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ABSTRACT

As all nonprofit managers can attest, reaching out to potential customers using traditional marketing tools can often be frustrating at best and ineffective at worst. To better understand the challenges faced by nonprofit organizations this paper reviews several specific issues confronting nonprofit organizations: the adoption rate of websites, and the website types chosen by these nonprofits.   These issues are explored through the lens of 3117 nonprofit organizations. The types of websites to consider by size of the organization and focus of the organization are discussed. The managerial implications address possible ways to optimize the use of resources for small and large organizations.

ABOUT THE AUTHORS

Dave McMahon is an Associate Professor of Marketing in The Graziadio School at Pepperdine University. Dr. McMahon's primary research interests are in the areas of website use by nonprofits, HR logistics, and services. Dr. McMahon is co-author of one book and his research has been published in a number academic journals, proceedings, and trade journals. His consulting is focused at the c-level across a broad range of industries.

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