



# **Internet Management for Nonprofits: Strategies, Tools and Trade Secrets (The AFP/Wiley Fund Development Series)**

*Ted Hart, James M. Greenfield, Steve MacLaughlin, Philip H. Geier*

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**The essential guide for nonprofits wanting to manage their Internet applications in a coordinated, cost-effective, and efficient manner**

The rapid onset of increasingly advanced and complex technologies has challenged nonprofits to invest with their sparse resources in attempting, and failing, to keep pace with for-profit companies, with the result that most now cannot compete with new commercial products and commercial applications. *Nonprofit Internet Management* reveals how current technologies can be utilized in full measure most effectively by nonprofits and addresses how to manage various applications for maximum benefit to internal operations and community service.

- Covers management models, social networking information, case studies, fundraising strategies, collaboration and coordination examples, and sample communications techniques
- Includes chapters written by leading Internet professionals
- In-depth discussion of Website design, technology trends, social networks, managing the organization using online tools, E-governance and board leadership, prospect research and donor modeling, volunteer recruitment and management, mobile technology, stewardship and relationship management, and green technology applications

Filled with case studies, *Nonprofit Internet Management* also includes screenshots, tables, worksheets and checklists. It's an essential resource for every nonprofit organization operating in our modern wired world.

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