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Nonprofit organizations should be market-driven, or in the case of nonprofit associations, member-driven. To do so will derive direct benefits to the revenue goals and overall mission of the organization. Using traditional communications *and* electronic media tools such as the World Wide Web, HTML email, social media, and podcasts allows today's nonprofit to generate more operating revenue and produce better operational results by integrating multiple media channels into a super effective and efficient communications, public relations and marketing network. In today's hyper-aggressive business environment, only well-planned media communications, marketing and public relations investments will survive. This media handbook will help your organization survive and thrive.

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