

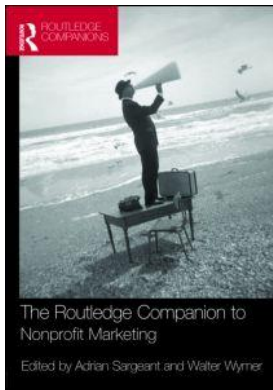
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### e-Philanthropy

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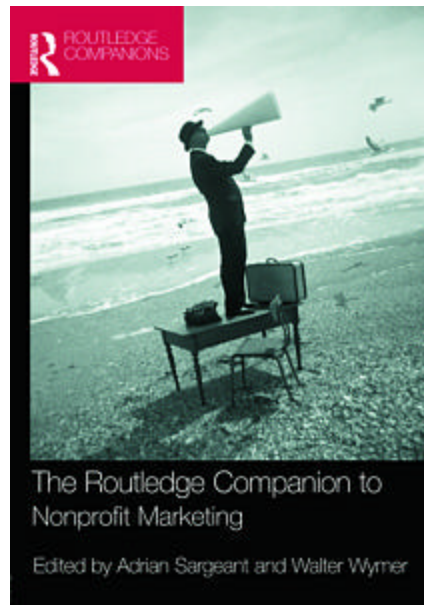
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# 11

## e-Philanthropy

### Leveraging technology to benefit charities and donors

*Ted Hart*

Professional fundraisers are typically familiar with a wide range of fundraising techniques, while some have developed specialized skills. The growth of e-Philanthropy has required even the most seasoned professionals to learn new skills and to re-evaluate how they approach nearly every aspect of fundraising. This is not to suggest that e-Philanthropy has taken the place of any traditional fundraising methods; actually the opposite. These tools add a new dimension of efficiency and require higher levels of integration for nearly every 'offline' approach to attracting philanthropic support. While some would relegate e-Philanthropy as a specialty area to be administered separately from other fundraising methods, much in the way some offices might have a prospect research specialist on staff, doing so would diminish the overall effectiveness and deny the opportunity to benefit fully from these tools. This chapter will provide an overview of e-Philanthropy techniques which nonprofits can use to cultivate and steward relationships, invite advocacy for their cause and solicit contributions online.

### Defining e-Philanthropy

e-Philanthropy is a set of efficiency-building Internet-based techniques that can be employed to build and enhance relationships with stakeholders interested in the success of a nonprofit organization.

e-Philanthropy is the building and enhancing of relationships with volunteers and supporters of nonprofit organizations using the Internet. It includes the contribution of cash or real property or the purchase of products and services to benefit a nonprofit organization, and the storage and usage of electronic data and services to support relationship-building and fundraising activities.

### e-Philanthropy is born: September 11

Is there a date we can refer to that marked the beginning of direct mail or planned giving? If there is, I do not have it circled on my calendar. After more than two years of strong growth

in both its effectiveness and its infrastructure, e-Philanthropy came of age on 11 September 2001.

In the days and weeks following the terrorist attacks on the USA, the world turned to the Internet as a vehicle for its charitable response to the tragic events. The level of online philanthropic activity in the weeks following these events was so amazing that the experience has become a defining moment in US philanthropy.

In the two months following the disaster, more than 1.3 million contributors donated over \$128 million online. Contributors were aided by several for-profit websites which quickly linked their online credit-card-processing systems to create an opportunity for millions of their visitors to make a contribution. The prior relationship that online customers already had with the for-profit websites provided both the comfort level and mechanism donors needed to create an unprecedented outpouring of online giving. The online movement was massive; the American Red Cross reported that for the first time in its history online, donations had outnumbered those given via their 800 number, by a 3:1 margin. As a Red Cross spokesperson, Devora Goldberg commented in a *New York Times* article, 'clearly, the power of the Internet is huge' (Christensen 2001).

Since 2001 scores of new for-profit companies have been created offering a wide array of services specifically geared towards the charitable sector, while fundraising online in the USA has soared past \$4.5 billion annually (2005) and more than \$9.0 billion globally (2005), as estimated by the ePhilanthropy Foundation (<http://ephilanthropy.org>).

