

# **PRNews'** **Guide to Best Practices in Nonprofit Communications**

Volume 1



**PR**News'

**Guide to Best Practices in  
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# PRNews

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## PUBLISHER'S LETTER

### NONPROFIT COMMUNICATIONS: THE REAL RETURN ON YOUR INVESTMENT

**Members. Donors. Directors. Employees. Volunteers. Partners. Beneficiaries.**

The stakes are high in nonprofit communications. You have many audiences to serve (see above) and often limited resources with which to execute your plans. Communicating to your many stakeholders in smart, fresh and innovative ways is at the crux of this first edition of *PR News' Guide to Best Practices in Nonprofit Communications*. Whether it's leveraging social media to reach new members, monitoring an industry crisis that affects your key constituencies or identifying the right partners to launch a new service, the role of the nonprofit communicator is both exciting and uniquely challenging.

It's exciting because you know—if you work with a nonprofit or for one—that much of what you do every day has a positive impact locally, nationally, globally or on all fronts. It's challenging because you report to many “bosses” and are at the mercy of committees, volunteers, grant requirements, partner agreements, membership demands and employee needs.

*PR News* has been covering the nonprofit sector for six decades, but it has been in the past five years that we have taken a more laser-focused approach to our growing community of nonprofit communicators. Our Nonprofit PR Awards, held in the fall/winter, showcase the top nonprofit PR campaigns and leaders. Our nonprofit-focused webinars and articles in our newsletter and on prnewsonline.com highlight the distinct issues facing associations, NGOs and other nonprofits. And now, with this *Guide to Best Practices in Nonprofit Communications*, we bring you the thought leadership to help you accelerate your communications efforts, learn from your peers and master the many areas of PR, marketing and branding that are necessary now and in the near future.

You'll notice that the tenets of outstanding communications are the same across all sectors—whether it's a nonprofit or a Fortune 500 company. Our many contributors to this book apply those key ingredients to their advice and tactics within these pages, but add the special spice that is the perspective and unique experiences of nonprofits. Enjoy the mix of viewpoints, tactics and strategies and please keep us informed of your winning recipes as well.

Sincerely,

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