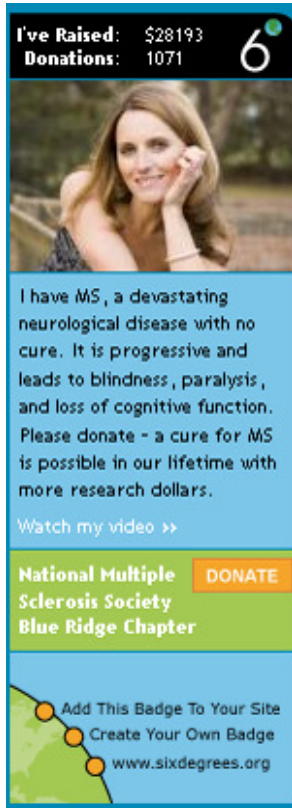


# Make Money Online!

The Internet and/or your website are valuable resources for making money! Check out the following ways to do it.

## Accept Online Donations



The screenshot shows a charity badge for the National Multiple Sclerosis Society Blue Ridge Chapter. At the top, it displays 'I've Raised: \$28193' and 'Donations: 1071' next to a large number '6'. Below this is a photo of a woman. The text reads: 'I have MS, a devastating neurological disease with no cure. It is progressive and leads to blindness, paralysis, and loss of cognitive function. Please donate - a cure for MS is possible in our lifetime with more research dollars.' There is a 'Watch my video >>' link. Below the text is a green bar with 'National Multiple Sclerosis Society Blue Ridge Chapter' and a 'DONATE' button. At the bottom, there are three orange circles with text: 'Add This Badge To Your Site', 'Create Your Own Badge', and 'www.sixdegrees.org'.

Writing checks and finding a stamp is so 1997. You can get a lot more money by adding the capability to donate online to your website. If you are a 501(c)3 you can accept online donations through the renowned **Network for Good** ([www.networkforgood.org](http://www.networkforgood.org)). Yes, it is a lot of paperwork, but it is worth it. People feel real secure with a "Network for Good" seal on your website and want to give money to you. Also, Network for Good automatically sends thank you acknowledgements that donors can use for tax deduction purposes-- less work for you. See a donate link in action at: [www.rainbowheights.org/donate.html](http://www.rainbowheights.org/donate.html). Network for Good just started a **Charity Badge** feature (follow links at [www.NetworkForGood.org](http://www.NetworkForGood.org)) (see picture at left). A Charity Badge allows you to raise awareness and money for any cause you care about with a "badge" on your blog, social networking site or web page. You can personalize the badge with a photo, video and/or text and then pick up to five charities you want to support, including your own (yes, it is part of Network for Good so you need a 501(c)3). Embed a Charity Badge for your email signature or in your agency's website for truly compelling and interactive fundraising opportunities. Lastly, have everyone on your agency's Board of Directors create their own Charity Badge with why your agency and mission means so much to them and have them email their Badge to all their friends for an easy, yet meaningful, fundraiser.

If you do not have a 501(c)3 or qualify for Network for Good you can still receive online donations through the for-profit PayPal (PayPal.com). Donors don't have the same assurance that you are truly a nonprofit, but it is a lot easier for them then sending a check. See a donate link with PayPal at: [www.imanihouse.org/donate.html](http://www.imanihouse.org/donate.html). Also, there are a lot of new alternatives to PayPal listed at [www.First-Of-Its-Kind.org](http://www.First-Of-Its-Kind.org).

A popular new trend in online donations is "collaborative collaborations" where people buy something together. The software **ChipIn** ([www.chipin.com](http://www.chipin.com)) makes this easy.

- (1) *Determine* how much money you need, for what and when.
- (2) *Create* the little widget (flash software code) that displays a thermometer showing the current level of giving (you can put this on your website or ChipIn's if you don't have a website).
- (3) *Send* out emails to all your contacts with the link to your ChipIn widget so they can donate! When people give money they see in real time how their donation gets the project closer to being funded and happening! Perfect for smaller amounts and groups without nonprofit status.



