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Mobile for Good: A How-To Fundraising Guide for Nonprofits: A How-To Fundraising Guide for Nonprofits (Business Books)

Heather Mansfield

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Heather Mansfield : Mobile for Good: A How-To Fundraising Guide for Nonprofits: A How-To Fundraising Guide for Nonprofits (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Mobile for Good: A How-To Fundraising Guide for Nonprofits: A How-To Fundraising Guide for Nonprofits (Business Books):

6 of 6 people found the following review helpful. Comprehensive Social Media resource, particularly for small to

medium-size nonprofits

By R. Connolly
Mobile for Good updates and expands on the author's previous volume - *Social Media for Social Good*. Of particular importance is the book's focus on transitioning existing tools to mobile platforms. A strong feature in both of Ms. Mansfield's books is viewing social media from an integrated perspective - different tools are meant to function differently. Part 1 of the *Mobile for Good* volume allows the reader to strategically consider their nonprofit's goals and then determine how the various content and networks can achieve those goals. The remaining sections of the book build on this foundation.

Mansfield is quite straightforward in presenting that the understanding that you get what you pay for. That yes, there are lots of free tools out there, but you might want to consider fee services for greater return. Ditto on contracting/hiring a social media professional vs. going it alone. I also found it very useful like that if one starts on page 1 with limited knowledge by the time you get to the end of the book, you can have a reasonably solid plan for moving forward with an integrated approach to social media.

2 of 2 people found the following review helpful. Valuable insights
 By Customer
 As a long time designer specializing in branding, I found the insights and shared experience in this book vital as I transition from traditional marketing to use my experience for greater good in the non-profit sector. I got this book 2 weeks before a scheduled meeting with a fast growing Kenyan non-profit, and using the knowledge gained from this book, helped me to land a consulting position, to do good work, serve many people, and feel good about doing good. I recommend it.

1 of 1 people found the following review helpful. Basic information
 By T. Wilkins
 This book provided a decent basic background into what is needed to have a digital marketing program for a non profit. I was expecting more creative ideas and strategies, but the book provides simple introductory information which would be most helpful if you have no knowledge or background. Very much a beginners guide.

Based on more than 20 years of experience and 25,000+ hours spent utilizing mobile and social media, *Mobile for Good: A How-To Fundraising Guide* is a comprehensive 256-page book packed with more than 500 best practices. Written on the premise that all communications and fundraising are now mobile and social, *Mobile for Good* provides step-by-step how-tos and best practices for:

- Writing and implementing a fundraising and content strategy
- Launching a mobile-compatible website and email communications
- Crowdfunding and social fundraising campaigns
- Utilizing text messaging and text-to-give
- Fundraising via smartphone apps and mobile wallets
- Telling your nonprofit's story through blogging
- Creating visual content, such as branded images, infographics, and video
- Using Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram, Pinterest, and Tumblr
- Reporting live from events and and communicating online in real-time
- Crafting a mobile and social media policy
- Avoiding mobile and social media burnout
- And much more!

Advance Praise for *Mobile for Good: A How-To Fundraising Guide* for Nonprofits:

"Heather's @NonprofitOrgs has become my go-to resource for connecting with other nonprofits as well as staying informed with the latest trends in mobile and social media. Her insightful and practical advice helped WITNESS understand the need for transparency in our mobile and social media strategies. Through her books, blog, and tweets, Heather promotes nonprofit networking, partnership, and the adoption of proven best practices."

Marianna MoneyMaker
 Digital Engagement/Production Coordinator
 WITNESS

"Social Media for Social Good and Nonprofit Tech for Good have been my primary resources for learning how to communicate Indian conservation issues on a global scale. Thanks to Heather's advice, we've been able to build an international brand from our tiny corner of the world. I've also had the good fortune to meet Heather as she regularly travels across the continents to teach NGOs about how to effectively use mobile and social media. No doubt *Mobile for Good* will also become invaluable to NGOs worldwide."

Vinay Datta
 Director of Communications
 Wildlife SOS - India

"Heather's blog Nonprofit Tech for Good and her books are prominently featured in my digital and physical bookshelves. If I want to know what's trending, research current best practices, or discover new tools relevant to nonprofit technology, she is always my top reference. As a regular attendee of her webinars, Heather's practical, up-to-date advice is consistently implemented in our daily work and without a doubt she is making a tremendous difference in the nonprofit sector."

Viviana Pagan
 Digital Marketing Director
 SOS Children's Villages - USA

"Heather's comprehensive audit of our online communication and fundraising strategies combined with her invaluable webinars have helped us grow into one of the most effective social media users in the national aging advocacy network. Older adults are becoming increasingly tech savvy and our aged 50+ social media community is thriving thanks to Heather's expert 50+ advice. We anticipate even greater growth in the future by applying the best practices offered in *Mobile for Good*."

