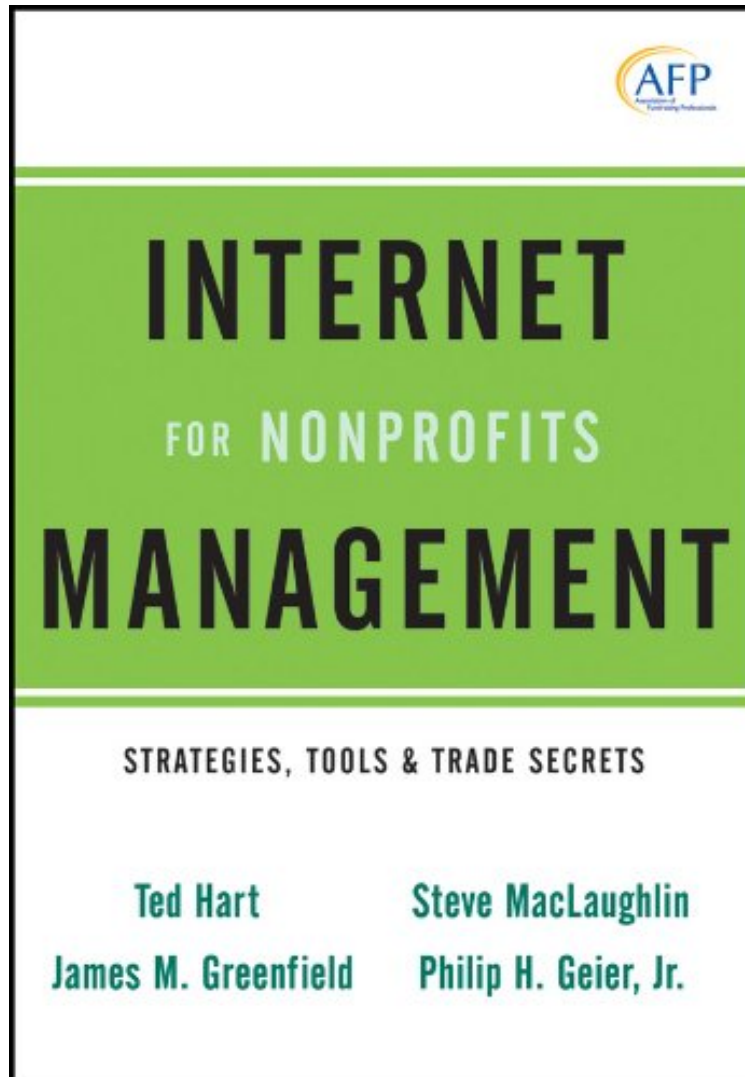


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Internet Management for Nonprofits: Strategies, Tools and Trade Secrets (The AFP/Wiley Fund Development Series)

Ted Hart, James M. Greenfield, Steve MacLaughlin, Philip H. Geier
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Ted Hart, James M. Greenfield, Steve MacLaughlin, Philip H. Geier : Internet Management for Nonprofits: Strategies, Tools and Trade Secrets (The AFP/Wiley Fund Development Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Internet Management for Nonprofits: Strategies, Tools and Trade Secrets (The AFP/Wiley Fund Development Series):

0 of 0 people found the following review helpful. Wonderful reference bookBy CustomerGreat reference book- very complete!2 of 3 people found the following review helpful. Social Media ideas for Non-ProfitsBy Jim EstillConflict of

interest notice. The book is edited by Philip Geier who is a friend of mine and one of the articles is written by people involved to with Karma411 -John Murcot, Mark Fasciano and Russell Artzt. The article they wrote was called Social Collaboration and Productivity- How web 2.0 tools help raise funds and awareness more efficiently. As the title implies, the chapter was all about the electronic tools and social media that can be used to help in fund raising efforts. There was a discussion of project management tools like Computer Associates Clarity, Base camp, Wikis etc. There was also a discussion of real time collaboration tools like Voip, Skype and Goggle Wave. The chapter not only discusses the tools but used real life example of how those tools were used. It seems logical to me that nonprofit fund raisers would definitely want to use social media because it's economical and it's easy to use and because what nonprofits need to do is create communities of stakeholders who can feel aligned more with the nonprofit group. The book would be primarily of interest to people who are in the nonprofit fund raising field which includes many business people as most business people are involved some point or another in some philanthropy. Much of what is discussed though also applies to any business or marketing effort, for example there is a chapter on effective web page design, e-governance, recruiting, how to protect your organization and donors from identity theft and lots more. It's a good book! 1 of 2 people found the following review helpful. No borders By D. C. Dreger Ted Hart and James Greenfield have led another team of experts in creating a sequel to 2005's Nonprofit Internet Strategies: Best Practices for Marketing, Communications, and Fundraising Success. Internet Management for Nonprofits: Strategies, Tools Trade Secrets is not a rehash, but a new effort to provide nonprofits with a clear understanding of the effective tools available and how to integrate them. This review takes its title from one of the chapters. I'm working for a global nonprofit and can truly say that we operate with "no borders." Our tools are varied and allow us to work across oceans as though we are next-door neighbors. Building an online community for fundraising support, social networking and collaboration, volunteer management and recruitment, web design, multichannel fundraising, e-governance, mobile technology, security, and more, are discussed in depth. If you're in nonprofit marketing, fundraising, communications, program content development or a webmaster, Internet Management for Nonprofits is for you.

