



Nonprofit Social Media: A beginner's guide to nurturing relationships from your desk

Marc A Pitman

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Is social media baffling to you?

Fundraising coach Marc A. Pitman thinks we live in the most exciting time for nonprofits! In *Nonprofit Social Media: The Fundraising Coach's guide to nurturing relationships from your desk*, he sets out to prove it.

Rather than diving into Facebook, Google+, Twitter, and LinkedIn, *Nonprofit Social Media* starts with your nonprofit. Pitman walks you through the how and why of social media. He gives you tips and an outline for starting a social media strategy and shows how to get your website up and running on a shoe-string budget. Then he shows you how email, blogging, Facebook, Google+, Twitter, LinkedIn, YouTube, and other social media tools fit into your strategy. He even shows you how to learn all these new tools and still stay sane.

Social media can help you create stronger relationships with donors than you ever thought possible. And it can help them introduce their friends to your nonprofit. *Nonprofit Social Media* shows you how!

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Mark Guerrero:

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