

Basic E-Fundraising Tools

Source: **The Nonprofit Matrix** is an online directory and guide to selecting and integrating "dot-coms" (commercial service providers of components such as donation processing, giving portals, affinity shopping and more) into a nonprofit organization's web and internet strategies. See www.nonprofitmatrix.com for examples of service providers in the following categories.

Affinity Marketing

Affinity Shopping portals bring together the two growing internet forces of online fundraising and online shopping. A nonprofit can share in the proceeds of the shopping habits of their supporters by registering with an Affinity Shopping site, and then encouraging their supporters to do their shopping through that portal.

Charity Auctions

Charity Auction sites are run pretty much like the big commercial sites like EBay, but a share of the proceeds go to a designated charity, not just to the seller. Online auctions may be time limited, minimum-bid reserved, silent or open just like at real charity auctions. Some of the services in this category also maintain auction pools that nonprofits can join and receive a share of total money raised.

Click Donations

Like the high-profile hungersite.org, Click-to-Donate sites provide visitors with the opportunity to make a donation just by clicking on a button and viewing a banner ad. The site's sponsors pay for the daily clicks in exchange for the advertising exposure. A number of the services listed in this section are in fact Click-to-Donate portals, hosting many dozens of links to Click-to-Donate sites. Nonprofits can register their Click-to-Donate sites with these portals and hope to benefit from larger volumes of traffic.

Email Campaigning

Email membership and supporter lists are becoming an important asset for nonprofit organizations. Email solicitation and email marketing are new tools for

development offices to use to build their organizations' support bases, and for communication departments to use in their outreach, education, and advocacy strategies.

Events Management

Online Events Management services offer tools to assist organizations in the organizing and accounting of real-life events of many shapes and sizes. The services listed in this category provide web-based tools that can cover a wide range of events management tasks, such as shared to-do lists and scheduling, online registration and payment, tracking memberships, and even printing name tags.

Giving Portals

Giving Portals approach the world of online giving in something of a United Way manner, as central receiving stations for gifts to a number of varied organizations. Giving Portals allow donors to pick and choose from local, regional and national charities to receive their gifts. Nonprofits can register with these Giving Portals at no charge, and will be included in the lists of potential recipient charities.

Online Donations

Online Donation service providers offer secure web pages where a nonprofit's supporters can make donations using a credit card. The service provider typically handles all of the credit card processing and deposits the funds directly into the nonprofit's bank account (minus, in most cases, a small fee or percentage cut).

Planned Giving

Planned Giving has not yet received much attention from the online nonprofit community. Most of the focus so far has been on harvesting immediate donations through credit card transactions, or on signing up supporters to monthly giving plans. The Internet would seem to be an excellent medium for planned giving information, especially given the popularity of personal finance management websites, which assist individuals in analyzing and modifying their long-term investment portfolios.