

- Accessibility, Web sites, 25, 26, 35, 153, 154, 156, 162  
 Active Networks, 100  
 ActiveGiving (active.com), 137  
 Amergent, Inc. (amergent.com), 189, 199, 205  
 American Cancer Society, Second Life virtual walkathon, 142  
 American Federation of State, County, and Municipal Employees (AFSCME), 52, 53  
 Amnesty International USA, 216, 217  
 Andresen, Katya, 89, 94  
 Anti-Defamation League (adl.org), 168, 169  
 Application programming interfaces (APIs), 49–51  
 Artez Interactive (artez.com), 73, 99, 137, 202  
 “-athons,” 98, 99, 131, 156, 202  
 AuctionPay, 100  
 Auctions, 202  
 Automated bank transfers, 172, 174  
  
 Baycrest Foundation, 64, 65  
 Bebo.com, 24  
 Bhagat, Vinay, 184  
 Bill and Melinda Gates Foundation, 66  
 Blackbaud *Interactive*, 17, 18  
 Blogger, 60–62  
 Blogs, 10, 22, 40, 41, 125, 126, 143  
 Bradbury, Adrian, 66, 67  
 Bradshaw, Kathleen, 223  
 Brady Campaign, 213–215  
 Brand  
     consistency, 49  
     and social networking, 71, 72, 145, 146  
     Web site branding, 155, 156  
 Bulletin board systems (BBSs), 9, 10  
  
 Canadian Breast Cancer Foundation, Run for the Cure, 67, 68  
 Cancer Research UK  
     (www.cancerresearchuk.org), 26–29  
 CARE, 87, 89  
 Care2 Connect (care2.com), 142, 177  
 Carson, Jon, 105  
 Celebrities, 65, 66  
 Cell phones  
     and convergence of media, 252, 254, 255  
     Greenpeace Argentina, 253, 254  
     growth in use of, 252  
     innovative uses of, 252–254  
     and mobile fundraising, 253, 255  
     text messages. *See* SMS (short messaging service)  
     and tsunami relief, 252, 253  
 Change.org, 148  
 Charity badges, 80, 85–86, 89, 91–93, 143  
 CharityNavigator.org, 11  
 CHF, 223, 225, 226, 237–242  
 Chipin.com, 72, 86  
 Cialdini, Robert, 78, 79  
 cMarket, 102, 105  
 Co-opetition, 11  
 Comic Relief, 62, 63, 65  
 Communication  
     channels, 23  
     constituent relationship management (eCRM), 49, 50  
     and donor relationship integration, 245  
     images and sound, importance of, 114  
     and need for change, 114  
     and online advocacy, 48, 49  
     organizational silos and barriers to  
         donor-centric communication, 191–194, 227  
     peer-to-peer, 41, 48, 51, 53  
     real-time, two-way communication, 108, 109  
     and segmentation, 113, 114, 190, 198  
     technology, role of, 113, 114  
     telephone, use of. *See* Telephone, use of in connection with online activities  
 Communitas Online (communitasonline.com), 189  
 Community  
     defined, 3  
     online, 128, 129  
 Community building  
     and celebrities, 65, 66  
     as fundraising, 4  
     importance of, 4  
     incentives for fundraising, 63–65  
     Internet, 3, 4, 10, 17, 61, 62  
 Connection  
     to causes, need for, 4  
     Internet as means of, 3, 5, 6. *See also* Internet methods of, 4, 5  
 Connors, Mark, 205

- Constituent relationship management (eCRM),  
49, 50  
action, 169, 171, 172  
Anti-Defamation League case study, 168, 169  
Defenders of Wildlife case study, 173, 174, 178  
framework for, 164–174  
initiating, 180–183  
Jewish National Fund case study, 170, 171  
League of United Latin American Citizens, case  
study, 180–182  
loyalty, 172–176  
motivation, 167, 169  
Nature Conservancy case study, 177  
and online marketing, 183, 184  
outreach, 166, 167  
and peer-to-peer fundraising, 176–178, 180  
social networks, leveraging, 174, 176  
Society for the Prevention of Cruelty to Animals  
of Texas, case study, 175, 176  
Trisomy 18 Foundation, case study, 179  
United Negro College Fund, case study, 182,  
183
- Constituents  
communication expectations, 6  
constituent relationship management. *See*  
Constituent relationship management  
(eCRM)
- Contact us page, 155, 157
- Content Management Systems (CMS), 99
- Content publishing, evolution of, 9, 10
- Convenience of giving and fundraising,  
importance of, 84–87
- Convio, Inc. (convio.com), 54, 99, 100, 137, 165,  
166, 172, 175, 183, 184, 202
- Corporate social responsibility (CSR), 24, 25
- Costs, e-mail versus printed direct mail, 6
- Covenant House California (CHC), 46, 48
- Credit card payments and data, 105, 172, 223
- Crescendo Interactive, Inc., 163
- Cultivating fundraisers and donors, 93, 94
- Curtis, Richard, 62
- Customer relationship management (CRM), 192.  
