

*Brandraising How Nonprofits Raise Visibility And Money Through Smart Communications Sarah Durham*







**Brandraising How Nonprofits Raise Visibility**

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**Brandraising: How Nonprofits Raise Visibility and Money ...**

Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications by Big Duck's founder and CEO, Sarah Durham, introduces our holistic, mission-driven approach to communications—with a special focus on fundraising efforts.

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In her book, "Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications," Durham stresses that today, more than ever, "donors and potential donors must be reminded of not only what your organization stands for (brand), but must also see you more visibly/constantly (awareness), and understand how those messages ...

**Brandraising: Your Next Big Fundraising Strategy | Classy**

Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications. This book provides tools and guidance for nonprofits seeking to transform their communications and marketing through smart positioning, branding, campaigns, and materials that leverage solid strategy and great creative, with a unique focus on the intersection of communications and fundraising.

**Brandraising : How Nonprofits Raise Visibility and Money ...**

Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications (US \$46.00)-and-Fundraising For Dummies, 3rd Edition (US \$22.99) Total List Price: US \$68.99 Discounted Price: US \$51.74 (Save: US \$17.25)

**Brandraising: How Nonprofits Raise Visibility and Money ...**

Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications. This book provides tools and steering for nonprofits in search of to transform their communications and promoting by way of smart positioning, branding, campaigns, and provides that leverage robust method and good inventive, with a singular think about the intersection of communications and fundraising.

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