



Fearless Marketing

Here's everything you wanted to know about marketing—and some things you never thought to ask.

BY TERRENCE FERNSLER

Grassroots Marketing: Getting Noticed in a Noisy World

By Shel Horowitz. 306 pages. Softcover.

Chelsea Green Publishing Co., PO Box 428, White River Junction, VT 05001.

If your organization is like most nonprofits, you need to get the most bang for your scarce marketing bucks. This book will be especially useful, as it explains the relative cost and cost-per-result for every marketing method you've ever heard of—and some you haven't.

It's entertaining to see the results Shel Horowitz gets with often-unorthodox strategies. But he doesn't slight the basics, such as making the most of news releases, direct mail, and advertising. He goes into detail about the yellow pages, including where to list, whether to buy an ad, how large to make it if you do, and what to say in it. He describes how to earn free publicity by writing letters to the editor, appearing on talk shows, and creating public-service announcements, and how to create publicity materials people will remember.

Horowitz spends an entire section exploring the Internet. It's a tool he apparently uses with great success, and much can be learned in this section. He also discusses, quite effectively and succinctly, how to present your organization in person.

Comprehensive though he is, he doesn't bore you with unnecessary data. He makes it clear when details become so

technical that you need to consult an expert, but he specifies how much you can do yourself and how to do it. He makes a point of explaining when a method will work best and when not to use it.

Throughout the book, he is fearless, calculating, and customer-focused, stressing that the customer is the purpose of any marketing effort. For that approach alone, the book is well worth while. ■

Terrence Fernsler is development director of the Resource Conservation and Economic Development District in Aberdeen, Washington, and president of the Development Training Institute, P.O. Box 15, 311 W. Martin, Elma, Washington 98541.

Nonprofit World • Volume 21, Number 1 January/February 2003 • Published by the Society for Nonprofit Organizations • 5820 Canton Center Road, Suite 165, Canton, Michigan 48187
734-451-3582 • www.snpo.org