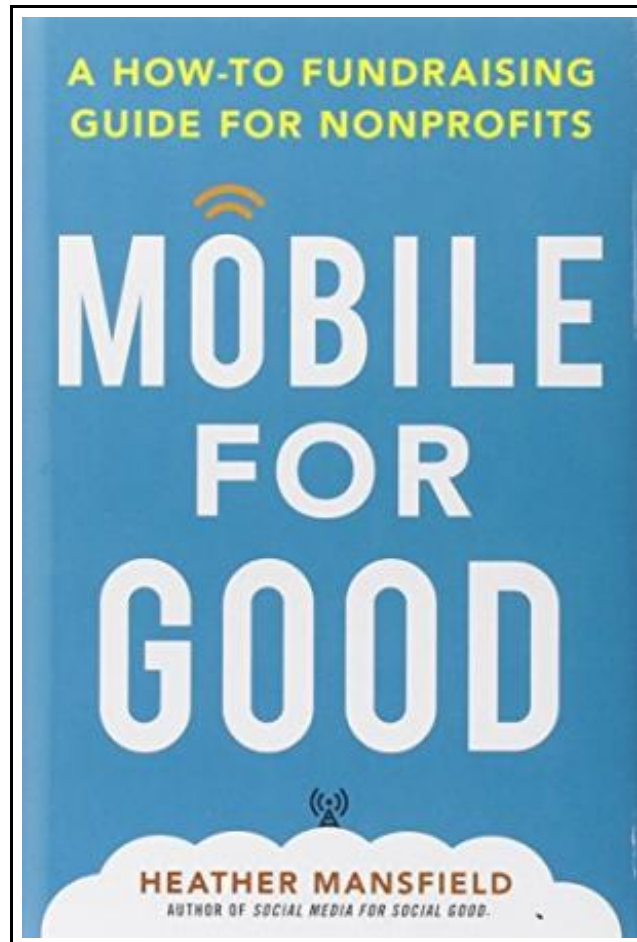


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MOBILE FOR GOOD: HOW TO INSPIRE GIVING AND RAISE AWARENESS FOR YOUR CAUSE



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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Mobile for Good: How to Inspire Giving and Raise Awareness for Your Cause, Heather Mansfield, "Even if you can only invest 5 staff hours and a mobile and social media budget of \$1,000 annually, your nonprofit must invest in mobile and social media." (Heather Mansfield). Mobile devices are fast becoming the number 1 means of digital communication. If you want a sustainable future for your nonprofit, you need to have a strong presence on prospective donors' tablets and smartphones. Statistics prove that the most successful online fundraising campaigns are those designed for portable devices - from 2-inch smartphone screens to 17-inch laptops. In this groundbreaking book, social media pioneer Heather Mansfield offers everything you need to know to conceptualize, build, and maintain a mobile and social fundraising strategy to dramatically increase donations. In Mobile for Good, Mansfield takes you step by step through the entire process. Learn how to: master your mobile fundraising strategy; create a strategic plan flexible enough to handle changes in technology; design a website and emails that work on both mobile devices and computers; choose the best mobile and online tools based on your budget and your donor demographics; build a system that tracks, evaluates, and reports campaign results; and maximize the potential of Facebook, Twitter, LinkedIn, and other sites. Whether your goal is to raise more funds online, launch a new program, or increase your capacity to maintain current operations, creating and executing a mobile and social media strategy is a small investment that packs a big punch. Apply the lessons of Mobile for Good, and your organization can and will raise more funds than ever. Advance praise for mobile for good: "If I want to know what's trending, research current best practices, or discover new tools relevant to nonprofit technology,...



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