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Nota di contenuto	Nonprofit Internet Strategies: Best Practices for Marketing, Communications, and Fundraising Success; contents; foreword; introduction; Chapter 1: ePhilanthropy Strategy: Where Relationship Building, Fundraising, and Technology Meet; DEFINING ePHILANTHROPY; CREATING AN INTEGRATED ePHILANTHROPY STRATEGY (IEPS); DONORS MUST BE ASKED; BACK TO THE FUTURE; SIX CATEGORIES OF SERVICES; COMMUNICATION/EDUCATION AND STEWARDSHIP; ONLINE DONATIONS AND MEMBERSHIP; PROSPECT RESEARCH; VOLUNTEER RECRUITMENT AND MANAGEMENT; RELATIONSHIP BUILDING AND ADVOCACY; CONCLUSION; ENDNOTES Chapter 2: It All Begins with Strategy: Using the Internet as a Strategic ToolA COMMON SITUATION; EARLY RETURNS ON ePHILANTHROPY; ORGANIZATIONAL STRATEGY; DEVELOPING AND ALIGNING STRATEGY; THE FUNDAMENTALS OF STRATEGY; MISSION, OBJECTIVES, AND

ACTIVITIES; CONSTITUENCY; APPLYING STRATEGY - SAMPLE CASE; CONCLUSION; ENDNOTES; Chapter 3: Multichannel Marketing; MARKETING WITH A CHEF'S HELP; A CHEF IN A VIRGIN LAND; KNOCKING DOWN WALLS; ONE WAY OR TWO WAYS; CREATIVITY FOR BETTER RESULTS; DONOR RELATIONSHIP ONLINE: EFFICIENT, FAST, AND CHEAP; CONCLUSION; Chapter 4: Staffing ePhilanthropy HAVING THE RIGHT FOUNDATION THE ISHIKAWA FISHBONE; DEPARTMENTS, TEAMS, AND TITLES; TECHNOLOGY JOBS; IN-HOUSE VERSUS OUTSOURCING; MANAGING; CONCLUSION; Chapter 5: Integrating Online and Offline Databases to Serve Constituents Better; INTRODUCTION; AN ONLINE DATABASE VERSUS AN OFFLINE DATABASE; WHICH DATABASE IS RIGHT FOR ME?; HOW DOES MY DATABASE INTEGRATE WITH MY WEB SITE?; INTEGRATING ASPS WITH YOUR CURRENT FUNDRAISING DATABASE; WHAT IS DONOR DEVELOPMENT?; PROSPECT RESEARCH; DATA MINING AND DATA OR PROSPECT SCREENING; PRIVACY BEST PRACTICES; CONFIDENTIALITY AND YOUR DATABASE SHARING INFORMATION USING YOUR OFFLINE DATABASE ONLINE; CASE STUDY: THE CHILDREN'S WISH FOUNDATION OF CANADA; THE VAST GALAXY OF THE INTERNET; THE CHALLENGE; SUGGESTED READINGS; ENDNOTES; Chapter 6: Online Community Building; THE NATURE OF THE NET; THE BASICS OF ONLINE MARKETING; GIVE YOUR VISITORS WHAT THEY ARE LOOKING FOR; BUILDING AN ONLINE MARKETING STRATEGY; CONCLUSION; ADDITIONAL SOURCES; Chapter 7: Building Successful Online Communities; MOVING TOWARD A NEW MODEL OF ONLINE COMMUNITY; STRATEGIES FOR BUILDING COMMUNITY; Chapter 8: Building Your Brand Online THE BASIC BRANDING BUILDING BLOCKS STAKING YOUR BRAND ONLINE; WHAT MAKES A SUCCESSFUL BRAND ONLINE?; INTERACTIVITY IS KEY; IT'S ALL ABOUT TRUST; THE BRANDING EDGE FOR THE NONPROFIT SECTOR; Chapter 9: Inspiring Donors Online: How Your Message Can Make People Feel Extraordinary; THE AWAKENING; THE DONOR; THE MESSAGE; CAREFULLY DESIGN THE MESSAGE; HOPEFUL EMILY; Chapter 10: Online Advocacy: How the Internet Is Transforming the Way Nonprofits Reach, Motivate, and Retain Supporters; INTRODUCTION; DEFINING ADVOCACY; HOW INTERNET TECHNOLOGY IS TRANSFORMING ADVOCACY HOW ONLINE ADVOCACY IMPACTS FUNCTIONS IN ADDITION TO PUBLIC POLICY

Sommario/riassunto

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.
