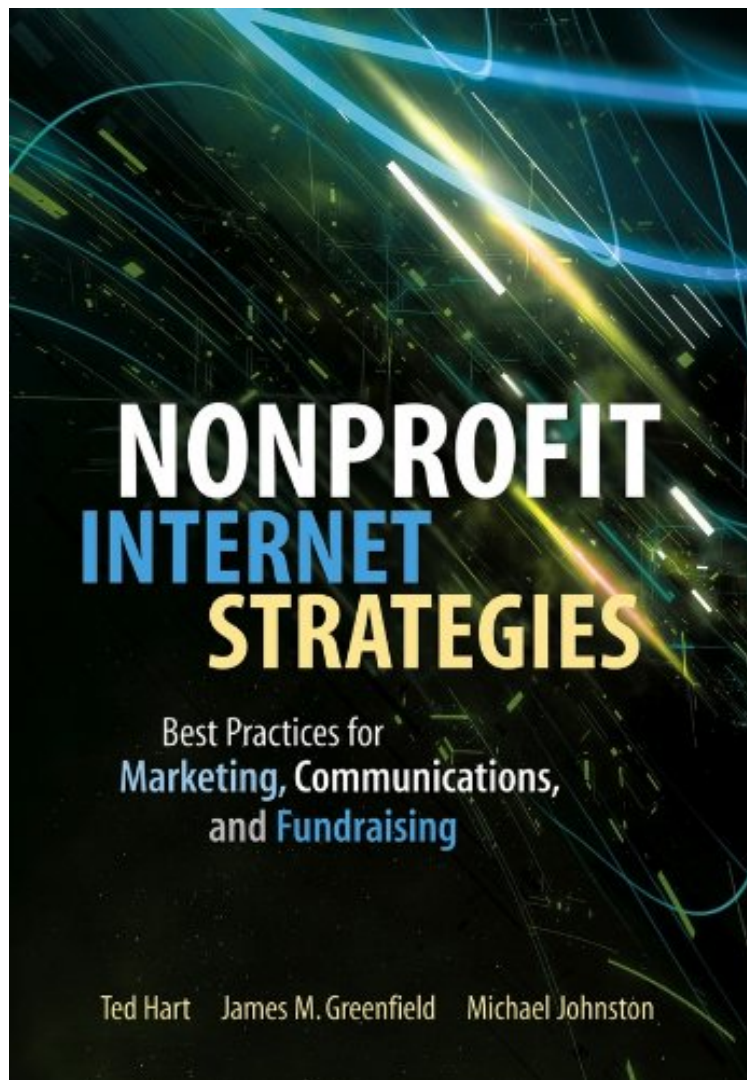


[Library ebook] Nonprofit Internet Strategies: Best Practices for Marketing, Communications, and Fundraising Success

Nonprofit Internet Strategies: Best Practices for Marketing, Communications, and Fundraising Success

Ted Hart, James M. Greenfield, Michael Johnston
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Ted Hart, James M. Greenfield, Michael Johnston : Nonprofit Internet Strategies: Best Practices for Marketing, Communications, and Fundraising Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Nonprofit Internet Strategies: Best Practices for Marketing, Communications, and Fundraising Success:

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Nonprofit Internet Strategies offers every charitable organization the opportunity to analyze their options and select the appropriate strategy to integrate traditional marketing, communications, and fundraising practices with their online efforts. It is an excellent how-to guide--a practical manual for nonprofit staff written in non-technical language--prepared by experts in the field based on real-life experiences and case studies.

From the Inside FlapPhilanthropy is an ongoing process of communicating, educating, cultivating, and soliciting nonprofit supporters to build and enhance stronger relationships. It has become such a powerful tool that many of the most seasoned professionals have not only learned new skills but have also completely reevaluated how they approach almost every aspect of fundraising. Designed to be an everyday reference for nonprofit managers, staff, and volunteers, Nonprofit Internet Strategies is a practical manual written in a language that is not technical but, instead, rooted in the language of nonprofit staff members and focused on the everyday management issues they face. It helps all types of charitable organizations analyze and select best practices for developing multiple Internet strategies to integrate with their traditional marketing, communications, and fundraising methods. Nonprofit Internet Strategies covers the five key ePhilanthropy strategies that have led many nonprofit organizations to succeed: The Relationship: Integrate All Supporter Messages Give Supporters a Reason to Visit You Online Interact with Supporters, Don't Just Send Messages Communicate Using Multiple Methods Assess and Improve Performance Featuring an impressive group of international contributors addressing global applications, this excellent how-to guide is based on real-life occurrences and case studies demonstrating proven, practical ways to use the advantages of the Internet in all areas of public awareness and mass communications. Readers will benefit from the successes and failures of other organizations that have sought to define and develop fully integrated approaches to online and offline applications for the Internet to: Advance their causes Inform their public Raise public confidence and trust in their mission and vision Engender gifts, grants, and contributions, as well as new advocates and volunteer supporters Nonprofit Internet Strategies is a powerful tool for nonprofit managers and everyone leading a nonprofit organization in marketing, communications, and fundraising, as well as information technology.From the Back CoverA comprehensive best-practices approach to developing multiple strategies for using the Internet to boost your nonprofit's success Nonprofit Internet Strategies helps all types of charitable organizations analyze and select best practices for developing multiple Internet strategies to integrate with their traditional marketing, communications, and fundraising methods, in order to: Advance their causes Inform their public Raise public confidence and trust in their mission and vision Engender gifts, grants, and contributions, as well as new advocates and volunteer supporters Featuring an international group of contributors, this practical manual provides global applications with how-to guidance and proven, practical methods for using the advantages of the Internet in all areas of public awareness and mass communications.About the AuthorTED HART is founder and President of the international ePhilanthropy Foundation (ephilanthropy.org), headquartered in Washington, D.C., and dedicated to fostering the ethical use of the Internet for philanthropic purposes. JAMES M. GREENFIELD, ACFRE, FAHP, has served, since 1962, as a fundraising executive to three universities and five hospitals on both the east and west coasts of the United States and in between. He retired from Hoag Memorial Hospital Presbyterian in 2001 after fourteen years as senior vice president of resource development and executive director of the Hoag Hospital Foundation. MICHAEL JOHNSTON is an expert in fundraising and helping nonprofit agencies maximize the benefits they get from using the Internet. He has worked with more than a hundred nonprofit organizations ranging from hospitals to third-world development organizations and peace and disarmament groups, in Canada, the United States, and the U.K.