

# **GOODIES!** Resources to Accompany “Improve Your Fundraising Success With Strong Branding”

- **BOOK**

**Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications**

<http://www.josseybass.com/WileyCDA/WileyTitle/productCd-0470527536.html>

- **BLOG ARTICLE**

**Time to Develop New “Donor-Friendly” Messaging? How to Create an Effective Message for Your Nonprofit**

[http://www2.guidestar.org/rxa/news/articles/2011/donor-friendly-messaging.aspx?hq\\_e=el&hq\\_m=1157229&hq\\_l=10&hq\\_v=63e2828756](http://www2.guidestar.org/rxa/news/articles/2011/donor-friendly-messaging.aspx?hq_e=el&hq_m=1157229&hq_l=10&hq_v=63e2828756)

- **BLOG ARTICLE**

**Branding Boosts Online Giving To Charity**

<http://www.philanthropyjournal.org/resources/marketingcommunications/it%E2%80%99s-time-embrace-%E2%80%98branding%E2%80%99>

- **BLOG ARTICLE**

**The Importance Of Nonprofit Branding**

<http://www.philanthropyjournal.org/resources/marketingcommunications/importance-non-profit-branding>

- **BLOG ARTICLE**

**The Obama Effect: Six Lessons From President Obama’s Fundraising Team To Help Fuel Growth In Your Organisation**

<http://www.sofii.org/node/273>

- **SLIDE PRESENTATION**

**Selling Good Works - Fundamentals of Marketing a Non-Profit Organization**

<http://www.slideshare.net/shotgunconcepts/selling-good-works-marketing-a-nonprofit-organization>

- **ONLINE ARTICLE / PDF**

**The Role of Brand in the Nonprofit Sector**

[http://www.ssireview.org/articles/entry/the\\_role\\_of\\_brand\\_in\\_the\\_nonprofit\\_sector?id=377800009](http://www.ssireview.org/articles/entry/the_role_of_brand_in_the_nonprofit_sector?id=377800009)