Online Fundraising Putting it all Together
EXERCISE

1. First Steps

Question	Yes	No
1. My organization has a website		
2. My organization is systematically building an email list		
3. My organization has set up an online e-newsletter subscription on our web site		
4. My organization is sending a regular e-newsletter		
5. My organization has set up an online donation processing system		

Assessment:
If you answered no to any of these questions, these are your first steps.

2. Your Success Story: Integrating Web, Email, Programmatic Mission

Start with your mission, existing programs and fundraising efforts. Given the Organizational Assessment and Online Fundraising Tools shortlist, tell your success story.