Promoting Nonprofit Organizations is a practical guide to developing and implementing a strategic public relations program to enhance a nonprofit's reputation. The ways in which businesses—both for-profit and not-for-profit—communicate with customers has changed dramatically in recent years. Coupled with economic uncertainty, nonprofits have had to adopt a leaner operational mode, further underlining the need for organizations to take advantage of all the promotion strategies available to them. This book: Discusses why public relations and reputation management go hand-in-hand with marketing efforts Offers a step-by-step guide to develop a public relations strategy Considers the importance of nonprofit sustainable citizenship Provides tips for reputation enhancement using a range of tools, such as social media and board ambassadorship Guides the reader in developing a reputation approach to crisis communication management Highly practical in its approach, this book is a great guide for students in public relations and nonprofit management courses, as well as for professionals seeking to enhance the success of their nonprofit organization.

"Superb...finally a book on reputation management that is interesting, engaging, smart, and fun to read. Spotlighting the central role of public relations to enhance the reputation and brand of nonprofit organizations, this book provides academics and practitioners alike an essential resource for this often challenging process. With its highly practical and case-based approach, the book is accessible and specifically focused on the nonprofit sector. Now that this book is available, I can hardly conceive of offering a class on public relations strategy in which it is not required reading." - Bethany C. Goodier, College of Charleston, USA
"Ruth Kinzey's expertise in publicizing and promoting nonprofit entities makes her a unique and valuable resource for public relations students and professionals seeking to publicize their organizations. Her first book, *Using Public Relations to Promote Your Nonprofit Organization* is considered the "go to" text for introducing students in journalism and public relations to the nonprofit world, and her latest work is just as crucial. Kinzey's latest effort, *Promoting Nonprofit Organizations*, focuses on strategic planning and reputation management. She shares vital information with practical approaches for promoting nonprofits in the 21st century." - Dr. Marcella De Veaux, California State University, Northridge, USA
"Promoting Nonprofit Organizations will assist the student/professional to develop a functional and feasible public relations plan complete with implementation strategies." - Elizabeth B. Bolton, University of Florida, USA
About the Author Ruth Ellen Kinzey, MA, is a reputation strategist with more than 35 years of communication experience in the corporate and consulting arenas. She also is founder and president of The Kinzey Company, a firm that develops comprehensive communication strategies. She has taught communication at the University of North Carolina - Charlotte, and authored the book *Using Public Relations Strategies to Promote Your Nonprofit Organization*.