

1. Record Nr.	UNINA9910969346503321
Titolo	Internet management for nonprofits : strategies, tools & trade secrets / / Ted Hart ...[et. al.]
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, c2010
ISBN	9786612686771 9780470637449 0470637447 9781282686779 1282686771 9780470637425 0470637420
Edizione	[1st ed.]
Descrizione fisica	1 online resource (435 p.)
Collana	The AFP Fund development series
Altri autori (Persone)	HartTed <1964->
Disciplina	004.67/8068
Soggetti	Nonprofit organizations - Management Nonprofit organizations - Computer network resources Fund raising - Computer network resources Internet
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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 OnlineChapter 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
