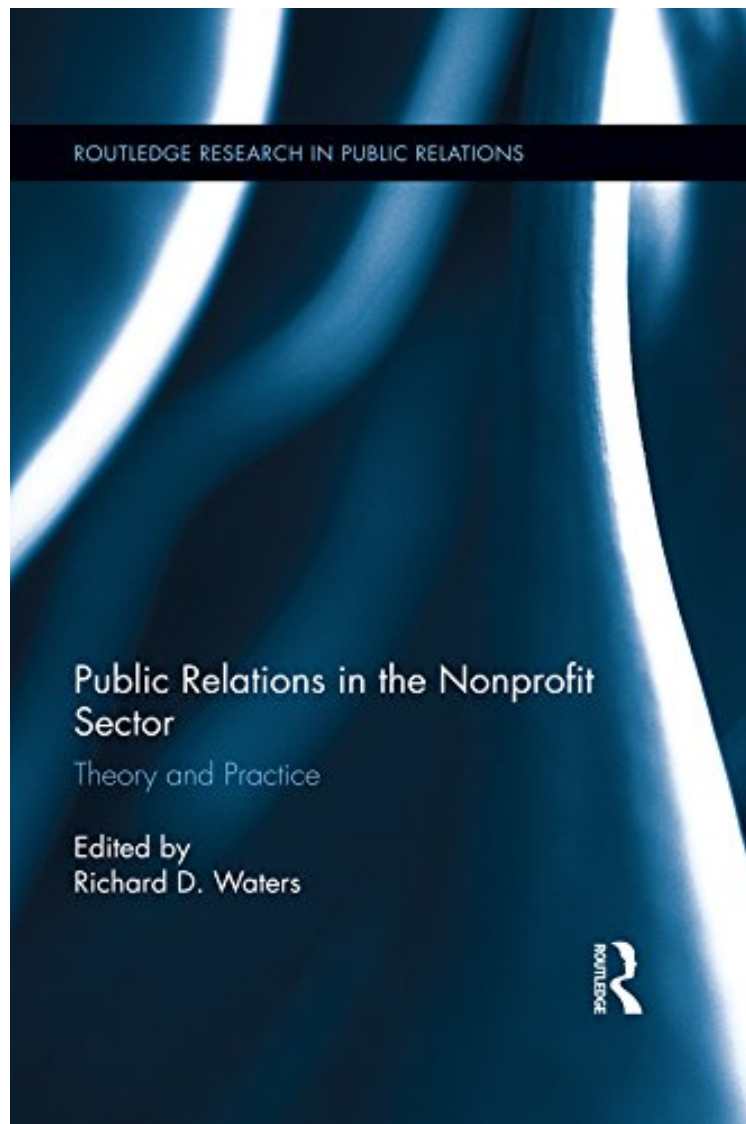


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Nonprofit organizations are managing to carry out sophisticated public relations programming that cultivates relationships with their key audiences. Their public relations challenges, however, have routinely been understudied. Budgetary and staffing restraints often limit how these organizations carry out their fundraising, public awareness and activism efforts, and client outreach. This volume explores a range of public relations theories and topics important to the management of nonprofit organizations, including crisis management, communicating to strengthen engagement online and offline, and recruiting and retaining volunteer and donor support.

About the Author Richard D. Waters is an associate professor in the University of San Francisco's School of Management. Author of more than 75 peer reviewed articles and book chapters, he is the associate editor of *Case Studies in Strategic Communication* and serves on 7 editorial review boards.