



# Marketing Workbook for Nonprofit Organizations

## Volume 2: Mobilize People for Marketing Success

*Gary J. Stern*

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## **Marketing Workbook for Nonprofit Organizations Volume 2: Mobilize People for Marketing Success**

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A new companion volume to the author's first workbook, this title shows marketing professionals how to put together a successful promotion campaign based on the most persuasive tool of all: personal contact. It shows how to mobilize your entire organization, staff, volunteers, and supporters in a focused, one-to-one, marketing campaign, using complete, easy-to-follow steps and worksheets, helpful for any size organization.

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