*See also* Constituent relationship  
management (eCRM)
- Data mining, 195, 196
- Databases  
analysis of existing data, 198, 199  
capturing and managing data, 197  
maintaining and use of for online fundraising,  
196, 197  
use of in integrated fundraising campaigns, 235
- Defenders of Wildlife (defenders.org), 173, 174,  
178
- DiJulio, Sarah, 150
- Direct mail, 6, 39, 44, 46, 48, 72, 73, 200–202
- Dollars for Darfur, 142
- Donor-centric perspective, 188–194
- Donor relationship integration, 245
- Donor relationship management, 66. *See also*  
Constituent relationship management  
(eCRM)
- Donors  
complaints and feedback, 197  
connection between gift and results, importance  
of, 110, 111  
expectations, 108–111, 193, 194  
flagged as “do not mail” or “no solicitation,”  
196  
versus fundraisers, 57, 58  
giving as emotional decision, 111  
life cycle integration, 243–245  
motivating activists to become donors,  
213–217  
recognition, 110, 111  
single-gift Web donors, motivating to become  
monthly donors, 217–225  
and solicitation cycle, 107, 108  
surveys, 108, 109
- e-gifts, 151
- e-literature, 154, 155, 157–160, 162
- e-mail  
building e-mail file, 180–183  
collecting addresses, 166–171, 200, 225  
cost savings over direct mail, 6  
and direct mail, 200, 201  
and donor loyalty, 172, 173, 175, 176  
fundraising page URL, 134, 135  
history of, 9  
and online advocacy, 37–39, 41, 42, 44, 47,  
48, 50, 52  
and personal fundraising, 83  
“sandwich,” 201  
and senior donors, 154–159, 161, 162  
testing, 173  
use of, 5, 6
- e-newsletters, 22, 151, 154, 156–162, 234
- e-philanthropy  
evolution of, 8–11  
growth of, 151  
and integrated fundraising campaigns, 229, 230
- e-proposals, 151, 154, 155, 158–161
- Earthjustice, 47
- eCRM. *See* Constituent relationship management  
(eCRM)
- Environmental Defense, 40
- Equality Ohio, 44, 46
- Facebook (facebook.com), 24, 124, 141–150
- Farquharson, Peter, 187
- Firstgiving (firstgiving.com), 86, 100, 137
- Fiscal accountability, 110, 111
- Flickr (flickr.com), 24, 41, 51, 60, 62, 66, 89
- “Flipping the funnel,” 80

- 45 percent effect, 67, 68  
 Forums (discussion boards), 22, 23  
 Fresh Address, 167  
 Friends (buddies), 143  
 Friendster.com, 150
- Gather.com, 149, 174, 177  
 GetActive, 54, 99  
 GiftLaw.com, 163  
 Givemeaning.com, 72  
 Giving Matters, 19–35  
 Giving USA Foundation, 69  
 Global Reporting Initiative, 25  
 Goals and benchmarks, establishing, 233, 234  
 Godin, Seth, 80, 84  
 Goodman, Andy, 81  
 Google Maps, 41, 52  
 Greenpeace Argentina, 253, 254  
 GuideStar.org, 11  
 Gulu Walk, 66–68, 92
- Haji, Sheeraz, 54  
 Hart, Ted, 35, 36  
 Hart Philanthropic Services, 35  
 Hayward, Kieran, 66, 67  
 Hewett and Johnston Consultants, 227, 232, 247  
 Home page, 24, 26  
 Hood, George, Major, 69  
 Humane Society of the United States, 41, 46  
