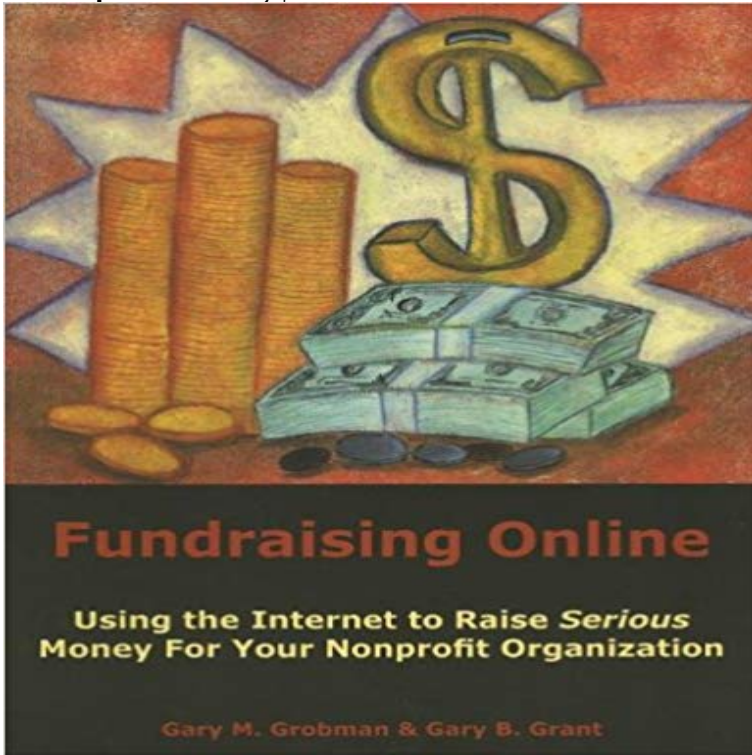


Fundraising Online: Using the Internet to Raise Serious Money for Your Nonprofit Organization



Search-engine marketing, blogs, personal fundraising pages, and podcasting are just a few of the strategies and techniques outlined in this handbook to assist fundraisers in harnessing the power of the Internet. This guide outlines a step-by-step approach to taking advantage of the e-philanthropy revolution, including a discussion of the pros and cons of soliciting funds on the web and an evaluation of creative business models from online donor-recognition pages and virtual charity shopping malls to e-commerce and click to give sites. Advice on developing a strategic online fundraising plan and a section on how to successfully engage in nonprofit e-commerce, selling goods and services online, order fulfillment, customer service, payment processing, and handling returns are also included.

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