

Contents

Foreword	xi
By James E. Austin <i>Harvard Business School</i>	
Introduction	xv
By TedHart <i>tedhart.com</i>	
Introducción (Spanish translation)	xix
By TedHart <i>tedhart.com</i>	
Introduction (French translation)	xxiii
By TedHart <i>tedhart.com</i>	
PART ONE	
Community Building/Advocacy	
CHAPTER 1	
The Changing Nature of Community: Leveraging the Internet to Build Relationships and Expand the Reach of Your Organization	3
By Steven R. MacLaughlin <i>Blackbaud</i>	
The Essence of Community	3
Community Building Is Central to Philanthropy	4
The Internet Continues to Transform the Nonprofit World	5
The Next Major Evolution in ePhilanthropy	8
What the Internet Means to Nonprofits	11
Online Communities in Action	17
Conclusion	17
About the Author	17
CHAPTER 2	
Web site Benchmarking: Six Criteria for Measuring Effectiveness Online	19
By Ted Hart <i>tedhart.com</i>	
By Adrian Melrose <i>Giving Matters</i>	
When You Only Have 10 Seconds	19
A Review of Benchmark Criteria	21
Top Five Charity Web Sites	26
Conclusion	35
About the Authors	35

CHAPTER 3**Advocacy 2.0: Leveraging Social Networking to Further Your Organization's Mission 37**

By Sheeraz Haji <i>Convio, Inc.</i>	
By Emma Zolbrod <i>Independent Marketing Consultant</i>	
Changing Landscape of Online Advocacy	37
Handing Over the Reins to Your Constituents: The Role of User-Contributed Content and Social Networking in Online Advocacy	39
Unforeseen Hurdles and Challenges in Online Advocacy	44
Converting Activists to Donors	44
Integrating Online Advocacy into Communications Plans	48
Ever-Growing Online Toolkit	49
Looking Forward	53
About the Authors	54

CHAPTER 4**Peer-to-Peer Fundraising and Community Building 55**

By Phil King <i>Artez Interactive</i>	
By Nicci Noble <i>The Salvation Army</i>	
Creating Communities of Fundraisers, Not Donors	56
Getting Your Supporters to <i>Do More than Give</i>	58
Leave Your Office to Find Your Supporters (aka 'You Won't Be Their Home Page')	60
People Give to People	62
Power of Incentives in Building Communities	63
Power of Celebrity in Building Communities	65
Allow Communities to Emerge	66
45 Percent Effect of Online Communities	67
Creating Communities of Interest: Case Study of the Salvation Army Online Red Kettle	68
How Do You Look on YouTube?	71
Conclusion: What Gets Us Excited	72
About the Authors	73

PART TWO**People-to-People Fundraising****CHAPTER 5****Crafting the Marketing Strategy to Make It Happen 77**

By Katya Andresen <i>Network for Good</i>	
By Bill Strathmann <i>Network for Good</i>	
Introduction	77

Putting Personal Fundraising on the Couch	78
Putting Personal Fundraising to Work for You	83
About the Authors	84
CHAPTER 6	
Online Tools to Manage Special Events, "A-thons," and Auctions	97
By Jon Carson <i>cMarket</i>	
Managing Events the "Old Way"	97
Hosting Events the "Old Way"	98
Role of the Internet in Events Management	98
Providers	99
Online Products that Host and Manage Events	100
Process Requirements	103
About the Author	105
CHAPTER 7	
Relationships Take Two: Donor-Centered Stewardship	107
By Jon Thorsen <i>Kintera</i>	
By David Lawson <i>Kintera</i>	
But Enough about Me . . .	107
Can You Hear Me Now?	108
Money Changes Everything	109
Show Me (More than) the Money	110
Relationship or Relationships?	112
The Medium and The Message	113
About the Authors	114
CHAPTER 8	
How Individual Supporters Use Online Fundraising Pages to Make a Difference	117
By Mark Sutton <i>Firstgiving, Inc.</i>	
What Is an Online Fundraising Page?	117
Leverage an Individual Supporter's Social Network	119
Leverage the Personal Connection	120
It's All about the Ask	120
Fundraiser Best Practices	123
Matching Gifts	123
Tapping into the Broader Community	124
Blogs: An Important Development in Fundraising	125
Online Communities	128
Personal Fundraising Widgets	129
Fundraising Catalysts	130
Online Fundraising Best Practices Summary	134