 Hurricane Katrina, 58–60, 80–82, 183, 218, 221  
 Hurricane Rita, 58
- iConcertina Creative, 36  
 Impulsive giving, 81–83, 102  
 Incentives and rewards, 92–94  
 Iñiarra Iraegui, Marcelo, 255  
 Instant messaging, 254  
 Integrated fundraising. *See also* Integrated fundraising campaigns  
   donor relationships, 245  
   life cycle integration, 243–245  
   online and offline integration, 243, 246, 247  
   strategy worksheet, 245, 246, 248  
   timeline, sample, 246, 249  
 Integrated fundraising campaigns  
   audience, understanding, 234  
   CHF case study, 237–242  
   database, use of, 235  
   goals, establishing, 233, 234  
   internal groups and departments, integration of, 232  
   and organizational philosophy, 242–246  
   planning, 231–242  
   public relations, 236, 237  
   strategy, need for, 229–231, 237  
   testing, 235, 236  
   timing, 234, 235
- unified online elements, 233  
 Web site, role of, 232, 233
- Internet  
   co-opetition, 11  
   collective versus individual action, 66  
   communities, 3, 4, 10, 17, 62  
   as evolving medium, 8–11  
   and fiscal accountability, 110, 111  
   growth of online fundraising, 5, 6, 55  
   online giving, 55  
   perceived barriers to establishing Web presence, 11, 12  
   purpose of online activities, 6, 7  
   and real-time, two-way communication, 108, 109  
   Senior Surfers. *See* Senior Surfers  
   switching costs, 11  
   underutilization of by nonprofits, 5–7  
   use of by nonprofits, 7, 11–17
- Jewish National fund (jnf.org), 170, 171  
 Johnston, Michael, 227  
 Justgiving (justgiving.com), 72, 137
- Keys, Scott, 208  
 Keys Direct Marketing & Communications Inc., 208  
 King, Philip, 62, 63, 65, 73  
 Kintera, Inc. (kintera.com), 99, 100, 114, 137, 202
- Lawson, David, 114  
 League of United Latin American Citizens, 180–182  
 LinkedIn, 124, 148  
 Live 8 concerts, 252, 253  
 Loyalty  
   constituent relationship management (eCRM), 172–176  
   online fundraising pages and personal loyalty, 120
- M + R Strategic Services, 150  
 MacArthur, Patricia, 247  
 MacLaughlin, Steven R., 17, 18  
 Mailing lists, 159  
 MapBuzz (mapbuzz.com), 53  
 Marie Curie Cancer Care  
   (www.mariecurie.org.uk), 26, 33, 34
- Marketing  
   consistency, 154  
   and differing views of organization's mission, 188–190  
   e-testing, 158, 159  
   and eCRM. *See* Constituent relationship management (eCRM)  
   major e-gifts, senior donors, 158–161

- Marketing (*Continued*)  
 make it easy, 84–87  
 make it fun, 87–89  
 make it popular (social proof), 89–92  
 multichannel, 199–205  
 online/offline integration, sample campaign  
 execution, 203–205  
 for seniors, 154–163  
 spray-and-pray approach, 78, 79
- Mash-ups, 50–53, 61, 62
- McKee, Alia, 87, 92, 93
- Melrose, Adrian, 36
- Membership acquisition and renewal, 211, 212
