# Chapter 14 Web Resources

**Crowdfunding**

<http://www.idealware.org>

<http://www.fundly.com>

<http://www.indiegogo.com>

<http://www.kickstarter.com>

<http://www.kiva.org>

Before choosing your crowdfunding platform, we recommend you scan the Idealware website for articles that compare the different options. We name a few here for you to consider: Fundly, Indiegogo, Kickstarter, and Kiva. Of these, Kiva manages microloans while the others invite contributions or investments.

**Direct Mail Information**

<http://www.nonprofitmailers.org>

The Alliance of Nonprofit Mailers provides helpful tools on its website for nonprofits conducting a direct-mail campaign, but you must become a member of the Alliance to gain access to them.

**Distributed or Peer-to-Peer Fundraising**

<http://www.networkforgood.com>

<http://www.change.org>

<http://www.changingthepresent.org>

<http://www.firstgiving.org>

<http://www.causes.com>

In distributed or peer-to-peer fundraising, your supporters raise money on behalf of your nonprofit organization by creating online donation accounts for your organization and urging their friends and connections to give or volunteer. While tapping into this resource can be great for your organization, you will want to make sure that the message conveyed about your organization is accurate and that the platform used protects the donors’ intentions and data. We list here some of the available platforms for distributed fundraising.

**Donor Bill of Rights**

<http://www.afpnet.org/Ethics/EnforcementDetail.cfm?ItemNumber=3359>

In the ethics section of its website, the Association of Fundraising Professionals (AFP) offers a Donor Bill of Rights that was developed by AFP along with the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits, and endorsed by many other entities. The rights are freely posted on its website, but it asks organizations that want to reproduce copies of them to submit a permission request form.

**Donor Management Software Advice and More**

<http://www.idealware.org>

Use the search function on the Idealware website to find current, researched advice about software to enhance your fundraising. Check out “A Few Good Online Donations Tools,” “A Few Good Methods for Processing Credit Cards,” “The Email Fundraisers’ Toolkit,” “A Few Good Constituent Relationship Management Tools,” “What Every Nonprofit Should Know about Mobile,” and more.

**Fifty Fascinating Statistics**

<http://www.slideshare.net/smaclaughlin/50-fascinating-nonprofit-statistics>

Steve MacLaughlin, Director of Analytics at Blackbaud (which produces online tools for donor data management and fundraising), produced a lively slideshow featuring the 50 nonprofit statistics.

**The Grantsmanship Center**

<http://www.tgci.com/archive>

The Grantsmanship Center’s publications cover more than grantseeking. Check its magazine archives for a helpful collection of articles about fundraising. We recommend “Getting Major Gifts” by Kim Klein, and “The Major Gift ‘Ask’” by Andy Robinson.

**Grassroots Fundraising**

<http://www.grassrootsfundraising.org>

If your organization will be working to raise many donations from smaller donors and focusing on social justice work, the Grassroots Institute for Fundraising Training is for you. Its website includes archived copies of *The Grassroots Fundraising Journal.*

**Guidelines for Raising Money Online**

<http://www.nasconet.org/wp-content/uploads/2011/05/Charleston-Principles-Final.pdf>

The National Association of Charity Officials adopted guidelines in 2001 for raising funds online. These are known as “The Charleston Principles.”

**Major Gifts Campaign Checklist**

<http://www.raise-funds.com/2004/major-gifts-campaign-checklist/>

Tony Poderis emphasizes the importance of planning before executing a successful major gifts campaign.

**Major Giving**

<http://www.studyfundraising.info>

The web resource “Study Fundraising” supports the fundraising syllabi development of Professor Adrian Sargeant and Professor Jen Shang. Although developed for academic purposes, it’s filled with useful information for nonprofit leaders.

**Mobile Donations**

<https://www.mgive.org>

If your nonprofit wants to raise funds through text messages donors send by mobile phone, it will need to work through a processing service. One such service is mGive, which also publishes a newsletter and reports about mobile giving.

**Network for Good**

<http://www.networkforgood.com>

Network for Good is one of a number of businesses that offer nonprofits online fundraising platforms and services. It also analyzes data about trends it observes in charitable giving.

**Nonprofit Matrix**

<http://www.nonprofitmatrix.com>

The Nonprofit Matrix offers a free directory of online tools and services for nonprofits.

**Registering to Raise Charitable Contributions**

<https://www.councilofnonprofits.org/tools-resources/charitable-solicitation-registration>

Most states require charities or fundraising professionals to register before raising funds. Find your state office overseeing regulation of charities through the National Council of Nonprofits website.

**Telemarketing Courtesies and Regulations**

<http://www.afpnet.org>

<https://www.snpo.org/verizon/V240110.pdf>

<https://www.donotcall.gov/faq/faqbusiness.aspx>

The U.S. Federal Trade Commission’s National Do Not Call Registry makes it illegal for businesses to make telemarketing calls to people who register. At present, nonprofit organizations are exempt from these rules, but they should respect the wishes of those who ask not to be called. We provide a link to a helpful article here from the Society of Nonprofit Organizations. These regulations could change and we recommend that nonprofits check on their current status by reading policy articles on the topic to be found on the Association for Fundraising Professionals’ website and on the National Do Not Call Registry website.

**Trends and Tips**

<http://www.thenonprofittimes.com>

Search *The Nonprofit Times* for trends and tips about direct mail, donor development, email fundraising, and other topics.