



The Ten Rules of ePhilanthropy that Every Nonprofit Should Know

By The National Resource Center

1. Don't become invisible.

If you build it, they won't just come. Building an online brand is just as important and just as difficult as building an off-line brand.

2. It takes "know how" and vision.

Your organization's Web site is a marketing and fundraising tool, **not a technology tool**. Fundraisers and marketers need to be driving the content, not the Web developer.

3. It's all about the donor.

Put the Donor First! Know your contributors; let them get to know you.

4. Keep savvy donors; stay fresh & current.

Make online giving enjoyable and easy. Give the donor options. Use the latest technology. Show your donor how their funds are being used.

5. Integrate into e-philanthropy everything you do.

Your Web site alone will do nothing. Every activity should invite constituents to support your work. Actively engage your potential supports and then ask for support.

6. Don't trade your mission for a shopping mall.

Many nonprofit Web sites fail to emphasize mission, instead turning themselves into online shopping malls, without even knowing why.

7. Ethics, privacy and security are not buzzwords.

Many donors are just now deciding to make their first online contribution. They will expect that your organization maintains the highest standards of ethics, privacy and security.

8. It takes the Internet to build a community.

Many nonprofits (particularly smaller ones) lack the resources to communicate effectively. The Internet offers the opportunity to cost effectively build a community of supporters.

9. Success online means being targeted.

The Web Site alone is not enough. You must target your audience and drive their attention to the wealth of information and services offered by your Web Site. Permission must be sought before you begin direct communication via the Internet.

10. e-Philanthropy is more than just e-money .

e-Philanthropy is a tool to be used in your fundraising strategy. **It should not** be viewed as quick money. There are no short cuts to building effective relationships. But the Internet will enhance your efforts.

For help with all your marketing, PR and video production needs, contact Susan Burnash at (425) 896-8959 or email: susan@purpleduckmarketing.com