### **Engaging the donor**

The true powers of e-Philanthropy-based methods lie in their ability to do more than function simply as a novel way to raise money. They lie in the areas of communication and relationship building. In fact, these are the real drivers of fundraising success both offline and online. The Internet is an ideal platform from which to reach, inform and engage potential donors, many of which may be beyond the reach of normal fundraising channels. Communication and relationship building are key components to the successful use of these techniques.

Social-networking techniques online have become one of the strongest and most important differences between what is traditionally practical offline and what is now possible for charities to access online.

Giving donors the chance to participate and to contribute to the success of a charity beyond the gift online is proving to be successful for nonprofits. While proving a serious area of growth, *the use of these new techniques challenges* the traditional top-down, ask-give relationship charities have traditionally had with their supporters.

Along with these changes in the way that a charity interacts with a donor come more demands from donors for transparency and disclosure. e-Philanthropy is a transformative force that is propelling charities around the world towards a new way of doing business characterized by donor participation, openness and social networking.

Charities should approach the Internet as a communication and stewardship tool first and as a fundraising tool second. Any seasoned fundraiser will tell you that when you can build and enhance a relationship with a prospective donor, you have a much higher chance of successfully soliciting a gift.

## **e-Philanthropists must be asked**

Apart from tragedies around the world which from time to time capture the attention of the global community, and inspire donors to give of their own volition in response to great suffering, nonprofit organizations must still ask for support if they expect to receive it. Over the past several years, many millions, who previously had never considered making a gift online, have done so. Wise charities are reaching out to these experienced e-Philanthropists offering them experiences and opportunities to connect with causes they care about. However, if support is to be earned *they must still be asked!*

Local, national and global charities which do not offer their supporters the opportunity to communicate and contribute online fail to do so at their peril. Every nonprofit now has unprecedented ability to reach out to more donors and prospects than they could ever afford to using traditional methods of direct mail, telephone or personal visits, but they must cultivate an online relationship before asking for support.

While a focus on building online capacity is a central message of this material, it must be noted that no online effort will meet its potential without integration with its more traditional offline counterparts. Successful e-Philanthropy strategy does not exist in isolation.

## **Back to the future**

This is not the first time that nonprofit organizations and fundraisers have adapted to new technologies. The radio, television, newspapers, telephone, fax machine, computers, electronic databases and direct mail have all affected the ways we raise money. Some of the new methods that have evolved are more successful than others, and not all of them have been used with equal success by all nonprofits. This is the case for e-Philanthropy as well.

Each new advance in technology has created a particular set of challenges for nonprofits and their donors; each has triggered a corresponding set of fundraising norms. For nonprofit organizations, the Internet provides an unprecedented and cost-effective opportunity to build and enhance relationships with supporters, volunteers, clients and the communities they serve. Connecting with supporters online provides a new means for converting interest in a mission to direct involvement and support.

In March 2001, Harvard's Professor James Austin wrote,

make no mistake; the ePhilanthropy revolution is here to stay, and it will transform charitable giving in as profound a way as technology is changing the commercial world. Charities that have dismissed ePhilanthropy as a fad, or run from it in confusion, will sooner or later, need to become reconciled to it. If they don't, they risk losing touch with donors and imperiling the vitality of their work

(Cited in Clohesy and Reis 2001:30)

In order to harness the power of e-Philanthropy, nonprofit organizations must remember three things:

- 1 e-Philanthropy should be seen as a set of relationship-building tools first and fundraising tools second;
- 2 nonprofit websites and use the of email for promotional purposes will succeed when integrated into every other form of communication used by the nonprofit



- (i.e. direct mail, brochures, planned giving, newsletters, telephone, radio, print media, etc.); and
- 3 the ability to inspire current and known supporters to reach out to their own networks of family, friends and colleagues, often unknown to the charity, is the single most powerful and often untapped resource that a charity has.

### **Taming the World Wide Web**

As new forms of media have been introduced into our culture, appropriate regulation has followed. As Mike Johnston points out, ‘lawmakers are only now coming to grips with the legal ramifications of Internet tools such as email and the Web’ (Johnston 2002:47).

The Internet challenges existing charitable regulation. As a set of tools, e-Philanthropy crosses the boundaries of traditional jurisdictions by offering even the smallest of organizations the ability to communicate and solicit support on a global scale. In the absence of specific regulation related to the Internet, many regulators are attempting to apply current laws to online activities. Scores of states and local municipalities are attempting to require registration of every charity that has online donation opportunities accessible via the web by citizens of those jurisdictions.

