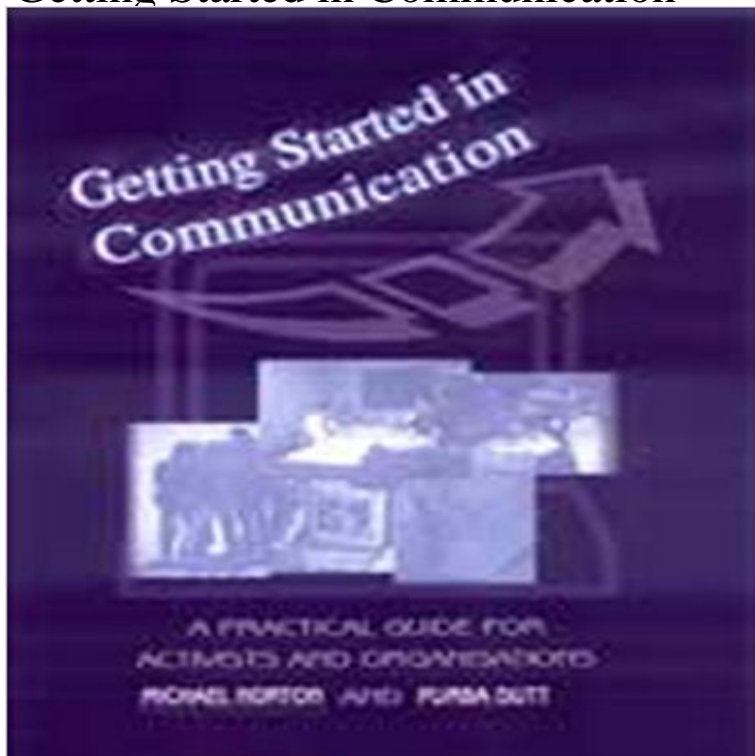


Getting Started in Communication



This volume, a companion to the earlier *Getting Started in Fundraising* (Sage, 2000), underscores the importance of communications and public relations in: } building a successful non-profit organization; } mobilizing support for the organization } helping an organization achieve its aim and objectives through a communications strategy and a plan of action. The primary purpose of the book is to provide simple practical information on the techniques that can help an organization to get started. The underlying assumption being that many organizations do not pay sufficient attention in developing basic skills in communication and public relations.

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