

Available in the Energize Inc. Online Bookstore  
[https://energizeinc.com/store/share\\_mind\\_share\\_heart](https://energizeinc.com/store/share_mind_share_heart)

Acknowledgments	v
Foreword	vii
<b>Part 1: Nonprofit Marketing and Engagement</b>	<b>1</b>
Ch. 1. Understanding Nonprofit Marketing and Your Brand	3
Ch. 2. Why Nonprofit Marketing Needs to be Different but the Same	15
Ch. 3. Taking Care of the People Who Most Impact Your Brand	31
<b>Part 2: Marketing Tools of Engagement</b>	<b>47</b>
Ch. 4. Introduction to Internal Marketing Tools of Engagement	49
Ch. 5. Connecting to the Organization	57
Ch. 6. Connecting to Customers	71
Ch. 7. Connecting to Other Employees and Volunteers	81
<b>Part 3: Facilitating Your Nonprofit Engagement</b>	<b>95</b>
Ch. 8. Keeping People Engaged	97
Ch. 9. Making It Happen – Your Internal Marketing Plan	105
Afterword	119
Resources: Suggested Reading and Web Links	123
Index	125
About the Author	131