If all charities were required to register in all states, provinces, counties and municipalities, the cost in both money and time to maintain such registration would extinguish the use of the Internet for philanthropic purposes. The National Association of State Charity Officers ([www.NASCONet.org](http://www.NASCONet.org)) has issued a document known as the Charleston principles, which call for a fair and equitable approach to online charity registration. While not law, it is a set of guidelines which all states are urged to consider enacting. In addition to this important effort, the ePhilanthropy Code of Ethics was established by the ePhilanthropyFoundation.Org, which Clohesy and Reis (2001:19) referred to as ‘the first of, hopefully, more organizations tackling the challenge of monitoring and setting e-philanthropy practice standards’. Nonprofits that follow these principles can be confident that their online efforts are consistent with sound ethical practices – and, more importantly, they will send a signal to donors that the nonprofit is knowledgeable of and committed to the ethical use of the Internet in its cultivation and solicitation of support.

### **New opportunities**

The Internet gives donors easy access to numerous philanthropic choices. More and more people have turned to the web to fulfil their charitable intentions. As e-Philanthropy has emerged, organizations have discovered that consistent and deliberate email communication driving traffic to the organization’s well-organized and informative website has become the key to success, but then inspiring these supporters to do more than just give but to encourage others to give as well is the ultimate prize of e-Philanthropy strategy.

### **Privacy and security**

Years of experience in the offline world have taught fundraisers that attention to detail, privacy, security of information, honesty in reporting, while building a case for support are key components to any successful solicitation of support, whether that support comes in the form





of volunteerism, advocacy or contributions. Through the appropriate use of permission-based email, a nonprofit can provide its donors with increased access to information and more timely details regarding the stewardship and solicitation of their charitable support. This increased access and detailed information help to strengthen the relationship and trust between the nonprofit and supporters. To earn this trust, nonprofit organizations must become accustomed to increased levels of scrutiny and demands for evidence that the charity is well managed and provides service consistent with its mission.

### **Building a website is not enough**

Success on the Internet requires an integrated strategy that embraces standards for protecting and preserving donor relationships. For-profit vendors have developed a wide array of services to help 'power' nonprofits' websites. Many of these services are catalogued on the Global Nonprofit Resource Center at <http://ephilanthropy.org/gnrc>.

As charities look at various services, they should start by understanding the strategic objectives for their website. It is not necessary to have all the 'bells and whistles' before engaging prospects and donors online. It is advisable to start small and build slowly. Begin with collecting email addresses, communicating via email and offering the opportunity to give online via an encrypted web page.

Taking the time to plan ahead can often mean the difference between the use of the Internet and development of a successful e-Philanthropy strategy. The exact mix of strategies and techniques is as varied as the number and types of nonprofits that deploy them.

e-Philanthropy techniques fall into six categories:

- 1 communication/education and stewardship
- 2 online donations and membership
- 3 event registrations and management
- 4 prospect research
- 5 volunteer recruitment and management
- 6 relationship building and advocacy.

Organizations should always evaluate options and test assumptions. Incremental improvements and additions of services will help supporters and staff to become accustomed to using the new technology and communicating via the Internet. Only by testing can the organization learn which techniques perform the best.

### ***Communication/education and stewardship***

The first step towards building online donations, volunteer base and to better communicate the organization's mission with a larger audience using the power of the Internet is to identify who you want to reach, what you want them to do and what will inspire them to accept the organization's invitation to take action, volunteer or give.

Use of the Internet as a standalone solution is not effective. While some have predicted that e-Philanthropy will replace many traditional approaches to soliciting support, this will not be the case. Just as television failed to kill radio, yet changed it significantly, so too the Internet changes traditional forms of fundraising, not by eliminating them but by changing their utility and increasing their effectiveness.

While there are no short cuts to long-term success offline, there are similarly no short cuts online. e-Philanthropy methods permit an organization to communicate and engage supporters not only through a website, but directly through email, which can direct attention back to the organization.

As part of an integrated communication and fundraising strategy, e-Philanthropy offers effective and efficient opportunities for nonprofits to communicate with a much wider audience than they might otherwise have the resources to do. Direct mail, telephone, radio, television, personal visits and other traditional means of communication with supporters all have significant personnel, printing, postage or other costs associated with them.