Benefits Round-up	136
About the Author	137

PART THREE**Target Audiences****CHAPTER 9****Social Networks Meet Social Change: From MySpace to Second Life 141**

By Sarah DiJulio <i>M+R Strategic Services</i>	
By Marc Ruben <i>M+R Strategic Services</i>	
The Buzz	141
The Reality	142
The Lingo	143
The Drill	143
The “How To Start” Process	145
The Challenges	147
A Sampling of Social Networks	148
The New Frontier	150
About the Authors	150

CHAPTER 10**Senior Surfer E-Gifts 151**

By Charles Schultz <i>Crescendo Interactive, Inc.</i>	
Senior Surfers Catch the Internet Wave	151
What Do Senior Surfers Expect?	152
Senior-Friendly Web Sites	153
Web Styles for Seniors	153
E-Marketing System	155
Major E-Gifts through Professional Advisors	158
E-Testing	158
E-Potential	159
E-Contacts	159
Milestones for E-Success	160
Why ePhilanthropy Succeeds: Seven Pillars of E-Success	161
Marketing 2010	162
About the Author	163

CHAPTER 11**Online Marketing to Ethnic and Other Special Interest Communities 165**

By Vinay Bhagat <i>Convio Inc.</i>	
Introduction	165
eCRM Framework: A Strategy for Building Relationships Online	165
Emerging Technologies and Techniques	174
New Forms of Peer-to-Peer Fundraising	176

Getting Started	180
Concluding Comments	183
About the Author	184

PART FOUR**Integration Strategies****CHAPTER 12****Integrating Online and Offline Activities to Build Stronger Relationships 187**By Mark Connors *Amergent, Inc.*

Introduction	187
Becoming “Donor-Centric”: Understanding Your Supporters and Their View of Your Organization	188
Take a Look in the Mirror	190
Breaking Down Organizational Silos	191
Does Your Organization Have a Plan?	194
Mining Your Database	195
Make the Most of the Data You Already Have	196
Collect the Right Type and Amount of Data in the Online World	197
Look at Your Existing Data through a Different Lens	198
Multichannel Marketing: Opportunities and Challenges	199
Using Mail to Drive Online Activity	200
Using E-Mail and Online Tools to Bolster Direct Mail Results	200
Using Print and General Advertising to Increase Both Offline and Online Response	201
Using Online Tools to Spur Interest in and Supplement Offline Activity	202
Example of Online/Offline Integration in a Campaign Execution	203
Summary	205
About the Author	205

CHAPTER 13**How the Telephone and the Internet Are Beautiful Partners for People to
People Fundraising 207**By Mike Johnston *Hewitt and Johnston Consultants*

Hormonal Advantage of the Telephone over the Internet in Fundraising	208
Integrating the Phone with Online Pledge Events	209
Using the Phone to Acquire or Renew Memberships from Web-Based Lists	211
Using the Phone to Motivate Online Activists to Become Donors	212
Using the Telephone to Motivate Single-Gift Web Donors to Become Monthly Donors	217
Expert Tips for Using the Phone and Online Tools Together	225
Conclusion	226
About the Author	227

CHAPTER 14	
The Web of Integration: Fully Integrated Fundraising Campaigns	229
By Ryann Miller <i>Hewitt and Johnston Consultants</i>	
By Patricia MacArthur <i>Hewitt and Johnston Consultants</i>	
How to Avoid Errors and Plan Thoughtfully	231
Integration as an Organizational Philosophy	242
Conclusion	246
About the Authors	247
CHAPTER 15	
Your Organization in the Donor's Pocket	251
By Marcelo Iñarra Iraegui <i>International Consultant</i>	
What Happened with the Third-Sector Social Organizations Worldwide?	252
One More Wish to Ask the Genie	254
About the Author	255
Index	257

<http://www.pbookshop.com>