

Resource List

Strategic Communications, Dissemination, and Branding

Articles and Books

Ailes, R. *You Are the Message: Getting What You Want by Being Who You Are*. New York: Currency/Doubleday, 1995.

Bonk, K, and Griggs, H. *The Jossey-Bass Guide to Strategic Communications for Nonprofits*: Jossey-Bass, Inc, 1999.

Edgar, J. *Using Strategic Communication to Support Families: A guide to key ideas, effective approaches, technical assistance resources for Making Connections cities and site teams*. Baltimore, MD; Annie E. Casey Foundation, 2001.

Gladwell, M. *The Tipping Point: How Little Things Can Make a Big Difference*. Boston: Little, Brown and Company, 2000.

Hershey, R. Christine. *Communications Toolkit*. Santa Monica, CA: Cause Communications, 2005.

Kotler, P. and Lee, Nancy. *Marketing in the Public Sector*. Upper Saddle River, NJ: Wharton School Publishing, 2007.

Mark, M. and Pearson, C.S. *The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes*. New York: McGraw-Hill, 2001.

Palmer, Stephanie. *Good in a Room*. New York: Doubleday, 2008.

Rosen, E. *The Anatomy of Buzz: How to Create Word of Mouth Marketing*. New York: Currency/Doubleday, 2000.

Weissman, J. *Presenting to Win: The Art of Telling Your Story*. New Jersey: Prentice Hall, 2003.

Web sites

All About Branding.com

www.allaboutbranding.com

A comprehensive article-based site dedicated to examining all issues relating to branding. Web resources include a database of articles about developing and managing brands, reading recommendations, and library of relevant quotes.

Benton Foundation

www.benton.org

The Benton Foundation pursues free and open telecommunications and media. Among their initiatives are increasing awareness among funders and nonprofits of the communications potential of new technologies and media.

Brand Channel.com

www.brandchannel.com

Self-proclaimed as the “world’s only online exchange about branding,” this site offers a forum for industry experts and novices alike to debate and discuss marketing and branding trends. This site also includes an industry event calendar, job postings, and an international directory of marketing firms.

Community Media Workshop

www.newstips.org

This is the site of Community Media Workshop, a small institution born out of a journalist and activist’s efforts to enable community leaders to tell the story of Chicago’s inner-city plight to the media. The site has expanded its resources to meet the needs of PR professionals facing similar challenges across the nation.

FrameWorks Institute

www.frameworksinstitute.org

This site presents the work and collaborations of the FrameWorks Institute, an organization that helps the non-profit sector apply scholarly communications research to their efforts to expand public discourse about social problems.

The Goodman Center

www.thegoodmancenter.com

This site, a collaboration between nonprofit marketing expert Andy Goodman and marketing firm LipmanHearne, offers online courses in marketing for nonprofit organizations. The site also offers some free downloads, with registration required.

Guerilla Marketing

www.gmarketing.com

The online companion to marketing guru Jay Conrad Levinson’s best-selling series *Guerilla Marketing*, this web site offers articles, radio interviews, and a “GM Store” where visitors can purchase books and DVDs.

Nancy Schwartz & Company

www.nancyschwartz.com

Getting Attention. This free e-newsletter includes a nonprofit marketing and communications advice column, practical tips, and suggestions about resources and innovative approaches.

Online Articles

"Marketing Your Knowledge: A Report to Philanthropy’s R&D Organizations"

Developed as part of the David and Lucile Packard Foundation *Knowledge Project*, this report examines the knowledge-sharing challenges in the philanthropic field. To read the full report visit:

http://www.wgsite.com/Resources/Marketing_Your_Knowledge.pdf

"Communications for Social Good"

Published by The Foundation Center, this article examines foundation opportunities and techniques to leverage social change goals through the use of communications media. To read the full report visit:

http://foundationcenter.org/gainknowledge/research/pdf/practicematters_08_execsum.pdf