

## Internet Fundraising Basics and Support

Most organizations are, or should be, using email, organization websites, web-based resources and social media as part of their fundraising programs. In addition to building relationships with your current donors, your online campaigns will help bring many more people to donate, to your fundraising events as participants and/or sponsors, to grow your email list, and generally increase your visibility with a broader audience.



Building an online presence is about using the resources on the Internet to build relationships with constituents so our organization can better fulfill and support its mission. Often, this means using the Internet based resources to complement existing fundraising programs; in other cases, this means creating new fundraising programs that you couldn't have dreamed of before.

### **Our success with online fundraising programs has two major components:**

The foundation is our organization's web presence as an informative, interactive website with an email communications program which, together, helps build relationships with our website visitors and the people we get to sign up for your email newsletter or online advocacy program.

The second component, often overlooked, is a strategy for attracting new people – especially potential donors – to our site, so we can begin the relationship-building process. This includes extending our presence in search engines, social media integration and with complimentary advertising in online market sites linking all to online donation portals.

Our Foundation invested in resources and capabilities that will help us succeed in accomplishing our mission. They provide significant capability and support for your fundraising events. Below is a listing of the two components and their elements for online fundraising support.

### **The Columbus HOPE Foundation Website Resources**

- Columbus HOPE Foundation Background
- Donation Portals
- Fundraising Events Advertising and Registration
- Recognition for our Sponsors and Donors
- Transparency in who benefits from our fundraising
- Gallery to provide an imagery record of our events and works
- Newsletter subscription and dissemination portal
- Contact us capability
- Email collection and dissemination resources
- Resources library for our membership

## **Integration with Social Media and Internet Market Places**

Our Foundation is registered with several charitable Social Media sites and has a Landing Site (page) Facebook. These sites, our ColumbusHOPE.org and our Facebook Landing Page @ColumbusHOPECommunity can be used to draw your social network and network of networks to your specific fundraiser.

We are currently registered as a charitable foundation “ColumbusHOPE Foundation Inc.” with EIN 62-1870323 on the following sites:

- Facebook (<https://www.facebook.com/ColumbusHOPECommunity/> )
- From your Facebook page search for @ColumbusHOPECommunity
- PayPal Giving Fund (<https://www.paypal.com/us/webapps/mpp/givingfund/home>)
- eBay Giving Works (<https://www.charity.ebay.com/>)
- AmazonSmiles ([https://smile.amazon.com/gp/chpf/about/ref=smi\\_ge\\_ul\\_lm\\_raas](https://smile.amazon.com/gp/chpf/about/ref=smi_ge_ul_lm_raas))
- Go Fund Me (read Keith Kingren’s Go Fund Me Setup Guide at [https://www.columbushope.org/KofCDirectory/GoFundMe\\_Setup\\_Guide\\_2018.pdf](https://www.columbushope.org/KofCDirectory/GoFundMe_Setup_Guide_2018.pdf) )

An in-depth discussion about these two major online fundraising components, on the previous page, and all their elements would be too voluminous for this post. So, we have provided numerous information briefings, tutorials and demos on <http://www.ColumbusHOPE.org> in our Library. Contact our Drive Chairman Tom DeMars at [tdemars@ColumbusHOPE.org](mailto:tdemars@ColumbusHOPE.org) or (843)437-1021 for more information and assistance.

If you want to be a part of developing the Foundation’s Social Media and Crowd Sourcing capabilities contact Tom DeMars at [tdemars@ColumbusHOPE.org](mailto:tdemars@ColumbusHOPE.org) or (843)437-1021.