

Some URLs from today's presentations

Listservs:

<http://alabanza.com/kabacoff/Inter-Links/listserv.html>

Cybergifts:

<http://www.charitychannel.com>

Egroups (run your own community--adds commercials to all e-mail, web pages)

<http://www.egroups.com/>

Constituency Building

Examples of sites that use "permission" or "opt-in" forms include:

- **CARE:** http://www.care.org/forms/email_update.html
- **Penn Library e-Friends:**
<http://www.library.upenn.edu/friends/members/e-friend.html>
- **World Wildlife Fund USA:** <http://www.worldwildlife.org/> (see "Free Online Newsletter" box at the bottom left-hand corner)

Prospect Research

- **SEC documents**, searchable by keywords --
<http://www.10kwizard.com>
(use their "alert" feature to create a Virtual Researcher on your prospects who are directors and officers)
- Searchable database of last 13-months of **corporate insider trader activity** -- <http://www.insidertrader.com>
(use their alert service as a "Virtual Researcher" on stock prices)
- **Wall Street Journal Interactive Edition** (fee based) --
<http://www.wsj.com> (use their Alert Service as a Virtual Researcher)
- **CorpTech Database of Technology Companies** --
<http://www.corptech.com>
- **BusinessWire** Press Releases -- <http://www.businesswire.com>
- **PR NewsWire** Press Releases -- <http://www.pnewswire.com>
- **Dun & Bradstreet** web site of companies with web sites --
<http://www.companiesonline.com>
- **Whois** -- learning the owner of a domain name --
<http://www.networksolutions.com/cgi-bin/whois/whois/>
- **Free seaching of SEC filings** -- <http://www.freeedgar.com>
- **Yahoo's Real Estate Database** -- <http://realestate.yahoo.com/> -
- check property sale prices to help in rating a prospect
- Two favorite search engines: <http://www.google.com/> for well-ranked search results; <http://www.northernlight.com/> for organizing results by type and offering e-alert service

General Fund-Raising Resources

- **Chronicle of Philanthropy** - <http://philanthropy.com>
- **National Society of Fund Raising Executives** --
<http://www.nsfre.org/>
- **American Prospect Research Association Home Page** --
www.lambresearch.org/
- **The Foundation Center** -- <http://www.fdncenter.org/>
Corporate Grantmakers Database --
http://fdncenter.org/grantmaker/gws_corp/corp.html
Private Foundations on the Internet Database --
http://fdncenter.org/grantmaker/gws_priv/priv.html
- **Guidestar** -- searchable database of 650,000 charities and foundations -- <http://www.guidestar.org>

- **helping.org** (online giving tied to Guidestar database)
<http://www.helping.org/>
- **Craver, Mathews, Smith & Co.** -- fund-raising consultants with content-rich site -- <http://www.craveronline.com> (Home of the study of socially-committed Internet users)
- **InnoNet's** online fundraisers' workstation --
<http://www.innonet.org/>
Charity Shopping Portals -- Allison Schwein's compilation and overview -- <http://www.internet-fundraising.com/charitymalls/home.html>
- **Jakob Nielsen's Web Site** -- <http://www.useit.com>
- **The Cluetrain Manifesto** -- <http://www.cluetrain.com>

Good Sites

- **Amnesty International** <http://www.amnesty.org/>
- **Harvard Alumni Gateway** <http://www.haa.harvard.edu/>
- **American Lung Association** <http://www.lungusa.com/>
- **Richard III Society** <http://www.r3.org> (example of a really small charity)
- **American Red Cross** <http://www.lungusa.com/>
- **Nature Conservancy** <http://www.tnc.org>
- **Wake Forest University** <http://www.wfu.edu/alumni/>
- **Donor Recognition** -- Penn Library
<http://www.library.upenn.edu/friends/schoen/> ,
<http://www.library.upenn.edu/friends/goldstein/>,
<http://www.library.upenn.edu/friends/freed/>,
<http://www.library.upenn.edu/friends/reunion/1943>
- <http://www.campaign.nwu.edu/wein.html>
- http://www.lib.usf.edu/development/benefactors/indiv_fam/piers.html
- <http://www.slc2002.org/>

Gifts Online

- <http://www.guidestar.org/>
- <http://www.helping.org/>
- <http://www.AffinityResources.com/awz55Online2.html>
- <http://www.r3.org/form/join.html>
- <http://www.charityweb.net>
- <http://www.givingcapital.com>
- <http://www.salvationarmy.org/>
- <https://www2.nypl.org/support/secure/index.ihml>

Gimmicks

- <http://www.redcross.org/sponsors/corp/saturn.html>
- <http://www.bbbsa.org/stories&news/news/auctionresults.html>
- <http://www.greatergood.com/>
- <http://www.bbbsa.org/stories&news/news/auctionresults.html>

See also the other sections on our site, especially *Musings*, *Links*, and *Book* ...and check the online pages for this class for last-minute updates!

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