

# Marketing Research for Non-profit, Community and Creative Organizations

*Bonita Kolb*

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**Bonita Kolb : Marketing Research for Non-profit, Community and Creative Organizations** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Research for Non-profit, Community and Creative Organizations:

4 of 4 people found the following review helpful. A great book for nonprofit CEOs and development directors to read along with The Fundraising Feasibility Study (ISBN:9780470120743) by Jeff Lippincott. I liked this book. I'm not sure it has much value as a stand-alone book. But I liked it. It is well written and well outlined. It wasn't too long. Nor was it too short. When I think of marketing research for nonprofits what comes to mind front-and-center are feasibility and planning studies. And there are not many good books that I have seen regarding that subject. Whether you call your efforts marketing research or a feasibility study, the bottom line is that you are doing an investigation into the effectiveness of your philanthropic program while at the same time cultivating, engaging, and motivating donors and

volunteers. The instant book being reviewed does a nice job providing an overview of the marketing research process. And after giving us an overview it gets pretty specific as to the inner workings of how a marketing research project is administered. Interestingly enough, it's exactly how a feasibility and planning study is administered. I just wish the author had mentioned this in her book. She didn't. A book I consider to be a companion book to the one being reviewed is: "The Fundraising Feasibility Study" (ISBN: 9780470120743). That book provides the coverage of marketing research and goes heavy on that topic from a feasibility and planning study perspective. Exactly what Ms. Kolb's book is weak on. Both books have a Search Inside feature on that provides their detailed Table of Contents. I highly recommend you examine these TOCs. If you are thinking of starting a nonprofit, or are about to consider a major fundraising campaign for your existing nonprofit, then I think you would be smart to get both of these books in order to plan your fundraising effort. Another book I think is well worth the read related to this subject is "Developing Your Case for Support" (ISBN: 9780787952457). After reading this last book you may find holes in your nonprofit's philanthropic program. Asking the right questions during your marketing research can fill these holes. 4 stars!

'Marketing Research for Non-profit, Community and Creative Organizations' is a comprehensive guide to conducting research methods within the non-profit sector. Highly practical, the purpose of the book is two-fold. Firstly, it aims to educate the readers on how research can be utilized to help their organization reach its goals. Secondly, it shows how to conduct different methods of research, including focus groups, interviews, projective techniques, observations and surveys, and how to use the findings of these to improve products, target customers and develop effective promotions. Concise and well-structured, the text provides a step-by-step process to help the reader understand and apply the various research methodologies. 'Marketing Research for Non-profit, Community and Creative Organizations' is designed for students and will also be invaluable for managers working within non-profit or creative environments.

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