



# **The Essential Non-Profit Public Relations Guide: Tips on Great Public Relations for Non-Profits**

*E Williams*

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## **The Essential Non-Profit Public Relations Guide: Tips on Great Public Relations for Non-Profits E Williams**

Public relations is a core aspect of a non-profit's mission and essential to its success. The complicated and sometimes baffling nature leaves many small non-profits struggling. This guide is designed to help small non-profits and organizations get a grasp on how to build an effective public relations strategy and work with the media to get the right exposure for the issues that you care about. Throughout this guide you'll find tips and resources to aid your non-profit's mission and make your next and on-going public relations campaigns a success. Learn the best ways to contact reporters, build a direct contact campaign through online social media, or write a press release for your upcoming community event. This guide is a one-stop-shop for your organization's public communications needs. Find out how to effectively pitch reporters, write grabbing titles, put together great publicity events, avoid media pitfalls and navigate your way to a successful public relations campaign.

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