



EXPLOSIVE MARKETING FOR NONPROFITS



Trajectory for Success

by Timothy S. Jacobson

Coming in 2014

What this Book Offers

Explosive Marketing for Nonprofits: Trajectory for Success provides inspiration, principles, and practical tips to propel charitable groups forward to achieve exponential, explosively powerful growth.

Needs this Book Addresses

So many nonprofits struggle through limited resources, resistance, and indifference. But our world is brimming with energy and intellect and hope that we can tap into. We can focus that energy and wield it for good.

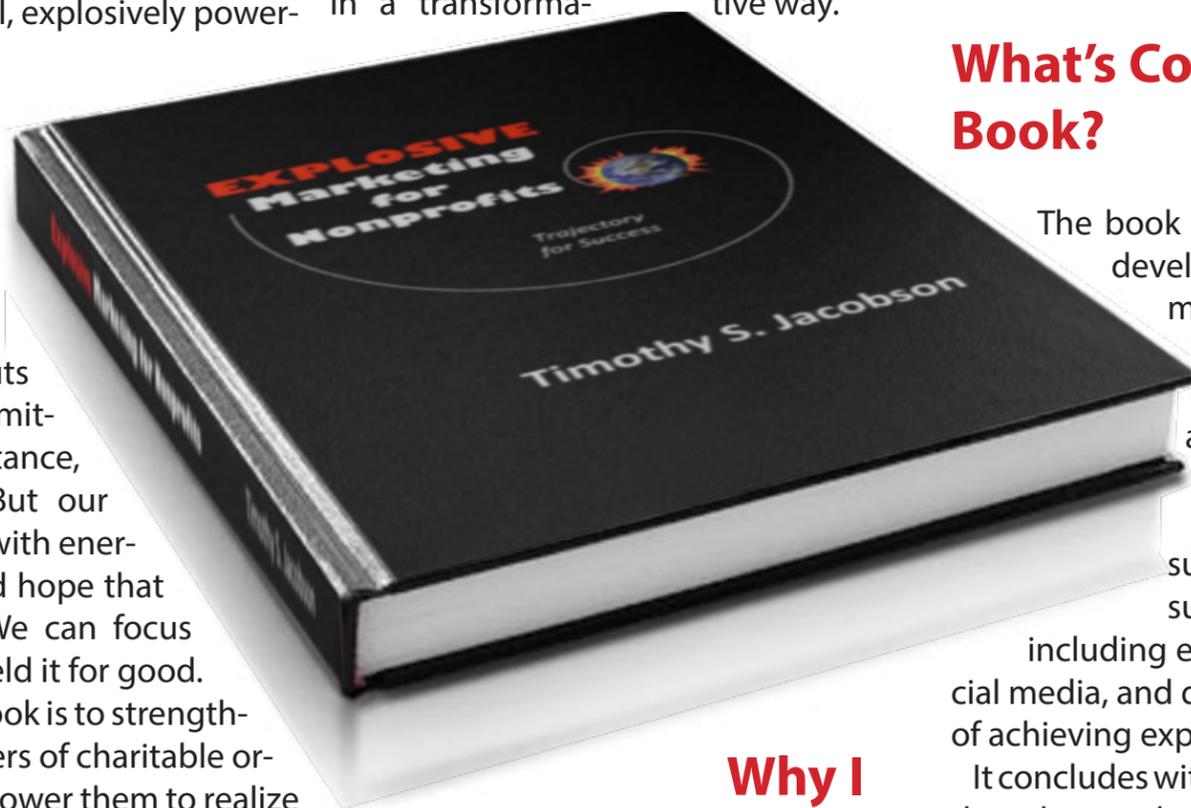
The goal of this book is to strengthen and inspire leaders of charitable organizations, to empower them to realize their amazing potential.

There is a burning hunger within the nonprofit community for inspiration, encouragement, and insight to break away from mediocre results and to truly achieve the mission.

Marketing for nonprofits, or more specifically *explosively effective* marketing, is not simply an exercise of using communication tools in accordance with a marketing plan and within the constraints

of a marketing budget. Rather, it is the result of taking on a mindset of inspired servant leadership—cultivating a visionary sense coupled with powerful storytelling—that empowers charitable leaders to capture the hearts of people in a transformative way.

tant. I believe that nonprofit organizations are key to improving our society. As an outflow of my passion for helping nonprofit organizations achieve excellence, I have written this succinct but inspiring nonfiction book.



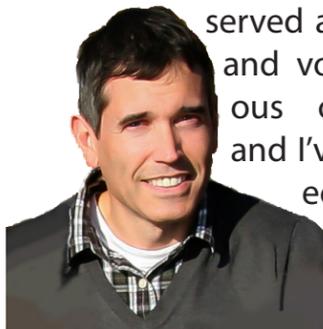
What's Contained in the Book?

The book leads with chapters on developing an “explosive marketing mindset” and fundamental principles of nonprofit management and marketing. It continues with chapters devoted to successfully employing a suite of marketing tools, including earned media, video, social media, and direct mail with the goal of achieving exponential growth.

It concludes with a chapter pulling all of the other marketing ideas together into the concept of an “EXPLSV Propulsion System,” which is viewed as the trajectory of an ever-expanding, upward spiral of organizational growth, involving the planning, implementation, and evaluation of marketing actions in a strategic way for a nonprofit to attain “escape velocity” and reach previously unimagined heights.

Why I Wrote this Book

Over the course of two decades, I have served as a board member and volunteer of numerous charitable groups, and I've worked as an executive director of a land trust. Now, I serve as an organizational consul-



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