The screenshot shows a donation widget for the Hokie Spirit Fund. It features a red background with a white thermometer graphic. The text reads: 'Help raise funds for the victims of the Virginia Tech tragedy.' Below this is a 'Play Video' link and a 'VT' logo. The widget shows a progress bar from 'Apr 23' to 'Jun 29' with '\$490' raised. Below the bar, it says 'Raised \$490' and '10 contributors | Ends Jun 29'. There is a 'Network for Good' logo. At the bottom, there are 'Give Now', 'About', and 'Copy' buttons, and a large orange 'Donate' button. The footer says 'In Partnership with ChipIn'.

Lastly, be sure to give people a reason to donate. Be sure to write up some success stories or how people's small donation can make a tangible difference to your clients and put this on your agency's website. See [www.irishhouse.org/donate.html](http://www.irishhouse.org/donate.html) for a good example.

## Affiliate Programs

Online stores are always looking for help in driving traffic to their stores. Many have "Affiliate Programs" where they pay you a percentage of a sale if someone comes from your website and buys something at their store. So, put on your thinking cap and talk to folks who visit your website about what products would they buy to enhance their knowledge about issues related to your website? Or what fashion items or videos or ?? The following are popular affiliate programs:

**Amazon** (<http://affiliate-program.amazon.com/gp/associates/join>)- The most popular online affiliate program is the Amazon Affiliate program. You make more money, more easily, with a checking account rather than having them mail you a check. So get your checkbook and sign up! Amazon sells books and a wide range of other consumer items.

**TLAVideo.com**- They sell videos and a few books, including great independent films and TV shows that Amazon wouldn't carry. Also, LGBT movies and books Amazon wouldn't either.

**BuyGay.com**- They sell all kinds of gay (mostly male) videos, magazines, toys, condoms/lubes, clothing and holiday items. If your website is geared to a LGBT audience, become an affiliate here!

## Online Malls

**CafePress.com**- This clever online mall allows you to create a "store" page where you upload your own graphics (be sure to create 300 d.p.i. good quality graphics) to CafePress products. For a fee CafePress produces the product, accepts the online payment and ships the product -- you pocket the difference! They always have new, cute products and are reliable. The catch? They ain't cheap. However, this is a perfect way to begin your own online store or tee-shirt shop. Shop at a cute store by Brazilian Rainbow Group ([www.brgny.org/store.html](http://www.brgny.org/store.html)). You can have your group upload their raps or gospel songs or whatever they want to sing. There are a lot of products you can create.

If you have a really cool tee-shirt design you can submit it to the funky folks at **Threadless.com**. There are @ 100 designs submitted a week and 5 - 10 chosen to be produced. People buy these designs all over the world -- you've got more eyeballs (and thus money) than your CafePress store could ever attract -- and you're famous!

## Accept Online Payments

**PayPal.com**- This is the daddy of all online payment tools. Most small nonprofits who accept credit cards do so using PayPal. Warning, PayPal has seized the accounts of the Leonard Peltier Support Committee and some gay groups. If you are worried your group is similar, ask your web host what they recommend or check out WorldPay, [www.BitPass.com](http://www.BitPass.com) (digital goods only,

but great for selling music files and stock photography). These solutions aren't as cheap, but if you use adult images for HIV prevention, or work for political prisoners in the US you might want to avoid PayPal. Otherwise, like 'em or not, PayPal is the the standard for now. PayPal easily integrates with Contribute and Dreamweaver to make online payment links easy. Google is developing its own competing product to PayPal, but it's not quite ready yet.

Here are examples of groups making money through selling something online:

- (1) Basketball tickets- pick a game, buy a block of tickets, double the price and sell them online.
- (2) Get some prizes donated and put up a raffle online. Sell real raffle tickets *and* tickets online. (Post happy pictures of the winners with their prizes afterwards!)

