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April 11th 2019: Marketing With a Cause: Understand Mission and Non-Profit Marketing

Finding ways to give back in business can be highly rewarding, but what if your business made giving back a part of its brand and incorporated it into its marketing? Mission marketing not only embraces corporate philanthropic goals, but it can additionally enhance your brand in your buyers' eyes. Taking cause-based business a step further, non-profit entities enlist emotional marketing to promote their missions. In this episode, host Bonnie Taylor discusses both types of marketing before bringing in special guest, Brendan Hurley, CMO with Goodwill of Greater Washington.

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Featured Guest



Brendan Hurley, MSM, CMM

Brendan Hurley is the Chief Marketing Officer for Goodwill of Greater Washington where he is responsible for leading the non-profit agency's internal and external marketing & communications strategies covering its retail & donated goods operations, mission services and adult public charter school. Brendan led Goodwill's successful efforts to rebuild the organization's brand resulting in a higher level of mission awareness, retail growth and sustained profitability. In 2011, the American Marketing Association designated Brendan the National Nonprofit Marketer of the Year for successfully rebuilding the Goodwill brand. In 2010, he was recognized as one of the Top 20 CMOs in the greater W

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