



BlackBallotPower

THE TEN RULES OF e PHILANTHROPY EVERY NONPROFIT MUST KNOW

Rule #1: Don't become invisible

Building an online brand is just as important and just as difficult as building an off-line brand

Rule #2: It takes "know how" and vision

Your organization's website is a marketing and fundraising tool. NOT A TECHNOLOGY TOOL. Fundraisers and marketers need to be driving the content, not the web developer.

Rule #3: It's all about the donor

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

Rule #4: Keep savvy donors; stay fresh & current

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

Rule #5: Integrate into everything you do

Your website alone will do nothing. Every activity you have should drive traffic to your site.

Rule #6: Don't trade your mission for a shopping mall

Many nonprofit websites fail to emphasize mission, instead turning themselves into online shopping malls.

Rule #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.

Rule #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.

Rule #9: Success online means being targeted

The website alone is not enough. You must target your audience and drive their attention to the wealth of information and services offered by your website. .

Rule #10: ePhilanthropy is more than just e-money

ePhilanthropy is a tool to be used in your fund raising strategy. There are no short cuts to building effective relationships. But the Internet will enhance your efforts.