

Mobile for Good: A How-To Fundraising Guide for Nonprofits: A How-To Fundraising Guide for Nonprofits (Business Books)

By Heather Mansfield

Based on more than 20 years of experience and 25,000+ hours spent utilizing mobile and social media, *Mobile for Good: A How-To Fundraising Guide* is a comprehensive 256-page book packed with more than 500 best practices. Written on the premise that all communications and fundraising are now mobile and social, *Mobile for Good* provides step-by-step how-tos and best practices for:

- Writing and implementing a fundraising and content strategy
- Launching a mobile-compatible website and email communications
- Crowdfunding and social fundraising campaigns
- Utilizing text messaging and text-to-give
- Fundraising via smartphone apps and mobile wallets
- Telling your nonprofit's story through blogging
- Creating visual content, such as branded images, infographics, and video
- Using Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram, Pinterest, and Tumblr
- Reporting live from events and communicating online in real-time
- Crafting a mobile and social media policy
- Avoiding mobile and social media burnout
- And much more!

Advance Praise for *Mobile for Good: A How-To Fundraising Guide for Nonprofits*:

"Heather's @NonprofitOrgs has become my go-to resource for connecting with other nonprofits as well as staying informed with the latest trends in mobile and social media. Her insightful and practical advice helped WITNESS understand the need for transparency in our mobile and social media strategies. Through her books, blog, and tweets, Heather promotes nonprofit networking, partnership, and the adoption of proven best practices."

Marianna Moneymaker

Digital Engagement/Production Coordinator

WITNESS

"Social Media for Social Good and Nonprofit Tech for Good have been my primary resources for learning how to communicate Indian conservation issues on a global scale. Thanks to Heather's advice, we've been able to build an international brand from our tiny corner of the world. I've also had the good fortune to meet Heather as she regularly travels across the continents to teach NGOs about how to effectively use mobile and social media. No doubt Mobile for Good will also become invaluable to NGOs worldwide."

Vinay Datla

Director of Communications

Wildlife SOS - India

"Heather's blog Nonprofit Tech for Good and her books are prominently featured in my digital and physical bookshelves. If I want to know what's trending, research current best practices, or discover new tools relevant to nonprofit technology, she is always my top reference. As a regular attendee of her webinars, Heather's practical, up-to-date advice is consistently implemented in our daily work and without a doubt she is making a tremendous difference in the nonprofit sector."

Viviana Pagán-Muñiz

Digital Marketing Director

SOS Children's Villages - USA

"Heather's comprehensive audit of our online communication and fundraising strategies combined with her invaluable webinars have helped us grow into one of the most effective social media users in the national aging advocacy network. Older adults are becoming increasingly tech savvy and our aged 50+ social media community is thriving thanks to Heather's expert 50+ advice. We anticipate even greater growth in the future by applying the best practices offered in Mobile for Good."

Pamela Tainter Causey

Director of Communications

National Committee to Preserve Social Security and Medicare

"Through a partnership with Heather, we have been able to provide mobile and social media training to more than 500 NGOs throughout Asia Pacific. Her knowledge of mobile and social media best practices, how to tailor her delivery to address the different needs from country to country, and her practical and well thought out strategies have made her trainings invaluable in our commitment to help build the technological capacity of NGOs."

Clair Deevy

Citizenship Lead

Microsoft Citizenship Asia Pacific

- [Production and Operations Management Systems](#)
- [Nonlinear Option Pricing \(Chapman and Hall/CRC Financial Mathematics Series\)](#)
- [Integrated Power Devices and TCAD Simulation \(Devices, Circuits, and Systems\)](#)
- [Essentials of Natural Gas Microturbines](#)
- [SolidWorks API Series 1: Advanced Product Development](#)
- [Psychoanalytic Couple Therapy: Foundations of Theory and Practice \(The Library of Couple and Family Psychoanalysis\)](#)
- [I Remember You](#)
- [Rural Public Health: Best Practices and Preventive Models](#)
- [Mahamudra: The Moonlight -- Quintessence of Mind and Meditation](#)
- [Pro JavaScript Development: Coding, Capabilities, and Tooling](#)
- [Dart for Absolute Beginners](#)
- [Answering Jewish Objections to Jesus: General and Historical Objections, Vol. 1 by Michael L. Brown \(2000\) Paperback](#)
- [The Return of the Naked Chef by Oliver, Jamie \(2000\) Hardcover](#)
- [Bluetooth Essentials for Programmers by Huang, Albert S., Rudolph, Larry \(2007\) Paperback](#)
- [Darth Bane: Path of Destruction: A Novel of the Old Republic \(Star Wars \(Del Rey\)\) by Karpysyn, Drew \(2006\) Hardcover](#)
- [A Bad Case of Stripes - Audio by Shannon, David \(2007\) Audio CD](#)
- [The Art of Project Management \(Theory in Practice \(O'Reilly\)\) by Scott Berkun \(2005\) Paperback](#)
- [The Theory of Investment Value by John Burr Williams \(1997\) Paperback](#)
- [Operative Dictations in General and Vascular Surgery \(2011\) Paperback](#)
- [The Underdogs by Lupica, Mike \(2011\) Hardcover](#)

