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Howard Freeman

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MAKING A DIFFERENCE 2.0

*The Ultimate Guide to
Online Charitable Giving*

HOWARD FREEMAN

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Howard Freeman : Making a Difference 2.0: The Ultimate Guide to Online Charitable Giving before purchasing it in order to gauge whether or not it would be worth my time, and all praised Making a Difference 2.0: The Ultimate Guide to Online Charitable Giving:

1 of 1 people found the following review helpful. Perfect for your fundraising toolbox By Robert Wu Making a Difference 2.0 is like one of those Apple Geniuses. They're friendly, helpful, and super smart. This book provides a

launching pad to learn everything you need to know about getting into online fundraising. When reading it, I found it perfect for Development Directors, Board Members, and other nonprofit staff. It is very digestible, providing just enough detail to help you have a solid understanding of complicated subjects (such as payment gateways and merchant accounts), but wide enough for you to understand the big picture. I highly recommend this book. It will become a year-round resource in your fundraising toolbox. 0 of 0 people found the following review helpful. Inspirational and chock-full of information. By Moon over Manhattan. Not only is this book chock-full of information for professional fundraisers (though I'm not one of them), but it's also very helpful in equipping the average person to know how to raise money online for her favorite cause (I fall into that category). It's also very inspirational, and if you wade through, or skip, some of the technical fundraising information in the middle, the end has a great vision of what happens when a community gets involved in a common vision. It was the best of both worlds: great data and also great stories. It was well written, humorous, and very accessible. It needed a bit more careful proofreading (I noticed some typos) but overall it was a delight to read. I'd recommend this book to anyone involved in raising money at whatever scale, whether you're a pro or a layperson like I am.

The digital age has changed the way people contribute to worthy causes, with more and more donations coming from online sources. *Making a Difference 2.0* serves as a bible for tech-savvy contributors and an essential starting block for beginners, explaining the ins and outs of online charity, how it can differ from traditional methods of fundraising and donating, and how to ensure your contribution is being put to its best use. The book is targeted for two separate audiences: those that donate and those that utilize donations given to them. An exhaustive index is included listing and rating all online giving platforms.

About the Author Howard Freeman is the founder and principal of Zoey Creative Development, a New York City-based consultancy that helps urban nonprofits to raise more money and increase their supporters' joy in giving. He has worked as a consultant and professional fundraiser since 1995. Freeman lives in New York City.