

**NEW**

# Internet Fundraising

The Internet has allowed organisations access to potentially huge audiences and new interactive technologies and programming enable people to interact with organisations more easily to support an organisation either financially or through a participating in an activity.



This is a half day course on using the internet as a fundraising tool.

The course will explain why using the Internet for fundraising is a worthwhile activity and introduce a range ways in which you can easily start to generate some income.



By the end of the course you will have a number of actions that you can quickly put in place to start using the internet as an income generation tool.

## Course Outline

### Introduction

- Why use the Internet
- Fact and Figures



### Getting started – some options:

- Donations
- eBay
- Lotteries
- Search engines
- Shopping - Amazon
- Sponsorship
- Widgets
- Social Networking
- You Tube



### Planning

- Where to start
- What it costs
- Resources to help



### For more information contact:

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