



## FAST FUNDS FOR YOUR NONPROFIT: E-BOOKS AS A FUNDRAISING TOOL

*Expand your programs and fulfill your mission by  
leveraging your expertise. Raise funds while you sleep.*

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## PREFACE

The world of Internet Marketing is ever-expanding, and with each new turn, opportunities open up for nonprofit organizations to reach an increasingly global audience.

Keeping up with the changes and continuously educating yourself in the tactics employed to be successful with each new marketing venture can be overwhelming. After all, your day is already jam-packed with the tasks associated with playing multiple organizational roles.

This guide is designed to provide an introduction to the world of Internet Marketing and show you in detail how one marketing tool, e-books, can be a strong weapon in your marketing arsenal, enhancing both your organization's reputation and its fundraising ability.

We hope that this guide provides the first stepping stone toward becoming proficient in sharing your expertise with your community and enhancing individual donor support.

*Yours in Service,*

Donald and Melanie



## ABOUT THE AUTHORS: DONALD BERLIN

**Donald Berlin** is a professional marketing consultant specializing in nonprofit and small business marketing for the Internet. His clients range from larger national nonprofits to individuals.

Over the last twenty years, Donald has leveraged his extensive marketing and development expertise to build small to mid-sized businesses. He has solidified funding infrastructures, increased revenues, and expanded capacity to realize company goals. For the last three years, he has specialized in internet marketing and developed greater success for his clients through effective and innovative online marketing strategies.

In 2006, Donald launched Smarter Opportunities, a consulting firm devoted to helping businesses realize their full potential through internet marketing.

Donald lives in Boulder, Colorado with his wife Lisa and daughters Lily and Ella. He is a trained mediator and volunteers in schools teaching conflict resolution and communication skills to teachers and students.

To learn more about Donald and his company, visit [SmarterOpportunities.com](http://SmarterOpportunities.com), or call him directly at 303-494-4904.



## ABOUT THE AUTHORS: MELANIE R. NEGRIN

**Melanie R. Negrin** is a professional business writer specializing in building awareness and support for nonprofit organizations and entrepreneurial professionals.

She has developed a wide range of marketing communications materials for organizations, including press releases, articles, Web content, brochures, training materials, awards submissions, grants, advocacy letters, newsletters, and business plans.

Whenever possible, Melanie works with an organization's leadership to cultivate a strategic marketing communications message that captures the group's unique passion and purpose and helps incorporate this pivotal perspective into the organization's business and development plan.

Melanie currently lives in Morris County, New Jersey with her husband Sergio and her two children, Kaila and Nathaniel. An avid volunteer since youth, she writes passionately on the subjects of youth, family, and volunteering.

To learn more about Melanie or her company, Merocuné Marketing & Public Relations, visit [www.merocune.com](http://www.merocune.com) or call Melanie for a free consultation at 973-252-2409.




## CHAPTER 1: INTERNET MARKETING FOUNDATIONS

The applications of the Internet seem endless today. We use it for collaboration, communication, networking, information gathering, off sight data storage, remote IT assistance, and reconnecting with lost friends and family. The Internet has also become a powerful tool for business.

Nonprofit use of the Internet is growing. Databases of research information are available to educate people in the community about a range of causes and how they can get involved. Savvy nonprofits know how to use E-Mail to keep us apprised of their activities and enlist our support.

More and more nonprofits are realizing that a Web portal is a potent method of connecting with new supporters on local, national, and global levels. Many nonprofits use the Internet to seek out volunteers, foundations, and other grant-making agencies supporting causes like their own.

A presence on the Web allows organizations to inform potential donors and grant-makers, enlist the expertise of new Board members, recruit a varied set of volunteers, and expand outreach to the individuals and families their organizations are designed to assist.



In an increasingly competitive drive for operating and program funds, a Web site and the tools available there, can demonstrate an organization's strength and solidify its position as a nonprofit accountable to its public.

*In this e-Book we will cover three key areas:*

1. Developing a comprehensive business and marketing strategy for your organization,
2. Implementing an organizational Web site that connects you with your community while offering information products as a fundraising tool, and
3. Crafting one or more e-Books to passively generate income in support your organization's operations while positioning you as an expert in educating your community.

These three elements can be addressed in the order that they are presented or developed simultaneously, with the latter approach offering you the chance to see an impact on your budget and community reputation more quickly.