

NFP FUNDRAISING: WHO GETS THE MONEY, WHO GETS THE DATA?



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With many traditional funding sources under pressure, digital fundraising has never been more important for NFPs.

But while it's a major revenue opportunity, digital fundraising comes with its challenges. Who owns the data you generate when fundraising online? What risks does it create for your organisation? What can go wrong – and what does that mean for you and your donors?

Perpetual's latest webinar answers these questions. Developed and presented by Lucy Bernholz from Stanford University's Centre on Philanthropy and Civil Society (PACS), the session looks at:

- Digital hygiene – how to keep your data safe
- Third-party vendors and “data lock-in”
- AI – the promise, the pitfalls – and how to “make sure the robots don't kill us.”

Lucy's webinar is crucial information for all Australian NFPs as they grapple with the complexities and opportunities of operating in an online environment. Recorded on 15 September 2021, it features polls, insightful questions from a live Australian audience and resources you can share throughout your organisation.

It's the essential guide for NFPs focused on online fundraising that's ethical **and** effective.