Pamela Tainter Causey
 Director of Communications
 National Committee to Preserve Social Security and Medicare

"Through a partnership with Heather, we have been able to provide mobile and social media training to more than 500 NGOs throughout Asia Pacific. Her knowledge of mobile and social media best practices, how to tailor her delivery to address the different needs from country to country, and her practical and well thought out strategies have made her trainings invaluable in our commitment to help build the technological capacity of NGOs."

Clair Deevy
 Citizenship Lead
 Microsoft Citizenship Asia Pacific

.com "Even if you can only invest 5 staff hours and a mobile and social media budget of \$1,000 annually, your

nonprofit must invest in mobile and social media." -- Heather Mansfield Mobile devices are fast becoming the #1 means of digital communication. If you want a sustainable future for your nonprofit, you need to have a strong presence on prospective donors' tablets and smartphones. Statistics prove that the most successful online fundraising campaigns are those designed for portable devices--from 2-inch smartphone screens to 17-inch laptops. In this groundbreaking book, social media pioneer Heather Mansfield offers everything you need to know to conceptualize, build, and maintain a mobile and social fundraising strategy to dramatically increase donations. In *Mobile for Good*, Mansfield takes you step by step through the entire process. Learn how to: Master your mobile fundraising strategy Create a strategic plan flexible enough to handle changes in technology Design a website and emails that work on both mobile devices and computers Choose the best mobile and online tools based on your budget and your donor demographics Build a system that tracks, evaluates, and reports campaign results Maximize the potential of Facebook, Twitter, LinkedIn, and other sites Whether your goal is to raise more funds online, launch a new program, or increase your capacity to maintain current operations, creating and executing a mobile and social media strategy is a small investment that packs a big punch. Apply the lessons of *Mobile for Good*, and your organization can and will raise more funds than ever. ADVANCE PRAISE FOR MOBILE FOR GOOD: "If I want to know what's trending, research current best practices, or discover new tools relevant to nonprofit technology, Heather Mansfield's blog Nonprofit Tech for Good and her books are always my top references. -- Viviana Pagan-Muntildes, Digital Marketing Director, SOS Children's Villages USA "Social Media for Social Good and her blog Nonprofit Tech for Good have been my primary resources for learning how to communicate Indian conservation issues on a global scale. Thanks to Heather Mansfield's advice, we've been able to build an international brand from our tiny corner of the world." -- Vinay Datla, Director of Communications, Wildlife SOS India "Heather Mansfield's @NonprofitOrgs online accounts have become my go-to resource for connecting with other nonprofits as well as staying informed with the latest trends in mobile and social media. Her insightful and practical advice helped WITNESS understand the need for transparency in our mobile and social media strategies." -- Marianna MoneyMaker, Digital Engagement/Production Coordinator, WITNESS "Heather Mansfield's invaluable webinars and recommendations have helped us grow into one of the most effective social media users in the national aging advocacy network. We anticipate even greater growth in the future by applying the best practices offered in *Mobile for Good*." -- Pamela Tainter Causey, Director of Communications, National Committee to Preserve Social Security and Medicare "Through a partnership with Heather Mansfield, we have been able to provide mobile and social media training to more than 500 NGOs throughout the Asia Pacific region. Her knowledge of mobile and social media best practices, her ability to tailor her presentations to address the different needs of NGOs in various countries, and her practical and well-thought-out strategies have made her trainings invaluable in our commitment to help build the technological capacity of NGOs." -- Clair Deevy, Citizenship Lead, Microsoft Citizenship Asia Pacific About the Author Heather Mansfield is the principal blogger at Nonprofit Tech for Good and author of the best-selling books *Mobile for Good: A How-To Fundraising Guide for Nonprofits* and *Social Media for Social Good: A How-To Guide for Nonprofits*. She also created and maintains the "Nonprofit Organizations" profiles on Twitter, Facebook, Google+, LinkedIn, Pinterest, Instagram, and YouTube which cumulatively have more than one million followers. Heather has fifteen years of experience utilizing the Internet for fundraising, community building, and advocacy. To date, she's presented more than 100 social media and mobile media trainings throughout the United States, Canada, Australia, New Zealand, India, and Southeast Asia as well as over 500 webinars to audiences worldwide. Heather was honored as a "Fundraising Star of the Year" by *Fundraising Success Magazine* in 2009 and was placed on Twitter's Suggested User List from 2010 to 2012. She was also named one of *TIME Magazine's* Best Twitter Feeds of 2013 and currently serves as an Honorary Ambassador for the World NGO Day Initiative.