

THIRD EDITION

# MISSION-BASED MARKETING

Positioning Your  
Not-for-Profit



in an Increasingly Competitive World

PETER C.  
BRINCKERHOFF

# Mission Based Marketing

**Michael R. Solomon, Elnora W. Stuart**

## **Mission Based Marketing:**

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*Mission-Based Marketing* Peter C. Brinckerhoff, 2003-02-21 Acquire the tools you need to become a market driven organization With the increase in competition for government and private funding volunteers and ways of getting their message out to the people they serve not for profits must adopt specific marketing strategies to achieve their goals This practical easy to use workbook provides key tools to help not for profits ensure that their organization pursues its mission meets the changing needs of the community and successfully competes for funding clients referral sources staff and board members Both a companion to Peter Brinckerhoff s Mission Based Marketing Second

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Other titles in the Mission Based Management r Series Mission Based Management Leading Your Not for Profit into the 21st Century Named Best New Nonprofit Management Book by the Nonprofit Management Association The Association said The Nonprofit Management Association is pleased to spotlight the extraordinary work of Peter Brinckerhoff in his newest publication Mission Based Management Leading Your Not for Profit Into the 21st Century The book was cited by the Nonprofit Management Association as a great overall manager s and board member s guide to non profits quite laudable in that it s eminently readable and downright enjoyable Financial Empowerment More Money for More Mission Named Best New Nonprofit Management Book by the Nonprofit Management Association This second volume of the widely respected Mission Based Management r Series outlines a not for profit organization s plan for financial success It highlights the eight characteristics of financial empowerment and provides the skills and concepts that a nonprofit organization and its managers will need to survive including estimating cash needs treating funders like valued customers developing money making businesses determining the financial options that are available and implementing an empowered budget process Competition now threatens many not for profits Those organizations that become market driven and develop marketing skills will survive and will do more mission better Peter Brinckerhoff has worked with not for profits that are strong mission based marketing organizations He has seen what works and the leadership skills needed for success in a world where marketing matters Peter has also worked with organizations that are struggling to make the transition to a competitive environment From his experiences comes this sharply focused practical guide to becoming a market driven organization that will achieve its mission in a competitive world Peter gives not for profit leaders the wisdom experience the successful strategies and the needed skills He also reveals the mistakes he has seen Peter outlines the characteristics of a successful market driven not for profit You will learn how to become a market driven organization and how to motivate board and staff to make the needed changes Peter shows how to respond to your markets while holding on to your core values He outlines the three core

customer service rules and shows how to turn your customers into your best referral sources When you have finished this book you will have an excellent hands on understanding of marketing competition and your role in making your organization a successful survivor in the newly emerging competitive world Peter is the author of two award winning books Mission Based Management and Financial Empowerment also published by Wiley Peter's books are used as the core texts in over 50 graduate and undergraduate university programs in nonprofit management Peter's articles have been published in Advancing Philanthropy NonProfit World Strategic Governance The Journal of Nonprofit and Voluntary Sector Marketing Communications and The Grantsmanship Center News Peter received his Bachelor's Degree from the University of Pennsylvania and his Master's of Public Health Administration from Tulane He is a former VISTA Volunteer and has served as a staff member Executive Director board member and volunteer for numerous local state and national not for profits Peter lives in Springfield Illinois with his wife Chris and their three children Ben Adam and Caitlin

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Brinckerhoff,2003-02 The Gospel in Cyberspace Pierre Babin,Angela Ann Zukowski,2002 Global culture has gone from the Age of Print to the Era of the Media The Gospel in Cyberspace maps these changes and offers guidance in navigating the new frontier as it relates to the Church Authors Babin and Zukowski draw upon their experience in evangelization catechesis and media to lead readers through the new technologies

*Introductory Readings in Marketing* Elmer Lamont

Rhoades,1927 Readings in Marketing Principles Ivan Wright,Charles Edward Landon,1926

**Mission-Based Management**

Peter C. Brinckerhoff,2009-11-23 The only nonprofit management book you must have in an exciting new edition As a nonprofit manager you have to be more effective and more efficient than ever to win funding and support to ensure your organization pursues its mission meets community needs and maintains its budget while juggling the demands of funders clientele boards staff and community This Third Edition of Mission Based Management provides comprehensive hands on guidance that addresses your unique concerns as a nonprofit manager and policy maker Addresses the effects of SOX organizational transparency new technologies technology planning and marketing in today's environment Is written by a nationally recognized expert who has trained thousands of nonprofit managers in hundreds of seminars on the best practices in nonprofit management Includes in each chapter a recap and a list of questions for group discussion More than ever before as a nonprofit manager you want and need practical guidance on how to do your job and run your organization more effectively and efficiently And more than ever before Mission Based Management Third Edition provides the definitive answer

**Value-Based Marketing** Peter Doyle,2000 This volume covers Shareholder Value SV which may be defined as a firm's ability to earn a return To achieve it a company must be perceived to operate in a viable market pursuing a strategy which promises sustainable competitive advantage

**Journal of the Assembly of Wisconsin** Wisconsin. Legislature.

Assembly,1919 Marketing Michael R. Solomon,Elnora W. Stuart,2000 Introducing marketing from a real world practical perspective this text lets students see how people just like them are actually doing real marketing Case studies focus on

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