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nimble approach to building and mobilizing their communities through multifaceted campaigns and by integrating online channels with offline tactics. Whether you're a communications director, a social media campaigner, a development director, an advocacy or community organizer, or a web strategist, this book will provide you

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themselves or are asked by others,

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“Email communications, social media, and mobile are important, but how will they help our nonprofit and the issues we work on? Most importantly, how the heck do we integrate and utilize these tools successfully?” ...

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"Social Change Anytime Everywhere" is comprehensive, it provides insightful "real life" examples, and genuinely helpful step-by-step guidance. One simple overarching truth shared by Allyson and Amy is, "Organizations need to let the community drive."

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Social Change Anytime Everywhere.
Allyson Kapin & Amy Sample Ward. ...
and ask for feedback or support that will

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ultimately help you spur social change.
Organizational communications are
increasingly personal and direct, thanks
to social media platforms and the
prevalence of public access points. Yet
despite the increasing number of
methods for ...

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readers, nonprofit staffers, and other practitioners putting multichannel strategies to use for social impact. We also love to hear from those who are just getting started.

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help organizations use social media
smarter and in a more customer-centric
fashion, regardless of their size or
resource constraints. Carie Lewis
Director of Emerging Media, Humane
Society of the United States

**Reviews | Social Change Anytime
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Read "Social Change Anytime Everywhere How to Implement Online Multichannel Strategies to Spark Advocacy, Raise Money, and Engage your Community" by Allyson Kapin available from Rakuten Kobo. Strategies for advocacy, fundraising, and engaging the community Social Change Anytime Everywhere was writte

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Social Change Anytime Everywhere is a comprehensive look at how mission-based organizations should use digital and social communication, develop internal communication structures for success, and plan multichannel

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campaigns. The book is full of digestible information, appropriate for anyone working in communications, fundraising, programming, volunteer management, and leadership at an organization.

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Offers a practical guide for nonprofits on

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how to best implement online and social
media Outlines the various types of
mobile media and online and when it
makes sense to use them Shows how to
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understand the evolving online
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Social change anytime everywhere : how to implement online ...

Our social media contributor and the
CEO of Nonprofit Technology Network ,

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co-authored this smart book, “Social Change Anytime Everywhere.” When it was published in 2013 we talked about how your nonprofit can raise money, find advocates and move the needle on engagement in our anytime, everywhere world.

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Tony Martignetti

"Social Change Anytime Everywhere" is comprehensive, it provides insightful "real life" examples, and genuinely helpful step-by-step guidance. One simple overarching truth shared by Allyson and Amy is, "Organizations need to let the community drive."

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Using exciting real-life case examples, this book draws attention to the characteristics, processes, and perspectives of social change in the United States and cross-culturally. It covers theories, patterns, spheres, duration, reactions, the impact, the

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