

GHAZ PRESS RELEASE

New Giving Hope AZ Blog and Website Plans to Promote, Educate, and Inspire Nonprofit Community with Clever Marketing Ideas Every Two Weeks

Tempe, Ariz. –September 14, 2017– Debuting today, digital magazine Giving Hope AZ (GHAZ), media partner of the Alliance of Arizona Nonprofits, has evolved into a new website and bi-weekly newsletter.

The new GHAZ website is targeted to marketers of nonprofits and the businesses that support them with the hope of creating mutually beneficial partnerships.

The bi-weekly newsletter, called *2 Minute Crazy Good Ideas*, will be sent to our mailing list of over 30,000 nonprofits and supporters, giving them a high-level digest of the top content from the website.

“Our past marketing content was good, but the quarterly magazine format was not consistent enough based on our research...we have evolved our efforts into a brief newsletter format supported by a robust website with additional content,” said Al Maag, principal of Maag Commplus, marketing and communications firm in Tempe, Ariz. “There are thousands of nonprofits doing great things in our state, and our role is not to simply tell readers their stories, but to showcase what they’re doing differently to get noticed and attract donors and sponsors.”

Key benefits of this new format include:

- Quick, easy to consume content digest in your inbox bi-weekly
- Inspiration and information on leading-edge marketing strategies
- More opportunity to extend your brand reach, attract more funds and volunteers
- Directory of nonprofits, stemming from our foundation, GivingHope.TV, featuring informative, dynamic content

According to Maag, the newsletter and website will also feature local businesses, giving them the opportunity to showcase their strategic

involvement with nonprofits and share how that relationship has impacted their brands, employees and financial results.

“Corporate community involvement is an important driver of business success,” said Maag, who has more than 30 years of corporate community relations experience, including at Avnet, and was recently named to the ANA B-to-B Marketers Hall of Fame.

GHAZ stems from the original GivingHope.TV site – a unique online TV network that aired nonprofit and social cause videos at minimal cost to organizations.

“The foundation on which we’re building our newsletter and website is GivingHope.TV, which we created three years ago,” said Steve Roberts, GHAZ chief of operations and CEO of Phoenix-based digital marketing firm New Angle Media. “Now, as part of the larger GHAZ strategy, GivingHope.TV has become an online nonprofit directory using video and other dynamic content to share the nonprofit’s story.”

Kristen Merrifield, CEO of the Alliance of Arizona Nonprofits, said, “It is my expectation that marketing focused blog and website will provide significant educational value to our 800-plus members and provide a platform to grow our organization while sharing the positive activities of our nonprofits.” GHAZ is proud to be one of the Alliance’s media partners. #

- If you wish to subscribe to GHAZ please go to: <http://www.givinghopeaz.com/subscribe>
- For advertising opportunities please go to: <http://www.givinghopeaz.com/advertise>

About Giving Hope AZ

The Giving Hope AZ digital publication was first published in 2016 and is for and about nonprofits and the businesses that support them, creating mutually beneficial partnerships. In addition to the website will be the biweekly *2 Minute Crazy Good Ideas* newsletter providing information to help nonprofits and businesses develop the marketing knowledge, ideas,

competencies and contacts to partner with one another in ways that make a substantive impact on social causes.

About the Alliance of Arizona Nonprofits

The Alliance is a unifying association formed in 2004 to advance the common interests of more than 30,000 nonprofits in the Grand Canyon State. The Alliance is an action-oriented group of partners across the state – both nonprofits and those in the community who support them – dedicated to furthering the common interests of Arizona’s nonprofits. The Alliance does this by serving, supporting, protecting, and promoting the nonprofit sector. www.arizonanonprofits.org

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