Mobile for Good: A How-To Fundraising Guide for Nonprofits: A How-To Fundraising Guide for Nonprofits (Business Books) Summary Details

Mobile for Good: A How-To Fundraising Guide for Nonprofits: A How-To Fundraising Guide for Nonprofits (Business Books) by Heather Mansfield ebook read online.

pdetail:

- Rank: #477086 in eBooks
- Published on: 2014-03-07
- Released on: 2014-03-07
- Format: Kindle eBook

editorial:

Amazon.com Review

"Even if you can only invest 5 staff hours and a mobile and social media budget of \$1,000 annually, your nonprofit must invest in mobile and social media." -- Heather Mansfield

Mobile devices are fast becoming the #1 means of digital communication. If you want a sustainable future for your nonprofit, you need to have a strong presence on prospective donors' tablets and smartphones.

Statistics prove that the most successful online fundraising campaigns are those designed for portable devices--from 2-inch smartphone screens to 17-inch laptops. In this groundbreaking book, social media pioneer Heather Mansfield offers everything you need to know to conceptualize, build, and maintain a mobile and social fundraising strategy to dramatically increase donations. In *Mobile for Good*, Mansfield takes you step by step through the entire process. Learn how to:

- Master your mobile fundraising strategy
- Create a strategic plan flexible enough to handle changes in technology
- Design a website and emails that work on both mobile devices and computers
- Choose the best mobile and online tools based on your budget and your donor demographics
- Build a system that tracks, evaluates, and reports campaign results
- Maximize the potential of Facebook, Twitter, LinkedIn, and other sites

Whether your goal is to raise more funds online, launch a new program, or increase your capacity to maintain current operations, creating and executing a mobile and social media strategy is a small investment that packs a big punch. Apply the lessons of *Mobile for Good*, and your organization can and will raise more funds than ever.

ADVANCE PRAISE FOR *MOBILE FOR GOOD*

:

"If I want to know what's trending, research current best practices, or discover new tools relevant to

nonprofit technology, Heather Mansfield's blog Nonprofit Tech for Good and her books are always my top references. -- Viviana Pagán-Muñiz, Digital Marketing Director, SOS Children's Villages—USA

"Social Media for Social Good and her blog Nonprofit Tech for Good have been my primary resources for learning how to communicate Indian conservation issues on a global scale. Thanks to Heather Mansfield's advice, we've been able to build an international brand from our tiny corner of the world." -- Vinay Datla, Director of Communications, Wildlife SOS—India

"Heather Mansfield's @NonprofitOrgs online accounts have become my go-to resource for connecting with other nonprofits as well as staying informed with the latest trends in mobile and social media. Her insightful and practical advice helped WITNESS understand the need for transparency in our mobile and social media strategies." -- Marianna Moneymaker, Digital Engagement/Production Coordinator, WITNESS

*"Heather Mansfield's invaluable webinars and recommendations have helped us grow into one of the most effective social media users in the national aging advocacy network. We anticipate even greater growth in the future by applying the best practices offered in **Mobile for Good**."* -- Pamela Tainter Causey, Director of Communications, National Committee to Preserve Social Security and Medicare

"Through a partnership with Heather Mansfield, we have been able to provide mobile and social media training to more than 500 NGOs throughout the Asia Pacific region. Her knowledge of mobile and social media best practices, her ability to tailor her presentations to address the different needs of NGOs in various countries, and her practical and well-thought-out strategies have made her trainings invaluable in our commitment to help build the technological capacity of NGOs." -- Clair Deevy, Citizenship Lead, Microsoft Citizenship Asia Pacific

About the Author

Heather Mansfield is the principal blogger at Nonprofit Techfor Good and author of the best-selling books *Mobile for Good: A How-To Fundraising Guide for Nonprofits* and *Social Media for Social Good: A How-To Guide for Nonprofits*. She also created and maintains the "Nonprofit Organizations" profiles on Twitter, Facebook, Google+, LinkedIn, Pinterest, Instagram, and YouTube which cumulatively have more than one million followers. Heather has fifteen years of experience utilizing the Internet for fundraising, community building, and advocacy. To date, she's presented more than 100 social media and mobile media trainings throughout the United States, Canada, Australia, New Zealand, India, and Southeast Asia as well as over 500 webinars to audiences worldwide.