The organization's website should reflect the mission of the organization; outdated content on a website indicates there is nothing new to share. The website must be a true resource for information relating to the charity's mission, and provide ample opportunities to support and communicate with the charity.

Supporters who begin or maintain an online relationship with an organization have expectations of communication different to their 'offline' counterparts. In most cases, those who communicate via the Internet will expect to receive an automatic electronic response; or, where such a response is inappropriate, they expect a response in less than 36 hours.

### *Integration*

Promotion of online resources and services through integration with traditional marketing and communication channels enables organizations to increase significantly the effectiveness of overall operations, while providing additional options to supporters:

- | Direct mail/telemarketing: every direct mail and telephone appeal should provide the opportunity for supporters to give by mailing in the response form or by making a gift or pledge online. In the case of telemarketing, those who might be at their computer when the call is placed could be directed to an online audio or video message that can enhance the telemarketer's message, thereby prompting them to give online.
- | Print material and literature: every publication and printed item should include the organization's web address. Any place where the address and/or phone number for the nonprofit is printed should include the web address. Large and expensive to produce publications, like an annual report, can be posted on a website as a pdf ([www.Adobe.com](http://www.Adobe.com)). Directing donors and supporters to download and print the file not only saves money but also expands the number of people who can access the report.
- | Brand building: promotional opportunities: public service announcements (PSAs) and paid advertising and marketing efforts on television, radio and in print are often ways which organizations share their message to a wider audience. By directing those hearing or viewing these messages to a website, the nonprofit is able to make a more comprehensive appeal for support of its mission.
- | Press: press conferences, television and radio appearances, and public-speaking engagements are prime opportunities to promote online resources. Nonprofits should establish an 'online' press room, providing in a downloadable format background information, press releases, photos and other material of interest to the media. This will give the press an opportunity to learn about the organization at any time, day or night.



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*Getting the word out*

The online environment offers several opportunities to communicate with potential supporters. Essential aspects to getting the word out online are:

- | Email: this is the most powerful and cost-effective online communication tool available to nonprofit organizations. In accord with the e-Philanthropy code of ethics, it is important that supporters ‘opt in’ to nonprofit email lists. This means that they give permission to receive email from the nonprofit; permission should never be assumed. Even after permission is granted, the supporter must also be given the option to have his/her name removed from the email list at any time, known as ‘opt out’.
- | Search engines: each has its own criteria for cataloguing the resources of the Internet, yet no single search engine provides reference to more than 20 per cent of the Internet. Therefore it is important to register the organization’s website with several of the leading search engines (i.e. Google, Lycos, Alta Vista, Yahoo!, etc.).
- | Search engine/keyword advertising: increasingly, search engines are paid to attach relevant advertising to search engine results. Nonprofits can increase their visibility and reach new markets for their services and charitable efforts by purchasing these services. In some cases grant support is available, such as Google Adwords Grants for charities. Find out more information by searching at Google.com.
- | ‘Pass-along’ marketing: while it is highly unlikely that anyone receiving a direct mail appeal from a charity will make several copies, address envelopes to their friends and family, and mail copies of the letter urging that they also support the organization; it is very likely this activity will take place online. Also known as viral marketing, it is a method of asking the recipient of an email to send the message along to other people they know of who might be interested. Within a few seconds, the message can be sent along to scores of people on their personal email list. Very important to the success of this method is the fact that the message is now being sent by a friend or family member, thereby increasing the chances of it being read.
- | Send to a friend: those who visit a nonprofit organization’s website are often looking for expert information relating to the mission of that organization. By offering the option to ‘send-to-a-friend’ an article or link to a web page on the site, the utility of the website’s content is further enhanced. Once again, the power of this feature is that the recommendation is coming from a trusted friend or family member.

***Online donations and membership***

Most visitors to a website go there because they know or care something about an organization or its mission, and they are seeking information. Effective sites offer multiple opportunities for visitors to support the organization through advocacy, volunteerism or donations often on each page of the website.

William Park, the chief executive of marketing firm Digital Impact, talking about e-mail marketing in an interview with the the *New York Times*, noted: ‘it’s the most measurable marketing vehicle of all time’. Response rates are more quickly and accurately measured than in other media. This combination of price and response makes email, particularly email newsletters, very attractive to nonprofits (Stellin 2000).

