

Although relatively few non-profit organisations (NPOs) currently fundraise online, this situation is set to change as the internet has become an important information resource and networking facility, with growing numbers of individuals and organisations gaining access. Many NPOs now realise the importance of having their own website or some presence on the web in order to be represented to potential funders.

Internet fundraising can be done in several ways:

- Through a secure online 'donate' facility on your organisation's website
- By supplying banking details on your website so that funders can deposit money directly into your organisation's account
- By being listed on a charity internet portal. These portals, which represent an easy way for smaller organisations to get online representation, generally have different rules and conditions depending on whether they offer an online donate facility (such as GreaterGood South Africa) or simply provide information about different NPOs (For the Cause)

Having some form of online representation is a necessity in today's fundraising environment. However, internet fundraising needs to be approached as an integral part of an overall fundraising strategy and should not replace existing methods.

Examples of local and international charity portals that feature South African NPOs include: □

[BackaBuddy](#) (Easygiving) provides accessible online fundraising functionality to help anyone with a cause they care about to raise funds through sponsorship. Online payment takes the fuss out of fundraising – anyone can become a 'charity champion' by creating a fundraising page on Easygiving and collecting donations in support of any appeal.

[For the Cause](#) website provides a free advertising or promotion platform for needy causes which can benefit by using one or more of the following services on offer: a news and events page; a posts page; advertising or promotional information on the home page (depending on availability of space).

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[give2charity](#) is an online fundraising and donation enabler, facilitating the transfer of funds from your fundraising efforts into the South African charity of your choice. You can donate funds directly to your preferred charity; set up support for your own organisations; and find out more about South African non-profit organisations. [GivenGain](#) has been providing businesses and organisations in various vertical markets with state-of-the-art web applications integrated with on-demand payment processing since 2001. The GivenGain service enables non-profit organisations to run a better operation, increase revenue, build and manage

relationships, and win support for the ideas in which they believe. GivenGain is different from other commercial service providers in that 100% of all donations made to projects listed on GivenGain are managed within a fully audited and compliant non-profit environment, made possible through their unique relationship with the GivenGain Foundation, a non-profit organisation regulated by the Swiss Federal Department of Home Affairs. GivenGain has offices in the UK, Switzerland and South Africa.

[Greater Good South Africa](#) brings good causes and committed givers together in meaningful and innovative ways to help address poverty in South Africa. Greater Good strives to give small, pioneering NPOs the same access to funds and capacity development as the better-known causes. Over 1,000 organisations are registered on the Greater Good website and nearly R10,000,000 has been raised for good causes including 21,000 man-hours of volunteer skills and time.

[LISTEN](#) is an annual global media campaign to raise funds to help the world's most disadvantaged children. The campaign reaches more than 500 million people in 60 countries through television, radio, web, print and mobile phones, and raises money for children affected by poverty, war, disease, exploitation, natural disasters and AIDS throughout the world. Several South African NPOs working with children are helped by LISTEN.

[The Trust](#) enables people to get involved in addressing the challenges that confront South Africa's society by streamlining the act of giving. Their website provides a single, global access point for a range of causes that boosts their fundraising ability by consolidating marketing efforts under one umbrella.

[ISISA](#) was founded by Candor.com in 1996 as a non-profit charity organisation portal to procure national and international funding support for South African NPOs serving people in need.