



The Four Best Ways to Champion Your Organization

Focus on these four essential ways to spread the word about your cause.

BY TERRENCE FERNSLER

Using Public Relations Strategies to Promote Your Nonprofit Organization

By Ruth Ellen Kinzey. 233 pages. Hardcover. Published by Haworth Press, 10 Alice St., Binghamton, NY 13904-1580.

In this gem of a book, Ruth Ellen Kinzey spotlights four PR issues most crucial for nonprofits. If you concentrate your attention on these four key areas, you'll be well on your way to attracting support for your organization.

1. The annual report may be the most important printed piece you prepare. This document reveals what your organization thinks about itself and how professionally it operates. Kinzey takes you step by step through the planning, designing, and printing processes, from determining your audience to distributing your report.

2. The newsletter is a motivational, recognition, marketing, educational, entertainment, updating, and information-sharing tool—and it can do many other things, too. Again, Kinzey takes you through a systematic process to glean the most from this vital marketing tool.

3. A speakers' bureau offers face-to-face outreach to key audiences. Most nonprofits do a dismal job of planning speeches in a systematic way, yet poorly planned public speaking can set an organization back years. Kinzey's description of how to establish a smooth-running speakers' bureau is invaluable. You should keep this book handy for this section if for no other reason.

4. The board of directors is critical in presenting the organizational image. A PR plan is necessary to recruit and

motivate board members. Kinzey describes how to prepare information for board members and help the board promote the organization.

Although Kinzey writes in a style that can easily be understood by the lay person, she does include a glossary of PR terms you might come across when dealing with printers and designers. Such forethought makes it clear that she knows her target audience. Kinzey delivers what we need—no more, no less—to develop effective public relations through speakers, annual reports, newsletters, and board materials. ■

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Terrence Fernsler is development director for Columbia-Pacific Resource Conservation and Economic Development District in Montesano, Washington.