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### *E-campaigns*

Several vendors have developed services that make it easy for organizations to use email and the Internet for soliciting donations, outreach, education and advocacy strategies. The integration of the organization's website (content and encrypted online donor forms) and e-mail (pushing the message to supporters) along with direct mail/telephone and other campaigns, not only provide additional options for donors, but give them the opportunity to become more informed and engaged donors.

### *Planned giving online*

Planned giving is often complicated to both donors and nonprofits. For donors, education is the first step towards matching their charitable intentions with their estate plans. Nonprofit organizations are faced with the challenge of identifying those who may support their missions with planned gifts – and provide them with the details that they need for choosing the correctly planned giving vehicle. For both large and small nonprofits, and for donors and prospects, the Internet is increasingly becoming both a strong marketing tool for planned giving and a great resource for information. The Internet can be an effective vehicle to promote and enhance planned giving efforts, allowing nonprofits to provide detailed information regarding tax-wise giving to more of their donors and prospects. These online resources provide information related to various planned giving vehicles:

- | It is relatively easy for most nonprofits to put planned giving information on their websites; keeping the site updated and legally accurate is more difficult. Several services provide Internet-ready tools which are regularly updated and kept compliant with changing tax laws. These tools represent a cost-effective way to provide compelling and effective planned giving content.
- | Many donors are turning to the Internet to investigate for themselves how a planned gift would work, instead of calling an adviser or asking a charity for a planned giving illustration.
- | To meet the needs of these donors, charities can include online tools and a gift-planning calculator on their websites. This information makes available to donors information and resources which had once been the exclusive purview of accountants, lawyers and planned giving professionals. Providing these tools gives another reason for donors to visit the website.

### *Marketing using planned giving*

Once planned giving information is available on the charity's website, it is time to invite donors and prospects to visit. Most board members and staff members hesitate to discuss planned giving with donors and prospects for fear that they will be asked questions that they cannot answer. The website provides a valuable tool in reaching out to these donors by providing self-explanatory planned giving pages. Local lawyers, financial planners and other advisers should be contacted and made aware of the content and services available. These advisers are often asked by their clients if they know of reputable organizations which they might support via the will or planned giving vehicle. Advisers not wanting to appear to have a conflict of interest will often offer several options. They are much more likely to advise in favour of organizations which they feel are prepared, and whose concepts and topics they understand.





### ***Event registration and management***

e-Philanthropy special-event management makes event registration easier for nonprofits and event attendees. Online services are available to send event invitations, organize volunteer activities, maintain income and expense records and provide high-quality registration and donor relations' services. Golf tournaments, walks, silent and live auctions each have specialized registration and item organization needs. Several online services have been developed to address one or more of these specific requirements.

#### *Event evaluation*

Surveying the participants from the prior year's event can enhance special-event planning. An online survey form can easily be distributed via e-mail and website to participants to obtain feedback.

### ***Prospect research***

While an incredible amount of information about fundraising prospects is available online, it is important to pay close attention to the management and use of information gathered. Whether you subscribe to the Association of Professional Researchers for Advancement (APRA) ([www.aprahome.org](http://www.aprahome.org)) code of ethics, or develop your own privacy policy, it is important to protect sensitive and confidential information.

Some Internet resources regarding online privacy issues include:

ePhilanthropy Foundation:	<a href="http://www.ephilanthropy.org/ethics">www.ephilanthropy.org/ethics</a>
Online Privacy Alliance:	<a href="http://www.privacyalliance.org">www.privacyalliance.org</a>
Electronic Frontier Foundation:	<a href="http://www.eff.org/privacy">www.eff.org/privacy</a>
Electronic Privacy Information Center:	<a href="http://www.epic.org">www.epic.org</a>

#### *Manual prospect research*

While it is estimated that the Internet comprises more than one-half trillion web pages (growing daily), the challenge is to wade through all of the information identified and determine what is most likely to support fundraising. Indexed websites offer an easier approach to finding helpful databases. These sites have been developed to aid access to information databases and websites.

Internet Prospector ([www.internet-prospector.org](http://www.internet-prospector.org)) (see Figure 11.1) is a roadmap to resources that have direct bearing on gathering information on prospects. Staffed by a national network of volunteers, this nonprofit site provides a unique service that 'mines' the Internet to report on resources of use to prospect researchers.

