



The Cause: The Power of Digital Storytelling for Social Good

By Tatiana Garrett Mulry

DDX Media, Inc., United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Does your non-profit or social enterprise seem invisible? The secret to more exposure, larger donations, and more volunteer support lies in your ability to tap into your own story. The Cause helps you leverage your passions, and interests to craft a compelling case for support that ignites your audience's emotions and focuses on selling the impact of your organization. This powerful message can be spread through effective storytelling in person, online and through mobile devices. Award-winning digital marketing expert, Tatiana Garrett Mulry, lays out a comprehensive, step-by-step plan for non-profit leaders, social entrepreneurs, marketing managers and cause advocates to help them find their voice and express their passion for their organization to create bigger and better results. Based on years of experience working with dozens of large Fortune 500 clients and launching the social enterprise, , there are many practical examples of effective pitches, insights about donor needs, as well as the recipe of proven techniques for mastering online content that will help you build an army of social good ambassadors for your cause. The...



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Reviews

This book is definitely worth acquiring. I have gone through and so I am certain that I will likely to read through again in the future. It's been printed in an exceptionally basic way in fact it is only after I finished reading this publication in which actually altered me, change the way in my opinion.

-- **Andres Bashirian**

Comprehensive guide for publication fanatics. This really is for all who state there had not been a well worth reading through. I discovered this ebook from my dad and I encouraged this book to find out.

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