



# Strategic Communications for Nonprofit Organization: Seven Steps to Creating a Successful Plan

*Sally J. Patterson, Janel M. Radtke*

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How a nonprofit's strategic communications department defines its issues and policies determines whether the public views it as an effective organization. *Strategic Communications for Nonprofit Organizations, Second Edition* supports nonprofits in using their resources most effectively. The Second Edition includes a dedicated web site, equipping professionals with the worksheets, forms, surveys, and self-assessment tools needed to create a total communications plan. Plus, the book's step-by-step instructions demonstrate nonprofit communications strategies that work. Practical and clear, this in-the-trenches book provides nonprofit CEOs with expert insights to achieve their mission.

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