



FREE Educational Event:

THE BASICS OF ONLINE FUNDRAISING FOR NONPROFITS

**Tuesday, August 24
9:30—11:00 a.m. CDT**

In this session, you will discover how to harness the power of the internet for fundraising by tapping into the expertise of Firespring—a company that has conducted more than 10 years of focus group research with nonprofit constituents and donors.

Here's what you'll learn:

- The importance of a powerful and engaging website
- The advantages of raising funds online
- The specific action steps necessary to achieving online fundraising success
- The 3 biggest mistakes nonprofits make with e-mail marketing appeals
- Real-world examples of nonprofit organizations that have mastered online fundraising

What other nonprofits have said:

[Central Valley Children's Services Network, Fresno CA](#)—Halfrid Nelson, Development/PR Director

"Firespring's seminars are more than informative. It's like opening a door into an entirely new and more effective way to conduct nonprofit activities that benefit the staff, the constituents, volunteers, board members and the public at large."

About the Presenter:

Jay Wilkinson



Mr. Wilkinson speaks regularly on the topic of nonprofits and the internet throughout the United States. He has appeared on CNN as well as other programs to discuss how emerging technologies affect nonprofits, and is considered a leading expert on websites.

To RSVP call 877.447.8941 OR register online at <http://www.firespring.com/nonprofit>.

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