- Memorial gifts, 177, 178, 180, 184, 244
- Miller, Ryann, 247
- Mission, differing views of, 188, 189
- MMS technology, 252
- Mobile phones. *See* Cell phones
- MoveOn.org, 44, 45
- Moves management, 108
- Multimedia Messaging System (MMS), 252
- MySpace (myspace.com), 9, 10, 24, 41, 42, 60, 66, 124, 141–150, 174, 176, 178
- NARAL Pro-Choice America, 43
- Nature Conservancy (nature.org), 177
- Network effect, 10
- Network for Good, 77, 79, 82, 84, 86, 87, 91, 92, 94, 95
- Ning, 148
- Noble, Nicci, 73
- North Shore Animal League America, 40, 41
- Nothing But Nets campaign, 65, 66
- Online advocacy  
 activists, converting to donors, 44–48  
 and application programming interfaces (APIs), 49–51  
 communications, integrating with, 48, 49  
 e-mail, 37–39, 41–42, 44, 47–48, 50, 52  
 future trends, 53, 54  
 impact of, 53  
 impulsive nature of, 81  
 overview, 37, 39  
 and social networking, 39, 41–44, 53  
 user-contributed content, 39–41, 49, 53  
 Web site, integrating with, 49
- Online auctions, 101–104, 202
- Online events, 100–105
- Online fundraising  
 versus direct mail, 72, 73  
 growth of, 5, 6, 55  
 impulsive giving, 81–83  
 integrated campaigns, 229–247  
 integrating with offline data, 195–199  
 Internet, 55  
 multichannel marketing, 188, 199–205  
 offline giving, impact on, 188, 207  
 and organizational self-assessment, 190, 191  
 organizational silos and barriers to  
 donor-centric communication, 191–194  
 personal pages. *See* Online fundraising pages  
 readiness for, 195  
 shy bottom feeders, 209, 210  
 and social networking. *See* Social networking  
 star performers, 209, 210  
 traditional fundraising compared, 13–16  
 use of direct mail to improve online results, 201, 202  
 use of e-mail to improve offline results, 200, 201  
 use of online tools to spur interest in offline activity, 202, 203
- Online fundraising pages  
 advice to fundraisers, 134, 135  
 benefits of, 118, 136  
 best practices, 134–136  
 blogs, impact of, 125–127  
 described, 117  
 grassroots and third-party events, 132–135  
 and impact of higher-level donations, 123  
 matching gifts, 123, 124  
 nonprofit support for fundraisers, 135, 136  
 and online communities, 128, 129  
 personal fundraising Web pages, 61, 62, 67, 86, 120–123, 132–135, 176  
 pledge-based events, 131, 135  
 program fundraising, 131, 132, 135  
 resources, 137  
 and social networking, 119, 120, 124, 125  
 special appeals, 132  
 use of telephone to motivate fundraisers, 209–211  
 vendors and fees, 137  
 widgets, use of, 129, 130, 134
- Online marketing. *See* Marketing
- Open-minded moment, 82, 83
- Organization for Autism Research (OAR), 122
- Orkut, 148
- Oxfam America, 42, 142, 146
- Oxfam Canada, 218–221, 223
- Oxfam (www.oxfam.org.uk), 26, 32, 33
- Pareto's (80/20) principle, 210
- Peer-to-peer communications, 41, 48, 51, 53
