



## **Fundraising through Electronic Media**

### **Making good use of technology**

Electronic fundraising, whether from individual members of the public or from organisations, is now widely recognised to be an extremely efficient means of generating income, and charities large and small have begun to see its benefits.

Email is reported to be one of the most widely used online communication tools, next to using the internet as an information resource (source: Virtual Promise 2004).

Supporter education and engagement are universally accepted justifications for creating and maintaining an effective charity website.

Since the original Code was drafted in 2001, much has changed in the new media field. Online fundraising methods have become more diverse, and trialing has crossed into other electronic media such as SMS (short messaging system) and interactive television.

The Code has therefore been revised and expanded to cover all forms of electronic media.

### **Related Links**

- [\*\*Read all of the Fundraising through Electronic Media Code\*\*](#)
- [\*\*Contact the Policy Team\*\*](#)

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