



Books and Newsletters

- Free Range Thinking: A free, monthly online newsletter on public interest communications from The Goodman Center. www.thegoodmancenter.com/resources/newsletters
- Campbell, J. In the Trenches™. *Storytelling in the Digital Age: A Guide for Nonprofits*. Nashville: CharityChannel Press, 2017. Print.
- Heath, C. and Dan Heath. *Made to Stick: Why Some Ideas Survive and Others Die*. New York: Random House, 2007. Print.
- Leroux Miller, K. *The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause*. Hoboken: Wiley, 2nd Edition, 2021. Print.

Online Resources

- Frameworks Institute: A think tank that helps mission-driven organizations communicate about social issues in ways that build public will to support progressive change. www.frameworksinstitute.org
- “Gateway to Health Communication & Social Marketing Practice.” CDC National Center for Health Marketing. Web. 22 July 2024. This is a very helpful resource to help build health communication or social marketing campaigns and programs. It includes tips for analyzing and segmenting an audience, choosing appropriate channels and tools, evaluating the success of your messages and campaigns, and much more. www.cdc.gov/healthcommunication/
- The Smart Chart is a free tool from Spitfire, designed to help mission-driven organizations create an actionable and effective communications plan. This is your blueprint for strategic communications success. www.smartchart.org/