

Development Dialogues

Presents

Fundraising and Social Networking: Making it All Work

An Online Webinar

Presenter: Ted Hart, ACFRE



When: October 28, 2010

Where: Attend online

Time: 1:00 pm ET/ 12:00 pm CT/ 10:00 am PT

Length: Approximately 1 1/4 hours

Cost: \$199 per connection

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Webinar Description

Use of the Internet for fundraising and communications is an important tool for non-profits. Yet, ever changing and complex technologies can present challenges to nonprofits with sparse resources that still want to capitalize on Internet strategies that work. This session with speaker Ted Hart, ACFRE will teach your organization how to succeed with online fundraising and social networking. Content is based on the six books Hart has written on this topic, with special focus from his latest book, *Internet Management for Nonprofits*.

This is an essential session for nonprofits wanting to manage their Internet applications in a coordinated, cost-effective, and efficient manner. Every element of a nonprofit team will benefit from this high-energy session. And the best outcome: the tools and techniques we share with you can be put to work right away in your office. Learn how to stay ahead of the curve.

You Will Learn

- Seven basic online strategies you must have before you can raise money online.
- How your website helps you raise money off line.
- Seven elements of your online fundraising toolbox.
- Ten social capital building tasks: things you can do right now.
- How much should you invest in time and money?
- What is the Aunt Mable Effect, and how can it work for you?
- If You Facebook Will You Raise Money?

Who Should Attend

- Development Communications Officers
- Chief Development Officers Seeking to Improve Fundraising Results
- Annual Giving Officers
- Development Services Staff

About the Speaker

Ted Hart, ACFRE, is a globally renowned expert in both online and traditional fundraising. He is sought after as an inspirational and practical speaker and consultant on nonprofit strategy and board/volunteer development.

Ted serves as CEO of Hart Philanthropic Services, an international consultancy to nonprofits/NGOs, providing serious solutions to nonprofit challenges both online and offline. He inspired the creation of People to People Fundraising, and founded the international e-Philanthropy Foundation. Hart also serves as a national member to the Giving USA Advisory Council at the Center for Philanthropy, and hosts the Nonprofit Radio Coach Internet Program.

Hart has served as CEO of the University Maryland Medical System Foundation, and as Chief Development Officer for Johns Hopkins Medical Center – Bayview Campus. He was one of the youngest professionals to become an Advanced Certified Fund Raising Executive (ACFRE) by the Association of Fundraising Professionals (AFP). He has served on the AFP International Board of Directors and as the AFP Foundation Board Treasurer. He is Past President of the AFP-Maryland Chapter.

Hart has authored numerous articles and written six books about online fundraising, including the newly released *Internet Management for Nonprofits*. Read more on Hart at <http://tedhart.com/>.

What You Will Need to Participate

The event is live and interactive with opportunities to ask the presenter your questions. The audio is delivered directly to you over the telephone to provide clear, reliable sound quality. The visual presentation is delivered over the Internet. Invite as many people as you wish to attend at your one location. For large groups, use a speakerphone to deliver the audio and a projection system to deliver the web component.

Registration Information

Registration fee is \$199 per connection. Attendees may [Register Online Now](#). Visa, MasterCard, American Express, Discover credit cards are preferred forms of payment. Invoicing can be arranged, but payment must be received before the date of the webinar.

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Refund Information

Refunds will not be issued. If you think you may have difficulty attending, please register for a recording.