

Attracting donors online: Digital fundraising that works

- Are you ready to integrate digital into your fundraising & reach new donors online?
- Have you been looking for a way to increase supporter retention?
- Would you like to see a 530% return on investment from your digital channels?

Following the principles in this book, not-for-profits such as WWF Australia have reaped these benefits and more!

Let Shanelle Newton Clapham show you how to implement digital fundraising that really works. Put your donors' needs first online and learn how to integrate digital into your fundraising strategies and be rewarded with better quality, and a greater number of prospects. Shanelle Newton Clapham has the evidence and experience to prove that you can achieve an increase in acquisitions, a higher average gift value and the possibility of a 5:1 return on investment.

- Discover the four fundamentals for effective digital fundraising
- Learn how to maximise the strengths of each digital channel
- Get ahead of the game and get it right the first time
- Understand the metrics and make informed decisions
- Take advantage of free templates and guides to get you on your way



"We have gained hundreds of new regular giving donors in the last six months. For us, online fundraising is producing higher quality donors at a lower cost."
Cath Hoban, Director of Marketing & Fundraising at The Wilderness Society Inc.

"I'm so excited that other great causes can harness Shanelle's knowledge to leverage their online channels and engage more effectively with their donors. The results speak for themselves. Bring on the brave new world!"
Toni Ashley, Fundraising Consultant at WWF Australia

"Online has provided Oxfam Australia with a new donor acquisition channel and we've firmly set our sights on growing this part of our fundraising strategy. Attracting Donors Online will open your eyes to so many new communications and fundraising opportunities that work."
Adam Walsh, Head of Supporter Development at Oxfam Australia

"Online is a great channel for fundraising, but in the NFP sector, strategies are not always in place or implemented effectively. This book clearly outlines great digital best practice and offers charities and non-profits a roadmap to follow."

Lianne McGrory, Fundraising Solutions Expert, with Blackbaud Australia



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