

Fundraising Online

Contributed by Gary Grobman and Gary Grant

Fundraising Online: Using the Internet to Raise Serious Money For Your Nonprofit Organization

by Gary M. Grobman & Gary B. Grant

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Search engine marketing, blogs, personal fundraising pages, and podcasting are just a few of the strategies and techniques outlined in this handbook to assist fundraisers in harnessing the power of the Internet. This guide outlines a step-by-step approach to taking advantage of the e-philanthropy revolution, including a discussion of the pros and cons of soliciting funds on the web and an evaluation of creative business models. A chapter on developing a strategic online fundraising plan and a section on how to successfully engage in nonprofit e-commerce are also included.

"In the sometimes wild kingdom of the Internet, there are pretenders to the throne, and then there are Gary Grobman and Gary Grant. Their new book, with its sweeping examination of all facets of online fundraising, trumps everything else on the market. Fundraising Online is a roaring success and should help you become one, too. Jerry Cianciolo, Editor, Contributions Magazine ISBN: 1-929109-18-0

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