

# A Primer on Nonprofit PR: If Charity Begins at Home...

Kathleen Neal



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•Chock-full of ideas and strategies for applying solid public relations techniques to the nonprofit •Plan a fundraising event, deal with a crisis, defuse a tense situation, develop a relationship with the media, and all the while promote your organization, keeping its mission in the eye of the public •Let this book be your how-to manual for a successful public relations program

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