- Peer-to-peer fundraising, 58–60, 98, 176–178, 180, 183, 184
- People-to-people approach  
 people give to people, 4, 62, 63, 77  
 and personal relationships, 112, 113  
 and reasons for success of personal fundraising, 78–83  
 and stewardship, 108

- Personal fundraising  
   marketing, laws of, 83–94  
   reasons for success of, 78–83  
   Web pages. *See* Online fundraising pages  
 Personal publishing, 8  
 Planned Parenthood Federation of America, 142, 144  
 Podcasts, 10, 23  
 Polly Klaas Foundation (PKF), 51  
 Professional advisors, 158  
 Public relations (PR), 236, 237
- Real-time donations count and ticker, 91, 92  
 Really Simple Syndication (RSS), 10, 40, 41  
 Recognition, online fundraisers, 68, 93, 94  
 Reilly, Rick, 65, 66  
 Relationship building, 187, 188  
 Relationship management, 108, 111–113. *See also* Constituent relationship management (eCRM); Stewardship  
 Request for information (RFI), 104  
 Request for proposal (RFP), 104  
 Rewards. *See* Incentives and rewards  
 RFM (recency, frequency, monetary) segmentation, 198  
 Rice, Jodi, 60–62  
 Rovner, Mark, 80, 93  
 Royal National Institute for Deaf People (www.rnid.org.uk), 26, 30–32  
 Ruben, Mark, 41, 42, 150
- Salvation Army, 55, 58–60, 68–71, 73, 202  
 Schultz, Charles, 163  
 Sea Change Strategies, 80, 93  
 Search engine optimization (SEO), 24, 26  
 Second Life, 60, 142  
 Segmentation and effective communication, 113, 114, 190, 198  
 Senior Surfers  
   e-contacts, 159  
   e-marketing system, 155–158  
   e-potential (mailing lists), 159  
   e-testing, 158, 159  
   and future of e-marketing, 162, 163  
   growth of senior Internet users, 151, 152, 161  
   major e-gifts, 158–161  
   professional advisors, 158  
   success factors for e-philanthropy, 161, 162  
   success rate for major e-gifts, measuring, 160, 161  
   types of sites visited, 152, 153  
   and Web site design and accessibility, 153, 154  
 Short messaging service. *See* SMS (short messaging service)  
 SIRIS Solutions Group, 218–220, 223  
 SixDegrees.org, 86  
 SMS (short messaging service), 53, 252–254
- Social networking  
   blogs. *See* Blogs  
   and building online communities, 66, 67  
   Care2.com, 142, 177  
   challenges in establishing, 147, 148  
   Change.org, 148  
   charity profiles, 24  
   donation opportunities, 147  
   establishing a presence, how to get started, 145–147  
   and evolution of Internet, 10, 11  
   Facebook. *See* Facebook (facebook.com)  
   Friendster.com, 150  
   Gather.com, 149, 174, 177  
   importance of to fundraising, 142, 150  
   Internet, 8, 53  
   leveraging, 119, 120, 174, 176  
   and loss of control, 145, 245  
   MySpace. *See* MySpace (myspace.com)  
   Nature Conservancy, 177  
   Ning, 148  
   and online advocacy, 39, 41–44, 53  
   Orkut, 148  
   and personal online fundraising, 117, 124, 125.  
