

### Five Rules for a Successful Online Strategy

1. Your online strategy needs to be part of an overall, well-planned fundraising program. To be truly effective it can't stand alone; it needs to be informed and guided by your overall fundraising plan.
2. You need a clear, concise, compelling story (case for support) that can be adapted for your website. Your case for support has to be boiled down to its key components so that it can be effectively communicated online where attention spans are short.
3. Your case must be personalized. Your story needs to be about people and told by people. People connect with other people's stories so it is critical to put in the time and effort to tell these stories.
4. Your website needs to use the full capabilities of the Internet. For instance if you were to use only text and images your story simply wouldn't be as effective as if you tell your story with audiovisual media. It's more engaging and it will help the audience connect at a deeper emotional level.
5. Your online strategy must include an engaging outreach strategy; a variety of methods to get your story out to your community. If no one hears your story you won't get far in your campaign.