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 manage various applications for maximum benefit to internal operations and community service. Covers management models, social networking information, case studies, fundraising strategies, collaboration and coordination examples, and sample communications techniques Includes chapters written by leading Internet professionals In-depth discussion of Website design, technology trends, social networks, managing the organization using online tools, E-governance and board leadership, prospect research and donor modeling, volunteer recruitment and management, mobile technology, stewardship and relationship management, and green technology applications Filled with case studies, Nonprofit Internet Management also includes screenshots, tables, worksheets and checklists. It's an essential resource for every nonprofit organization operating in our modern wired world.

"Just as "Internet Management for Nonprofits" advises its readers to do, the book is available via different channels - including Kindle, online, e-mail updates and hardcover - and takes on the appropriate identity in each. Lead editor Ted Hart says the three-part book covers topics ranging from digital fundraising to how the Internet can make non-profit management easier. Chapter one starts off with one of the more controversial topics in marketing today "The ROI of Social Media", and gets more intense from there, delving into online security, multichannel fundraising and Web analytics. And those are just a few of the chapters." (Fundraising Success Magazine, September 2010) From the Inside Flap The twenty-first century belongs to a new generation, a generation that's plugged in, online, and never out of touch. Ever. It's no secret that if your nonprofit wants to reach more people, it's got to better manage its use of the Internet as a means of educating, cultivating, soliciting, and communicating with current and potential donors. After all, your competitors are doing it! Revealing how your nonprofit can put current technologies to full use for full benefit, Internet Management for Nonprofits demystifies Internet management with strategies you can put to use right away. Now you can leverage the Internet's capabilities from social media, Web 2.0, and online metrics to online giving analytics, effective Web design, and mobile technology with practical advice from experts in the field to help improve your technology strategies and truly see measurable results. Here, you'll find workable guidance on: Effective management and leadership tools The art of listening How to manage your organization using online tools Implementing e-governance successfully Raising funds and awareness more efficiently with Web 2.0 tools Insight tools for surviving and thriving Volunteer recruitment and retention strategies for the nonprofit leader Leveraging the Internet to fundraise internationally E-mail marketing and direct mail are still proven marketing and fundraising methods. But it's time to boost your organization's efforts through the Internet. Packed with management models, social networking information, case studies, fundraising strategies, collaboration and coordination examples, sample

communications techniques, and much more, *Internet Management for Nonprofits* helps you take it step by step, with vital ideas on making your Internet marketing and communications strategies and fundraising more effective in these rapidly changing times. From the Back Cover Praise for *Internet Management for Nonprofits* "From how we raise money to how we help our clients, the Internet has provided amazing opportunities for nonprofits to reimagine how we make social change. Of course, it also comes with a lot of extra headaches. Luckily, we've got this book to help us make sense of it all." —Holly Ross, Executive Director, NTEN: The Nonprofit Technology Network Your nonprofit's complete guide to all things Internet. Want to reach more people? Then it's time to better manage your organization's use of the Internet as a means of marketing your brand and reaching current and potential donors. You can bet your competitors are doing it! *Internet Management for Nonprofits* offers practical, easy-to-follow tips on: The ROI of social media Managing your organization using online tools Improving board leadership through online technology Nonprofits and the big social networks Staying on top of developing technology Understanding hits, clicks, and errors The key to social networking success — listening Fundraising internationally Filled with management models, social networking information, fundraising strategies, collaboration and coordination examples, sample communications techniques, and a case study, *Internet Management for Nonprofits* demystifies the complex, real-world challenge of expanding your organization's competitive image and reputation via the Internet. Advance your causes. Inform your public. Create gifts, grants, contributions, as well as new advocates and volunteer supporters. Do it all, with the expert advice found inside *Internet Management for Nonprofits*.