Several university development programmes have developed websites, which catalogue useful websites, and resources for use by their own fundraising staffs, and many of these sites are open to the Internet public. Some of the better sites are: NETSource@USC, ([www.usc.edu/dept/source](http://www.usc.edu/dept/source)), maintained by the University of Southern California Development Research Department, Michigan State University ([www.lib.msu.edu/harris23/grants/prospect.htm](http://www.lib.msu.edu/harris23/grants/prospect.htm)), and Northwestern University Development Research, ([www.development.northwestern.edu/research/bookmark.html](http://www.development.northwestern.edu/research/bookmark.html)), maintained by Northwestern University Development Office.



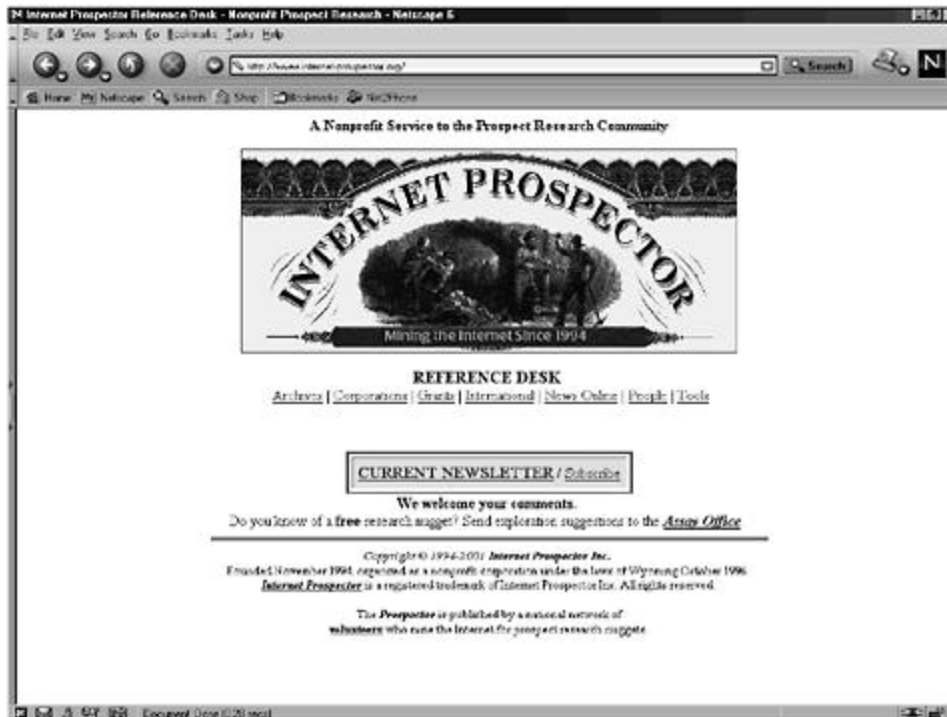


Figure 11.1 Home page for Internet Prospector

### *Electronic screening*

The Internet makes it possible for charities of all sizes to obtain helpful information regarding the capacity of their key prospects to make a major gift. There are several free and paid access databases available to nonprofits seeking to identify prospects with wealth. Several companies have developed services that make it possible to match a charity's prospect database to specific information about known persons with private wealth, philanthropists, inside stock traders, private company owners, high net-worth professionals, as well as corporate and foundation executives and trustees.

### *Volunteer recruitment and management*

Volunteers are important to any successful nonprofit programme or fundraising endeavour. The Internet provides tools which can enhance relationships and improve communication. Recruiting volunteers online is an excellent way to reach non-traditional volunteers, including populations which might be underrepresented in an organization's volunteer ranks (seniors, ethnic minorities, people with disabilities, etc.).

There are several online resources available which can help with technical assistance, resource sharing, training and consultation. Organizations interested in posting volunteer opportunities online have several options to obtain help in locating volunteers, tracking them and managing their activities. One of the largest is ServeNet ([www.servenet.org](http://www.servenet.org)).

### *Virtual volunteer management*

The Internet can be used to increase communication, coordination education and collaboration with and among volunteers. The Internet can help volunteers, particularly those who work away from direct supervision, feel more connected to the work and mission of the organization. For example:

- 1 Email is an easy and free way to communicate with volunteers quickly and provide them opportunities to communicate easily with nonprofit staff.
- 2 An online ‘ask a peer’ discussion group for your volunteers is an ideal tool to help them to collaborate, share what they have learned and increase teamwork.
- 3 Regular email updates on important organizational news and volunteer activities can help in volunteer retention.
- 4 Volunteer manuals, guidelines, statistics and other information which volunteers may find helpful to their service can all be posted online, making them available any time.
- 5 Online calendars can help volunteers to remember important assignments and deadlines.

