

# Nonprofit Communications Resource Guide



*This resource guide is offered to help you make use of the myriad tips, tools and best practices available to help your nonprofit organization communicate effectively and accelerate impact.*

## OUR FAVORITE NONPROFIT COMMUNICATIONS RESOURCES

*In no particular order, our can't-miss recommended resources.*

[LightBox Collaborative's Blog](#). Each week, we hold a new idea up to the light, so you can examine the strategies that will help you create more effective communications for your cause.

[The Goodman Center](#). Founded to help nonprofits recruit, propose, persuade, and present more effectively. It's where do-gooders learn to do better!

[Free Range Thinking](#). A monthly journal of best practices and resources for public interest communicators, free-range thinking™ can help you reach more people more effectively.

[The Jargon Finder](#). An online collection of foundation and nonprofit jargon, this handy-dandy tool keeps your writing and speaking free of jargon.

[The SPIN Academy](#). An intensive communications and media training conference for advocates working to enact positive social change.

[Smart Chart](#). An interactive tool to help nonprofits make smart communications choices.

[Activation Point](#). This free tool offers best practices for planning for persuasion, tailored to the unique needs of social change organizations.

[Getting Attention](#). This blog from Nancy Schwartz is chock-full of nonprofit marketing and communications essentials.

[Mission Minded Marketing Guides](#). This marketing and communications firm – with a client list comprised exclusively of nonprofits and foundations – offers free online guides on everything from messaging to annual reports.

[The Nonprofit Marketing Guide](#). Author of a book by the same name, blogger Kivi Leroux Miller offers fantastic, practical tips for do-it-yourself marketers.

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## STRATEGIC STORYTELLING

*Storytelling is a fundamental element of nonprofit communications, and these resources can help you and your organization become more effective storytellers.*

[Storytelling as Best Practice](#). Written expressly for public interest communicators, this booklet from Any Goodman culls the best advice on storytelling for nonprofits.

[Thaler Pekar](#) is a writer and frequent speaker on the power of stories for nonprofits.

[The Center for Story-based Strategy](#) offers tools for story-based strategy for social justice advocates and other cause-driven communicators.

[Get Storied](#) is an education, advisory, and publishing company that champions a bigger notion of storytelling into business consciousness and popular culture. Their free book [Believe Me: A Storytelling Manifesto for Change-Makers and Innovators](#) is designed to provoke, inspire, and get you thinking in a more expansive manner.

[StoryCorps](#) This nonprofit has collected and archived more than 30,000 stories and offers a number of tools to help your organization capture its stories, too.

## SOCIAL MEDIA FOR NONPROFITS

*It's a rich topic, and these resources can help you get started.*

[Beth's Blog](#). [Beth Kanter](#) is the reigning dame of social media for nonprofits, and her blog is a one-stop shop for everything from the basic to the advanced. Co-written with Allison Fine, her book [The Networked Nonprofit](#) is an excellent overview of the strategic value of social media for nonprofits.

[Frogloop](#). Offered by [Care2](#), this blog offers practical tips for online fundraising, advocacy and social media.

[Share This! Deanna Zandt's](#) book is an excellent resource to learn how you will change the world with social networking.

[The Case Foundation's Gear up for Giving](#) program offers a number of free tutorials in social media for nonprofits.

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## BETTER COMMUNICATIONS BY THE BOOK

*If you want to dive deeper into these topics, the following titles are a great place to learn more.*

[Brandraising](#). This book by [Sarah Durham](#) is all about how nonprofits can raise visibility and money through smart communications.

[Why Bad Presentations Happen to Good Causes](#). Based on unprecedented research into presentations given by nonprofits, foundations, and government agencies, this new book will show why so many presentations fail to engage, educate or persuade and how you can avoid the most common mistakes.

Tony Proscio's books: [In Other Words](#), [Bad Words for Good](#), and [When Words Fail](#). Created by the man behind the Jargon Finder, these books offer a persuasive plea for plain speaking for the public interest.

[The Communications Toolkit from Cause Communications](#). This is a comprehensive resource offering practical information in virtually every area of communications based on findings from national qualitative and quantitative surveys of what nonprofits want in the area of communications.

[Robin Hood Marketing](#) by [Katya Andresen](#) teaches you how to steal corporate savvy to sell just causes.

[SPIN Works!](#) A classic by Robert Bray, it's an activist-friendly and extremely useful media guidebook full of media tips, tactics, strategies, and real-world examples, based on the [SPIN Project's](#) work with hundreds of public interest organizations across the nation.