

Trawick Foundation

Online Fundraising: Examined

Trawick Foundation Research Summary

- 1. Connect your website NOW to mobile devices to optimize online giving. The FUTURE is NOW!**
2. There's no one solution for establishing an effective online giving strategy. Rapidly changing technology and a revolving door of service providers confuses and complicates matters.
- 3. Focus on branding and perfecting your message. Clarify and refine your message for all delivery strategies.**
- 4. Learn from your peers. Exchange experiences.**