According to the Virtual Volunteering Project ([www.serviceleader.org/vv](http://www.serviceleader.org/vv)), ‘virtual volunteering means volunteer tasks completed, in whole or in part, via the Internet’. This combines technology with offline volunteer recruitment and management efforts. Organizations can expand their reach by attracting volunteers from new areas and increasing their level of participation.

### *Online donations*

The technical details of establishing and owning a secure e-commerce server are easy enough; however, with so many vendors and several free services available for processing online gifts in accord with ethical and security standards, it is inadvisable that most nonprofits undertake the creation of a ‘home-grown’ online donation solution.

### *Privacy concerns*

When an organization asks donors or members for demographic and personal contact information, it is implicitly asking them to trust that it will not misuse the information they provide. Organizations must address privacy concerns. Information will not be given and donations will not be made online if the donors or members do not trust that their information will be used responsibly.

To increase the likelihood that the trust that supporters have for the charity will be transferred to the online environment, charities should:

- 1 Publish their privacy policy on the website and at other places where such data is requested or required.
- 2 Review and strengthen internal security and use of confidential data.
- 3 Ensure that supporters can control the information collected about them, including removing their name from lists for future online communication and/or solicitation.
- 4 Respond promptly to complaints and all forms of electronic communication.
- 5 Consider seeking certification from one of the well-known privacy trustmarks, such as Truste or BBB Online.

### ***Shopping and bidding***

Shopping sites, auction sites, and others can give supporters an opportunity to show their support by encouraging them to shop or bid to benefit the charity of their choice. Few of these options raised significant revenue for charities. The appropriate allocation of staff time would place an emphasis on improving the website, developing an effective email communication programme and integrating these efforts into traditional forms of fundraising. Even though such services have failed to generate quick and easy money for nonprofits, it is appropriate to use these services as additional options on a charity's website only when the items being sold or the auction event is somehow tied to the mission of the organization.

### ***Learn and share online***

The Internet provides many opportunities to reach out to colleagues and professionals who share an interest in almost any topic relative to e-Philanthropy. There are several services that allow others to learn from colleagues and share experiences.

PRSPCT-L features discussion of prospect research issues, developments, sources and techniques. To subscribe, go to <http://charitychannel.com/collaborate/wa.exe?SUBED1=PRSPCT-L&A=1>. In addition, Charity Channel ([www.charitychannel.com](http://www.charitychannel.com)), hosts over fifty discussion groups on a wide range of topics including annual giving, planned giving and e-Philanthropy.

### ***Relationship building and advocacy***

For some organizations the promotion of their mission through emailing an elected official, signing an electronic petition, receiving electronic 'action alerts' or forwarding email messages to friends, co-workers and family serves an important role in building and enhancing online relationships.

An online advocacy campaign can serve as a successful way to rally support and an excellent way to build an email database. Making effective use of an organization's website and email database requires careful planning. The messages in the 'action alerts' should match those of print media and the website. It is important to identify specific goals for online advocacy.

Follow-up to these prospects or donors through traditional direct mail or other methods should refer to the initial email contact. An example might be: 'Last month you joined with 75,000 other dedicated Americans who are joining the fight for tougher drunk driving laws. Today, we are writing to ask for your help.'

Since their initial contact was on the occasion of an advocacy campaign, it is important to provide appropriate follow-up. Charities might consider proposing additional advocacy activities, an invitation to volunteer or a suggestion to make a charitable gift to support ongoing efforts relating to the initial advocacy request. The purpose is to turn potential donors acquired during an online activism campaign into donors.

## **Conclusion**

e-Philanthropy techniques have brought to the nonprofit world an unprecedented opportunity to leverage technology for the benefit of the charity and convenience of the donor. In every organization, time and resources are spent on recruiting and retaining charitable support. This

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support is based on relationships built and missions fulfilled. Hundreds of options exist to develop solutions for each of the six categories of e-Philanthropy outlined in this chapter. Use of the Internet enhances these efforts by providing efficient and effective communication tools tied to robust, secure online services. These services empower donors to utilize information and support charitable causes anytime and anywhere.

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