

The social side of fund-raising online

Online social networks used to be just gathering places for friends and long-lost acquaintances. Then the marketers arrived, followed by politicians and job recruiters - all looking to tap into a growing mass of young people who are spending much of their time on the Web.

By [Wailin Wong](#) 5 May 2008

Now nonprofit organisations are testing ways to raise money through these networks, betting that the Internet's viral nature will open fresh avenues for fund-raising and marketing.

It's a big change for nonprofits as they shift from direct mail campaigns and relying on the chequebooks of older givers to the unpredictable whims of Web popularity. However, though the transition is nascent, charities see potential in recruiting young activists who already use online networks to broadcast their identities and make connections.

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