



From this week's Opinion

## Letters to the editor

October 06, 2008

### **Electronic fundraising can help struggling non-profits**

As troubling as the economic news is for investors, its impact on charitable contributions to non-profits will be catastrophic ("Giving wilts at charities," Sept. 15).

Charities already are struggling in these challenging times, as demonstrated by the American Red Cross' recent request for \$150 million in congressional funding for the victims of Hurricane Ike.

While congressional bailouts are the current quick fix, it's clear that non-profits, like for-profit companies, need to look for new ways to get necessary investments to help the unfortunate. They must tap younger and less-tested audiences with their stories, involve themselves more fervently in social media networking and rely less on traditional media to communicate their needs.

Electronic fundraising may be in its infancy, but charitable organizations should use it aggressively to attract new donors and get them involved in charitable causes.

The presidential campaign of Sen. Barack Obama has shown that new technology can motivate enormous younger audiences.

Charitable organizations should adopt similar strategies if they are going to make it through this and future years' crises.

*Joan Beaubaire*

Principal

Kineo Group