

PRism - CFP - Nonprofit organization relationship building

Nonprofit organizations are a crucial part of the social, political, and economic landscapes around the world. They provide a way for individuals to connect to their community, effectively participate in the democratic process and ultimately to "make a difference" in our world. According to the National Center for Charitable Statistics, in the US there are currently more than 1.42 million nonprofit organizations registered with the Internal Revenue Service. Internationally, the number of nonprofit and nongovernmental organizations (NGOs) runs in the tens of millions.

Though it is difficult to generalize about what they are or what they do because of the diversity of the sectors, nonprofit organizations and NGOs share one common trait: they rely on cultivating strong relationships with various stakeholder groups. These stakeholders include volunteers, donors, employees, clients, government, media, and more.

Purpose of the Special Issue:

Expanding the relationship management paradigm, public relations scholarship has begun to explore strategies engaged by nonprofits and NGOs to cultivate relationships with key publics including donors, volunteers, members, clients, community, government, etc. As more organizations begin to cross international boundaries and reach out to various cultures and regions, it is critical for public relations research to explore the application of relationship management theory across cultural contexts.

Potential Manuscript topics:

This call for papers invites research on relationship building in the nonprofit and NGO sectors. Possible topics include:

- * Use of social media and Web 2.0 technologies to engage with key publics of nonprofits/NGOs
- * Application of cultivation strategies to reach a wide range of publics
- * Role of social and environmental responsibility of nonprofits/NGO relationships with key audiences
- * The role diversity plays in nonprofit organizations' operations and program/service delivery
- * Stakeholder engagement during crises situations
- * Evaluation and measurement of relationships in the sector
- * Impact of public relations campaigns and messages
- * Human resources and volunteer recruitment/retention
- * Impact of culture, ethnicity, and globalization on nonprofit campaigns
- * Developing and maintaining relationships involved in funding nonprofit initiatives (eg, corporate, foundation, government and individuals)
- * Stewardship
- * Cause-related marketing
- * Distribution of power in the relationship

Deadline for Submissions: August 31, 2009

Papers submitted for the special issue must not have been published, accepted for publication, or presently be under consideration for publication elsewhere. Manuscripts should follow APA style and be a maximum of 20 pages excluding tables and references. Full submission guidelines are available on the Prism

Web site http://praxis.massey.ac.nz/sub_guide.html>http://praxis.massey.ac.nz/sub_guide.html.

Authors may submit manuscripts at any time prior to the August 31 deadline. Manuscripts will undergo the peer review process. The estimated time for the review process is 8-10 weeks.

The guest editors for this special issue of PRism are Dr. Richard Waters (Assistant Professor, Department of Communication, North Carolina State University) and Dr. Denise Sevick Bortree (Assistant Professor, Department of Advertising and Public Relations, Penn State University). Manuscripts and any questions should be directed to Dr. Richard Waters at https://webmail.ncsu.edu/src/compose.php?send_to=rdwaters%40ncsu.edu>rdwaters@ncsu.edu.

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