

## Online Fundraising Tools Short List

-  **Build your email list**
-  **Start a monthly newsletter**
-  **Set-up online e-newsletter subscription**
-  **Set-up online donation processing**
-  **Get organized on the administrative back-end**
-  **Develop a content-driven, interactive Website**
-  **Promote Your Web Site Everywhere**
-  **Develop a Fundraising Plan that Incorporates:**
  - **Web Site Traffic**
  - **Email Messaging**
  - **Integrating Direct Mail with Email**
  - **Goal Setting for email lists, donor acquisition, \$**
  - **Back-end Infrastructure**
  - **Targeted Online Appeal**
-  **Establish Partnerships with other Organizations**
-  **Create an Online Appeal based on a Theme**
-  **Develop Patience, Test, and Go for the Long Haul**