



ELIZABETH ARLEDGE COMMUNICATIONS

Suggested Nonprofit Communications & Marketing Resources*

**This list is not meant to be exhaustive. Please share your favorites with me!*

- **Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes**, By *Katya Andresen*
This is my current favorite book on nonprofit marketing. Available on-line at Powells.com and Amazon.com.
- **Smart Chart 2.0** by *Spitfire Strategies*
A step-by-step tool for crafting communications plans (www.smartchart.org)
- **Discovering the Activation Point: Smart Strategies to Make People Act**
Communications Leadership Institute (www.communicationsleadership.org)
- **free-range thinking™** by *Andy Goodman*
A free, monthly mini-journal of communications best practices and resources to help public interest groups, foundations, and progressive businesses reach more people more effectively.
(<http://www.agoodmanonline.com/newsletter/index.html>. Several years worth of archives are available on-line.)
- **Spin Works! A Media Guidebook for Communicating Values and Shaping Opinion**
The SPIN Project strengthens nonprofit social justice organizations, small and large, to communicate effectively for themselves. This book focuses on media strategies and tactics. (www.spinproject.org)
- **The Jossey-Bass Guide to Strategic Communications for Nonprofits**
Published in 1999 and now a classic, this book is a solid guide for nonprofit organizations that want to create successful communications strategies.

If you're really a Communications/Marketing Junkie, explore these Web sites:

- <http://www.spinproject.org> (there are some super tools here)
- http://www.spitfirestrategies.com/trends_tidbits (always interesting stuff on this one)
- http://www.spitfirestrategies.com/spitfire_recommends (ditto)
- <http://www.nonprofitmarketingblog.com/> (Katya Andresen's blog, plus links to other marketing sites)
- <http://sethgodin.typepad.com/> (irreverent, business-oriented, but one smart guy)

And of course, don't forget Legal Aid's own MIE and NLADA Web sites:
<http://www.m-i-e.org> (Communications documents in on-line library; for members only)
<http://www.nlada.org/News> (Includes public education tools and other resources)