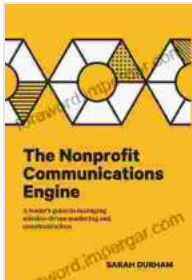


# The Leader's Guide to Managing Mission-Driven Marketing and Communications



## The Nonprofit Communications Engine: A Leader's Guide to Managing Mission-driven Marketing and Communications by Sarah Durham

★★★★☆ 4.8 out of 5

Language	: English
File size	: 2963 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 167 pages



### By [Author Name]

In today's competitive and ever-changing marketing landscape, it's more important than ever for organizations to have a clear and concise mission statement. A mission statement articulates an organization's purpose, values, and goals, and it should serve as the foundation for all of its marketing and communications efforts.

Mission-driven marketing and communications is a strategic approach that aligns an organization's marketing and communications activities with its mission statement. This approach ensures that all marketing and communications efforts are in line with the organization's overall goals and values.

There are many benefits to mission-driven marketing and communications. Some of these benefits include:

- Increased brand awareness and recognition
- Improved customer loyalty and engagement
- Greater credibility and trust
- Increased employee morale
- Positive impact on the community

If you're a leader in an organization, it's important to understand the principles of mission-driven marketing and communications. This book will provide you with the tools and strategies you need to effectively manage mission-driven marketing and communications programs.

This book is divided into three parts:

1. **Part 1: The Basics of Mission-Driven Marketing and Communications**
2. **Part 2: Developing and Implementing a Mission-Driven Marketing and Communications Plan**
3. **Part 3: Measuring the Impact of Mission-Driven Marketing and Communications**

Part 1 provides an overview of the principles of mission-driven marketing and communications. It also discusses the benefits of mission-driven marketing and communications, and it provides tips for getting started.

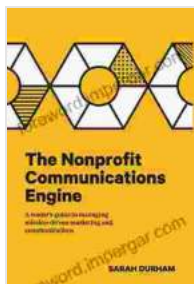
Part 2 provides a step-by-step guide to developing and implementing a mission-driven marketing and communications plan. It covers topics such as setting goals, developing a brand strategy, creating content, and measuring results.

Part 3 discusses the importance of measuring the impact of mission-driven marketing and communications. It provides tips for tracking results and evaluating the effectiveness of marketing and communications programs.

This book is an essential resource for leaders in all types of organizations. It provides the tools and strategies needed to effectively manage mission-driven marketing and communications programs. With a focus on aligning communications with organizational values, creating compelling content, and measuring impact, this book is essential reading for anyone looking to make a difference through their marketing and communications efforts.

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