TIPSHEET
Let's Get Social: Developing Your Not for Profit's Online Fundraising Plan

No matter the size of your organisation, raising money online is critical for your cause. Online fundraising will become increasingly important over the next 10 years as technology continues to advance the digital space. Here are a few online fundraising tips from the webinar *Let's Get Social: Developing Your Nonprofit's Online Fundraising Plan* led by Joe Garecht, founder of The Fundraising Authority.

1 The Pros and Cons of Online Fundraising

All successful fundraising strategies involve relationships, and online fundraising is no different. However, building those relationships may take more effort online. Attention spans are extremely short in the digital space, so it's important to make constituents feel engaged and connected to your website and social sites. If constituents feel connected, they're more likely to share your posts, potentially helping you reach new constituents. Online fundraising also gives you the ability to track your efforts and measure your performance, which can guide your strategy for future fundraising campaigns.

2 Five Key Principles

1. Online fundraising is still fundraising. This means that building relationships and creating personal connections still matter.
2. Have an online fundraising plan. It is important to know your goals, activities, and deadlines when creating an online fundraising strategy for your organisation.
3. Coordinate your online and offline fundraising efforts so they complement each other. Strategise which messages are appropriate for email and which messages are appropriate for regular mail, and then coordinate delivery dates for these messages to reach your recipients.

4. Online fundraising isn't complicated, but you'll need to devote time and effort in order to do it well.
5. Not every communication online should be an ask. Update constituents with eNewsletters, share pictures on social media, and invite them to events. Avoid making asks all the time.

3 | Website

The main goal of your website should be to collect email addresses from site visitors. When you have email addresses, you are in control of future communications. It is important to send a variety of emails to your recipients, such as eNewsletters, volunteer announcements, and of course, fundraising emails.

4 | Social Media

Social media should be deeply integrated into your online fundraising plan. If online fundraising were a bike wheel, social media is the spokes, and your website is the hub. Be sure to include links to drive people to your website so you can get their email addresses. Post shareable pictures and articles on social media that can send people back to your site.

Ultimately, your overall online presence should be about 80% awareness and entertainment and about 20% fundraising asks.

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