

Additional Reading and Resources

The following resources may help your program in the areas of media outreach, marketing, and program promotion.

Online resources:

Going to market: Marketing concepts for mentoring programs—An excellent primer on marketing ideas, strategies, and terminology. <http://emt.org/userfiles/GoingMarket.pdf>

Using Commercial Printers—Tips on how to find the right printer and how to choose between different types of printing for your desktop published job. <http://desktoppub.about.com/od/usecommercialprinters/>

Nonprofit Branding: Unveiling the essentials—Useful article that distills the essentials of branding for nonprofit organizations into four key steps. http://www.guidestar.org/news/features/npo_branding.jsp

The Senior Corps Tech Center offers a number of useful tools and articles related to using technology for marketing your program, including web development, online volunteer recruitment, and desktop publishing. <http://www.seniortechcenter.org/index.php>

Guide to Working with the Media—This useful guide was developed by the Corporation for National and Community Service for use in AmeriCorps and other programs. It contains very good information on a variety of media strategies. Available online at: http://nationalserviceresources.org/filemanager/download/marketing/media_guide.pdf

Print Resources:

Marketing for the Recruitment of Mentors: A guide to finding and attracting volunteers—This guidebook will teach programs how to apply the concepts of product marketing to the services they provide and the way they recruit volunteers. It covers the basics of marketing planning, strategies for creating messages that appeal to your audience, and tips and techniques for getting that message to your potential volunteers in a variety of formats. <http://www.nwrel.org/mentoring/pdf/marketing.pdf>

Marketing and Media Outreach. NMC Bulletin Vol. 2, Nr. 4, Feb. 2004—Features: Tips from Dr. Susan Weinberger for reaching out to the community using local media, building an online press room, the value in approaching businesses with a consortium of agencies, more <http://www.nwrel.org/mentoring/pdf/v2n1.pdf>

Getting Your Message on the Air: A guidebook for community nonprofit organizations

A brief, yet very informative guide to getting PSAs on the air, getting local media coverage, and other strategies for media outreach. Published by the National Association of Broadcasters; available online at: http://www.nab.org/publicservice/Get_Msg_on_Air.asp)

Media Outreach Made Easy: An advocate's guide to working with the press—Originally developed for domestic violence advocacy work, this guide can easily be adapted for use with other issues. It contains very good tips and suggestions on a wide variety of media relations topics. Published by the National Resource Center on Domestic Violence; available online at: http://www.vawnet.org/NRCDVPublications/TAPE/Papers/NRC_media.pdf)

Developing Media Messages for Volunteer Programs—This Points of Light Foundation publication was released as part of their “Working Solutions” series for POL members, and is now available to the general public in a re-worked publications section. It contains clear and effective strategies for working with the media.

http://www.pointsoflight.org/downloads/pdf/networks/nonprofitgov/workingsolutions/Working_Solutions_Feb_March.pdf

The Jossey-Bass Guide to Strategic Communications for Nonprofits—A nuts-and-bolts workbook for organizations that want to create successful communications strategies.

Nonprofits can use this guide to enhance their profiles in the media, increase name recognition, boost fundraising, recruit members, and more. Available from Jossey-Bass:

<http://www.josseybass.com/WileyCDA/WileyTitle/productCd-0787943738.html>

Marketing workbook for nonprofit organizations. Vol. II: Mobilize people for marketing success. St. Paul, MN: Amherst H. Wilder Foundation—This workbook shows you how to mobilize your organization, its staff, volunteers, and supporters in a focused, one-to-one marketing campaign. Complete instructions, real-life examples, and detailed worksheets to create an effective campaign are included.