     *See also* Online fundraising pages  
   Second Life, 60, 142  
   staff needed, 146, 147  
   strategy for nonprofits, 143, 144  
   terminology, 143  
   third-party programs, 147  
   use of in fundraising, 60–62  
   use of telephone to inspire fundraisers, 210, 211  
   viral content, 146  
   volunteer opportunities, 147  
   Wikipedia, 66, 177  
   YouTube. *See* YouTube (youtube.com)  
   Zaadz, 148  
 Social proof, 89–92  
 Society for the Prevention of Cruelty to Animals of Texas (spca.org), 175, 176  
 Sojourners, 37, 38  
 Solicitation cycle, 107, 108  
 Spam, 44, 147, 148  
 Special events, 57, 58, 97–105, 176, 202  
 Stanionis, Madeline, 53  
 Stewardship, 107–114  
 Story telling, 80, 81, 155  
 Strategic One (strategicone.com), 166, 199  
 Strathmann, Bill, 78, 79, 94, 95  
 Surveys, 108, 109, 169, 226  
 Sutton, Mark, 137, 138
- Target America (tgtam.com), 189  
 TeamRaiser, 99  
 Telephone, use of in connection with online activities  
   advantages of, 208, 209, 227  
   building relationships, 226, 227

- Telephone, use of in connection with online activities (*Continued*)  
 e-mail addresses, collecting, 225  
 integrating with online pledge events, 209–211  
 member acquisition and renewal from  
   Web-based lists, 211, 212  
 online activists, motivating to become donors, 212–217  
 and removing communication silos, 226  
 scripts, use of, 210, 211, 220–222, 225  
 single-gift Web donors, motivating to become monthly donors, 217–225
- Testimonials, 92, 158
- Thanking fundraisers and donors, 94, 122, 135, 193, 226
- Thorsen, Jon, 114
- Toronto People with AIDS Foundation, 61
- Transparency, 24, 25
- Tribute gifts, 177, 178, 180, 184, 244
- Trisomy 18 Foundation (trisomy18.org), 179, 180
- Trust, 79, 80, 113, 208
- Tsunami relief, 82, 127, 183, 218–221, 252, 253
- UNICEF, 87, 88
- United Negro College Fund (uncf.org), 182, 183
- University of California, 50
- URLs, 134, 135, 157, 201, 202, 233
- User-contributed content, 39–41, 49, 53
- Vendors, 103–105, 137, 199
- Video, 153–162, 237. *See also* YouTube (youtube.com)
- Viral marketing, 39
- Volunteers, 24, 51, 58–60, 69
- Walliams, David, 65
- WaterAid (www.wateraid.org.uk), 26, 27, 29, 30
- The Watershed Company, 53
- Web 2.0, 8, 10, 11, 22, 37, 39, 40, 42, 43, 53, 55, 56, 117
- Web 3.0, 53
- Web Accessibility Initiative (WAI), 35
- Web browsers, 10
- Web forms, 44
- Web logs (blogs). *See* Blogs
- Web sites  
 accessibility, 25, 26, 35, 153, 154, 156, 162  
 blogs. *See* Blogs  
 contact us page, 155, 157  
 corporate social responsibility, 24, 25  
 currency of information, 22, 169  
 design, 153, 154, 171  
 e-newsletters, 22  
 evaluation of, Charity Matters study criteria and results, 19–26  
 evaluation of, top five charity Web sites (2007), 26–34  
 financial reports and information, 25  
 first-tier presence, 8  
 forums, 22, 23  
 fundraising and corporate involvement, 24  
 giving options and information, 23, 24  
 home page, 21, 24, 26  
 housekeeping, 24  
 interactive, 22, 156  
 links, 21, 22  
 navigation structure, 21, 153–156, 171  
 and online advocacy, 49–51  
 perceived barriers to establishing Web presence, 11, 12  
 personalized. *See* Online fundraising pages for professional advisors, 158  
 recommendations for charities, 35  
 and relationship-building, 12  
 responsiveness, 23, 24  
 role of in integrated fundraising campaign, 232, 233  
 search engine optimization, 24  
 second-tier presence, 8  
 senior-friendly, 153–156. *See also* Senior Surfers  
 social networking. *See* Social networking strategy, need for, 7, 8  
 third-tier presence, 8  
 transparency, 24, 25  
 trustees and management information, 25  
 two-way communication, 8, 108, 109, 169  
 usability, 21, 22, 26, 153, 154  
 use of, 12  
 user control, 26  
 volunteering, information about, 24  
 Web 2.0. *See* Web 2.0
- Webcasts, 23
- Webface, 36
- Widgets, 62, 84, 88, 121, 129, 130, 134, 135, 137, 143  
 charity badges, 80, 85, 86, 89, 91–93, 143
- Wikipedia, 66, 177
- Wireless fidelity (WiFi), 11
- Wordofblog.net, 86
- World Wide Web. *See* Internet; Web sites
- YouTube (youtube.com), 10, 24, 41, 60, 62, 66, 71, 72, 89, 141, 233, 237
- Zaadz, 148
- Zolbrod, Emma, 54