



[Connect To Charity Helps Nonprofits Maximize Social Media Online Fundraising](#)

Connect To Charity introduces social media tracking for nonprofits and fundraisers to track click backs and social activity for their online fundraising pages and raise additional funds online to support their missions. Nonprofits and fundraisers now have the right tools to make quick and informed social media decisions to maximize their nonprofit fundraising success.

Online PR News " 14-September-2011 " Illinois, US - Connect To Charity introduces social media tracking for nonprofits and fundraisers to track click backs and social networking activity for their online fundraising pages to help raise funds online to support their missions. Nonprofits and fundraisers now have the right tools to make quick and informed social media decisions to maximize their online fundraising success.

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Connect To Charitys online fundraising is off to a great start, industry reaction and user reviews have been tremendous, said Connect To Charitys founder Jeremy Droege. Tracking social media activity for an online fundraiser is another step towards helping nonprofits and fundraisers exceed their online fundraising goals.

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Social media tracking, integrated with their web fundraising pages provides nonprofits and fundraisers around the world with comprehensive real-time information so they can understand which social media sites are driving the most activity (clicks and buzz) to their online fundraiser. Its about having a solid marketing plan for a nonprofit fundraising web page and having the right information, at the right time so a nonprofit and fundraiser can exceed their online fundraising goals.

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Long are the days where a nonprofit and fundraiser has to ponder where they should place additional focus promoting their fundraiser. They now have powerful information at their fingertips to make critical online fundraising decisions. Its proven that peer-to-peer sharing for a fundraiser helps build awareness and donations and now understanding social media traffic and which social networking sites generate the most traffic takes this one step further.

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The concept is simple, yet powerful. When users create web fundraising pages on Connect To Charity, they are provided a unique Bitly link, which they can instantly begin promoting on social networks via Connect To Charitys integrated social networking tools and through email campaigns. As emails are sent and shares begin to occur, the fundraiser can track each and every click back to view their fundraising page.

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Understanding traffic generated to a fundraising web page and where the traffic is generated from helps the fundraiser maximize their return on investment (ROI). ROI in this case can be measured as the time spent promoting their fundraiser. If Twitter is not generating much buzz, while Facebook and email are, this information saves the fundraiser valuable time not fundraising on Twitter and placing more focus on email

campaigns and Facebook shares to maximize their ROI.

About Connect To Charity: Connect To Charity (<http://www.ConnectToCharity.com>) is about providing a safe, secure and convenient destination for Online Giving and Online Fundraising. They deliver solutions in the nonprofit industry to maximize money going to the cause and connect donors and fundraisers to causes they care about. They help promote transparency and foster strong relationships between nonprofits and donors through Nonprofit Reviews.

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Learn more about their online fundraising analytic solutions by visiting <http://www.connecttocharity.com/Fundraising-Analytics>

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