



# Mobile for Good: A How-To Fundraising Guide for Nonprofits: A How-To Fundraising Guide for Nonprofits

*Heather Mansfield*

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

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#### **Nyla Gomez:**

Playing with family within a park, coming to see the sea world or hanging out with buddies is thing that usually you have done when you have spare time, in that case why you don't try thing that really opposite from that. 1 activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love Mobile for Good: A How-To Fundraising Guide for Nonprofits: A How-To Fundraising Guide for Nonprofits, you are able to enjoy both. It is very good combination right, you still need to miss it? What kind of hangout type is it? Oh come on its mind hangout men. What? Still don't get it, oh come on its identified as reading friends.

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