Nonprofit Internet Strategies: Best Practices for Marketing, Communications, and Fundraising Success
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DESCRIPTION

Nonprofit Internet Strategies offers every charitable organization the opportunity to analyze their options and select the appropriate strategy to integrate traditional marketing, communications, and fundraising practices with their online efforts.

It is an excellent how-to guide—a practical manual for nonprofit staff written in non-technical language—prepared by experts in the field based on real-life experiences and case studies.

ABOUT THE AUTHOR

TED HART is founder and President of the international ePhilanthropy Foundation (ephilanthropy.org), headquartered in Washington, D.C., and dedicated to fostering the ethical use of the Internet for philanthropic purposes.

JAMES M. GREENFIELD, ACFRE, FAHP, has served, since 1962, as a fundraising executive to three universities and five hospitals on both the east and west coasts of the United States and in between. He retired from Hoag Memorial Hospital Presbyterian in 2001 after fourteen years as senior vice president of resource development and executive director of the Hoag Hospital Foundation.
MICHAEL JOHNSTON is an expert in fundraising and helping nonprofit agencies maximize the benefits they get from using the Internet. He has worked with more than a hundred nonprofit organizations ranging from hospitals to third-world development organizations and peace and disarmament groups, in Canada, the United States, and the U.K.

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