

Choosing a Public Relations and Marketing Company

Contributed by Nicole Germain

With more than 26,000 nonprofits competing for funding and volunteers in Maryland each year, organizations must go beyond providing a service and make public relations and marketing a priority. A public relations and marketing company can provide a nonprofit with the expertise it needs.

MJG Communications, Inc. is honored to have contributed our experience in public relations and marketing to improving communications between nonprofits and donors. We most recently had the opportunity to work with the Maryland Association of Nonprofit Organizations on their 2007 Annual Report. We also partnered with the William E. Proudford Sickle Cell Fund to develop their regional public relations plan.

Choosing the appropriate PR and marketing firm for your organization can be a confusing and tricky path to negotiate. Here are seven tips to help you navigate.

- Narrow down the list by selecting companies that serve nonprofits.
- Visit potential companies' web site.
- Interview several companies before deciding on one.
- Clearly communicate your organization's goals.
- Be upfront about budget limitations.
- Request samples of companies' work.
- Talk with past and current clients.

A public relations and marketing firm can help your nonprofit organization stand out and successfully communicate with donors and volunteers. Giving your organization the ability to accomplish its goals and achieve its mission.

Nicole Germain is the president of MJG Communications. A public relations and marketing firm dedicated to delivering comprehensive communications solutions to nonprofit organizations.