

*Nonprofit Marketing and Management:* Nonprofit organizations (NPOs) face unique challenges, including shrinking budgets, donor fatigue, a proliferation of competing organizations, and increased donor skepticism. We conduct research to help nonprofit organizations navigate these troubled waters, and we bring this research to nonprofits through training seminars, conferences, articles, and books.

We have conducted numerous community workshops in the past three years, helping NPOs address their unique challenges. Some of the seminars we have conducted include “Creating Connections”, helping nonprofits to establish rewarding partnerships with companies, and “Encouraging Corporate Volunteerism”, helping nonprofits understand what motivates companies to offer their employees as volunteers, and how their organizations can position themselves to gain this benefit.

We address nonprofit needs through publication as well. We have conducted dozens of studies that resulted in actionable articles on nonprofit issues. Additionally, our research has resulted in one of the field’s most important textbooks on nonprofit marketing as well as a book providing valuable guidance on Internet Marketing for nonprofit organizations.

Our current research regarding the impact of company/nonprofit marketing alliances on nonprofit organizations has already proven useful to nonprofits seeking to understand what they can and cannot expect to gain from such alliances. Community focus groups gave local nonprofits the opportunity to discuss their alliances, exploring both the positive and negative outcomes. Our research seeks to benefit nonprofits as they turn to companies for support in the face of increasingly scarce funding.