## Online Auctions

Get community-based artists or bakers or antique collectors to donate money to your organization (or 50% of the sale). Have an event and also accept bids online (close online bids before the live event). It's easy to do now that non-profit Mission Fish teamed up with Ebay to help develop a "charity" section of Ebay.

## Buttons



The website **Buttons of Hope** ([www.buttonsofhope.com](http://www.buttonsofhope.com)) literally allows you to "put a face on fundraising." At this site you create a button to remember someone and you can put this button on your website and people can buy it to remember the person and raise money for their favorite cause. The button on the left remembers a young victim of drunk driving. Many remember people with various diseases.

## Website Statistics

Key to making money (and changing the world for better) is knowing your audience. How can you scientifically measure their interests? Use Website Statistics and Monitor them at least monthly. Use the ones that come with your web hosting or the great and free one Google Analytics ([www.google.com/analytics](http://www.google.com/analytics)). Learn what pages on your website people are most interested in. Which ones they leave from. Do they just go to the front page and leave. How many visitors each month? 3, 6 and 12 months?

## Use an Email Management/Marketing Program

Use an Email Management Program. It is a big waste of time for you to read emails from people who want to be added to your groups email list and put them on yourself. Use an email management service where people can add and remove themselves to your email list through your website – and you can email all of them with just one click (and no more accusations of spamming if you have AOL or Hotmail)! Great for beginners is the ad-driven Yahoo Groups

(<http://groups.yahoo.com>); this last one does not measure click-through or open rates; tutorial at [www.dawnreel.com/phplist.html](http://www.dawnreel.com/phplist.html) but it is easiest.

There are a couple great free ones that let you do the basic email list stuff AND measure how many of the emails you sent out were actually opened ("open rates") and what hyperlinks (ex. read more links) inside ("click-throughs") were clicked on. These require some technical knowledge to install. It also sets up nice email newsletters that won't get caught in spam filters and (Choose from the CGI-script powered DaDa Mail (<http://mojo.skazat.com>; they will install for you for only \$75-100) or the PHP-based equivalent, PHP List (<http://tincan.co.uk/phplist>; easy for your Tech person to install if you have one).

What if you don't have a tech person to set up your email management/marketing software and would rather pay a third party. Most smaller nonprofits choose **Constant Contact** ([www.constantcontact.com](http://www.constantcontact.com)). Constant Contact creates and sends top-notch email newsletters and promotions with no technical expertise. They also provide easy to use list management and reporting ("click-throughs" and "open rates.") Special low rates for nonprofits!

## Accounting and Paying Taxes

One of the great things about online donations and selling is that you have records of what you received and sold. (1) It is important to keep a record (excel spreadsheet or database) of names, addresses and emails of donors so you keep in touch with them. (2) Also, it is important to send everyone who donates or buys something a thank you note and receipt for their donation listing how much is tax deductible. (3) It is the law to send a receipt for donations above \$250 AND for donations above \$75 if you "provided a return benefit," that is an item worth more than \$8.50. Read more at [www.dawnreel.com/makemoney.html](http://www.dawnreel.com/makemoney.html).

Have fun, and let us know how you've made money for your group!

### Learn more:

**[www.techsoup.org](http://www.techsoup.org)**- This great online community has lots of great articles about fundraising online. They have a whole section on their website called "Technology for Fundraising." One is at <http://www.techsoup.org/learningcenter/funding/page5068.cfm>. They also sell discount software to nonprofits.

**[www.foundationcenter.org](http://www.foundationcenter.org)**- A New York City nonprofit with a huge website with a lot of information and training on fundraising.

**[www.netsquared.org](http://www.netsquared.org)**- A great website of nonprofit techies using the web for social change. Yes, it is geeky!

**[www.dawnreel.com/makemoney.html](http://www.dawnreel.com/makemoney.html)**- This article is updated here.