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Autore	Scalera, Vega
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Formato	Materiale a stampa
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2. Record Nr.	UNINA9910792600303321
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Collana	The AFP Fund development series
Altri autori (Persone)	HartTed <1964->
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Internet Management for Nonprofits: Strategies, Tools & Trade Secrets; The AFP Fund Development Series; Contents; Introduction; About the Editors; Part I: Effective Management and Leadership Tools; Chapter 1: The ROI of Social Media; Chapter 2: Path to Managing Your Organization Using Online Tools; Chapter 3: E-governance Is Good Governance; Chapter 4: Social Collaboration and Productivity; Chapter 5: Insight Tools for Surviving and Thriving; Chapter 6: Demystifying Online Metrics; Part II: Managing Fundraising and Building Communities Online Chapter 7: Managing Fundraising and Building Communities Online Chapter 8: The Nonprofit Leader's Volunteer Recruitment and Retention Strategies; Appendix 8A: Highlights of America's Philanthropic and Volunteering Heritage; Appendix 8B: Creative Marketing Example; Chapter 9: How Successful Are Your Social Media Efforts?; Chapter 10: Social "Trysumers"; Chapter 11: Social Networks; Chapter 12: Prospect Modeling, Prospect Research; Chapter 13: No Borders; Part III: Making Technology Work for Your Organization; Chapter 14: Effective Web Design; Chapter 15: Multichannel Fundraising Appendix 15A: Competency Profile of a Manager or Director of Integrated Fundraising Chapter 16: 12 Steps to Protect Your Organization and Donors from Fraud and Identity Theft; Chapter 17: Mobile Technology; Case Study: Transforming Activists into Donors- Nicolas Hulot Foundation Case Study; Notes; AFP Code of Ethical Principles and Standards; A Donor Bill of Rights; Index
Sommario/riassunto	The essential guide for nonprofits wanting to manage their Internet applications in a coordinated, cost-effective, and efficient manner. The rapid onset of increasingly advanced and complex technologies has challenged nonprofits to invest with their sparse resources in attempting, and failing, to keep pace with for-profit companies, with the result that most now cannot compete with new commercial products and commercial applications. Nonprofit Internet Management reveals how current technologies can be utilized in full measure most effectively by nonprofits and addresses how to