A direct, practical guide revealing how you can lead your not-for-profit to success through mission-based marketing

Now in a Third Edition, Mission-Based Marketing is a direct, practical guide showing how you can lead your not-for-profit to success in a more competitive world. This book provides the knowledge and skills you need to build a market-driven organization that holds onto its core values, does a better job of providing mission, and successfully competes for funding, clients, referral sources, staff, and board members.

- Includes new material on nonprofit websites, social networking and new methods of communication, advances in technology, customer service in today's world, and the effects of marketing on fundraising

- Goes beyond the hows and why's to include lots of hands-on advice and real-world examples

- Other titles by Brinckerhoff: Mission-Based Management: Leading Your Not-for-Profit In the 21st Century, Faith-Based Management: Leading Organizations That Are Based on More than Just Mission, and Social Entrepreneurship: The Art of Mission-Based Venture Development

Filled with new material, this book appraises the trends that have dramatically affected the not-for-profit sector in the past several years, and explains how an organization can shape this shifting landscape to its ultimate benefit.
ABOUT THE AUTHOR

PETER C. BRINCKERHOFF is an internationally renowned trainer, author, and consultant to nonprofit organizations. He brings years of experience in the field to his work, as he is a former board member of local, state, and national not-for-profits, and has worked on the staff and as executive director of two regional not-for-profits. Since founding his consulting firm, Corporate Alternatives, in 1982, Mr. Brinckerhoff has helped thousands of organizations become more mission-capable. He is the author of eight books on nonprofit management, including three that have won the Terry McAdam Book Award for Best Nonprofit Book of the Year. Mr. Brinckerhoff's titles include the workbook associated with this book, *Mission-Based Marketing Workbook, Second Edition*, as well as *Mission-Based Management, Third Edition; Mission-Based Management Workbook, Second Edition; Social Entrepreneurship; and Faith-Based Management*, all published by Wiley.

To purchase this product, please visit https://www.wiley.com/en-us/9780470889862