

# Marketing Your Program Online

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Marketing online involves utilizing web-based resources to craft and convey messages about your program.

The World Wide Web can be a place to:

- Receive immediate information about an organization
- Respond to an issue in real time
- Make a gift at the user's convenience

Tools to effectively market online include:

- An organization or program-specific web-site
- A Web-master or other skilled staffer or volunteer to maintain the technology
- The means to process electronic donations securely

The Internet is a powerful way to market your organization 24 hours a day. Here are some additional considerations:

- The size, scope, and level of professionalism of your organization should be portrayed through a website with similar characteristics.
- The design of your site should complement your organization's brand, logo, and other materials.
- The content of your site must be engaging. Is information easy to access? Are success stories apparent?
- Your site must be easy to navigate for users to explore it.
- An interactive site reaches out to an audience and allows them to get involved quickly and easily.

