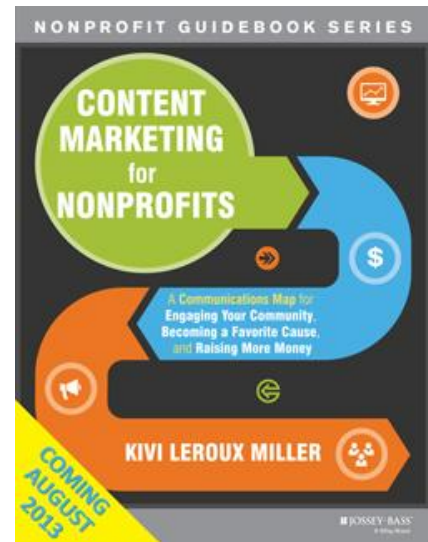


What It's About

Chapter Summaries from ***Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money***

by Kivi Leroux Miller



Chapter One

Hearing the Call of the Wild

The Case for Changing Your Communications Approach

This chapter is about . . .

- Recognizing why the term *target audience* no longer works
- Understanding the real impact of social media on your communications strategy
- Communicating with adults in four different generations
- Reaching your supporters' inner angels instead of their inner bookkeepers

Chapter Two

Understanding This Trek

How Content Marketing Is Different

This chapter is about . . .

- Reaching your goals by attracting, rather than interrupting, people with your communications
- Recognizing the power of becoming a favorite cause
- Understanding your nonprofit's marketing maturity level

Chapter Three

Planting Your Flag at the Destination

Setting Content Marketing Goals and Measuring Progress

This chapter is about . . .

- Deciding on goals for your content marketing strategy
- Understanding the tension between fundraising and community- or brand-building goals
- Figuring out how you'll measure your progress along the way

Chapter Four

Making Friends on the Trail

What Supporters, Participants, and Influencers Want from You

This chapter is about . . .

- Understanding why people are inclined to help nonprofits
- Recognizing what motivates people to give, donate, volunteer, and advocate
- Learning ways to structure your relationships

Chapter Five

Deciding on Your Trail Name

The Voice and Style You Want to Be Known For

This chapter is about . . .

- Picking a content personality or voice that you want your nonprofit to be known for
- Customizing that voice with different tones and styles for different purposes
- Creating content that helps others recognize your nonprofit

Chapter Six

Carrying the Load

How to Staff Your Content Marketing Strategy

This chapter is about . . .

- Leading your content marketing team by coaching rather than controlling
- Creating a culture where everyone is a marketer
- Making it easy for others to help you

Chapter Seven

Mapping It Out

Sketching Out Your Big Picture Communications Timeline

This chapter is about . . .

- Identifying major events and milestones driving your communications plan
- Understanding how your primary calls to action affect your plan
- Thinking about the big stories you want to tell on your journey

Chapter Eight

What You'll Talk About

Deciding on the Core Topics You Want to Be Known For

This chapter is about . . .

- Identifying and creating content on the topics you want to be known for
- Categorizing those topics into evergreens, perennials, and annual color
- Combining what you want to talk about with what your participants, supporters, and participants want

Chapter Nine

Building Your Itinerary

Designing Your Editorial Calendar and Adding Your Original Content to It

This chapter is about . . .

- Understanding that you are a publisher and a broadcaster
- Learning how to use editorial calendars and meetings to plan and make decisions
- Deciding which communications channels to include on your editorial calendar
- Deciding how often to communicate

Chapter Ten

Conserving Energy on the Trail

Repurposing Your Original Content

This chapter is about . . .

- Understanding how essential content repurposing is to your work
- Identifying content ripe for repurposing
- Learning many easy ways to repurpose the content you create

Chapter Eleven

Handling Surprises along the Way

How to Merge in What You Can't Plan

This chapter is about . . .

- Leaving room in your editorial calendar for what you can't predict
- Building in space for experimenting
- Preparing to take advantage of breaking news and to respond to crises

Chapter Twelve

Living in the Moment

Create Relevant Content for Here and Now

This chapter is about . . .

- Understanding what it means to produce relevant content
- Recognizing how other nonprofits have made their communications more relevant
- Looking at ways you can incorporate the six R's of relevance into your communications

Chapter Thirteen

Your Swiss Army Knife

Reliable Nonprofit Content That Always Works

This chapter is about . . .

- Using tried-and-true article formats for nonprofit content
- Sharing results and successes without bragging
- Telling better stories
- Using fill-in-the-blank headlines (when you are really stuck)

Chapter Fourteen

Foraging and Filtering

Curating Content Created by Others

This chapter is about . . .

- Finding good content created by others and sharing it with your participants and supporters
- Learning how to add value to what others create
- Using content created by your community members

Chapter Fifteen

The Best Trail Mix Recipe Ever

Adding Metaphors and Humor to Your Communications

This chapter is about . . .

- Using metaphors to connect your new ideas with familiar concepts people already understand
- Adding humor to your content repertoire

Chapter Sixteen

High Tech on the Trail

How Technology Helps You Implement Your Content Marketing Strategy

This chapter is about . . .

- Understanding the role that technology plays in implementing your content marketing strategy
- Learning how different pieces of software should work together
- Sharing several of my favorite content marketing tools

Chapters Seventeen through Twenty-Seven

The Right Provisions for the Journey: What You Need to Know about the Channels You Choose

The last eleven chapters will help you better understand what's different about each communications channel, ways to make it work for you, mistakes to avoid, and five examples to help you see how to use each channel the right way.

These eleven chapters cover...

- Websites
- Blogs
- Email
- Print newsletters
- Facebook
- Twitter
- Google+
- Video
- Images
- Pinterest
- Mobile devices