



Communications for Volunteers: Low-Cost Strategies for Community Groups (Paperback)

By Merrington Louise

Pac Books, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Reach your supporters and build your community. What makes an engaging website? How many social networks do you really need to be on? Are flyers and posters a thing of the past? And why do you even need to market your organisation in the first place? With Communications for Volunteers, you ll discover the answers to these questions and more. Dr Louise Merrington draws on her experience as a communications consultant, journalist, author and facilitator to provide simple, low-cost ways for community groups to improve their communications and reach their target audiences. In this book you ll find: A step-by-step guide to developing a communications strategy An introduction to design and multimedia - websites, photography, graphics and more Easy tips for improving your writing and media skills A breakdown of all the major social media platforms, their advantages and disadvantages An overview of email lists and other useful tools such as surveys, petitions and crowdfunding Advice on when to seek professional assistance Filled with real-life case studies from community groups, comprehensive templates and flowcharts, and practical hands-on guidance, Communications for Volunteers gives you the...



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