Heather was honored as a "Fundraising Star of the Year" by Fundraising Success Magazine in 2009 and was placed on Twitter's Suggested User List from 2010 to 2012. She was also named one of TIME Magazine's Best Twitter Feeds of 2013 and currently serves as an Honorary Ambassador for the World NGO Day Initiative.

Mobile for Good: A How-To Fundraising Guide for Nonprofits: A How-To Fundraising Guide for Nonprofits (Business Books) by Heather Mansfield epub PDF read Online Download.

Mobile for Good: A How-To Fundraising Guide for Nonprofits: A How-To Fundraising Guide for Nonprofits (Business Books) by Heather Mansfield Reader Review Online

Based on more than 20 years of experience and 25,000+ hours spent utilizing mobile and social media, *Mobile for Good: A How-To Fundraising Guide* is a comprehensive 256-page book packed with more than 500 best practices. Written on the premise that all communications and fundraising are now mobile and social, *Mobile for Good* provides step-by-step how-tos and best practices for:

- Writing and implementing a fundraising and content strategy
- Launching a mobile-compatible website and email communications
- Crowdfunding and social fundraising campaigns
- Utilizing text messaging and text-to-give
- Fundraising via smartphone apps and mobile wallets
- Telling your nonprofit's story through blogging
- Creating visual content, such as branded images, infographics, and video
- Using Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram, Pinterest, and Tumblr
- Reporting live from events and communicating online in real-time
- Crafting a mobile and social media policy
- Avoiding mobile and social media burnout
- And much more!

Advance Praise for Mobile for Good: A How-To Fundraising Guide for Nonprofits:

"Heather's @NonprofitOrgs has become my go-to resource for connecting with other nonprofits as well as staying informed with the latest trends in mobile and social media. Her insightful and practical advice helped WITNESS understand the need for transparency in our mobile and social media strategies. Through her books, blog, and tweets, Heather promotes nonprofit networking, partnership, and the adoption of proven best practices."

Marianna Moneymaker

Digital Engagement/Production Coordinator

WITNESS

"Social Media for Social Good and Nonprofit Tech for Good have been my primary resources for learning how to communicate Indian conservation issues on a global scale. Thanks to Heather's advice, we've been able to build an international brand from our tiny corner of the world. I've also had the good fortune to meet Heather as she regularly travels across the

continents to teach NGOs about how to effectively use mobile and social media. No doubt Mobile for Good will also become invaluable to NGOs worldwide."

Vinay Datla

Director of Communications

Wildlife SOS - India

"Heather's blog Nonprofit Tech for Good and her books are prominently featured in my digital and physical book shelves. If I want to know what's trending, research current best practices, or discover new tools relevant to nonprofit technology, she is always my top reference. As a regular attendee of her webinars, Heather's practical, up-to-date advice is consistently implemented in our daily work and without a doubt she is making a tremendous difference in the nonprofit sector."

Viviana Pagán-Muñiz

Digital Marketing Director

SOS Children's Villages - USA

"Heather's comprehensive audit of our online communication and fundraising strategies combined with her invaluable webinars have helped us grow into one of the most effective social media users in the national aging advocacy network. Older adults are becoming increasingly tech savvy and our aged 50+ social media community is thriving thanks to Heather's expert 50+ advice. We anticipate even greater growth in the future by applying the best practices offered in Mobile for Good."

Pamela Tainter Causey

Director of Communications

National Committee to Preserve Social Security and Medicare

"Through a partnership with Heather, we have been able to provide mobile and social media training to more than 500 NGOs throughout Asia Pacific. Her knowledge of mobile and social media best practices, how to tailor her delivery to address the different needs from country to country, and her practical and well thought out strategies have made her trainings invaluable in our commitment to help build the technological capacity of NGOs."

Clair Deevy

Citizenship Lead

Microsoft Citizenship Asia Pacific

Mobile for Good: A How-To Fundraising Guide for Nonprofits: A How-To Fundraising Guide for Nonprofits (Business Books) by By Heather Mansfield ebook PDF online