

# Crossing Channels and Landing Pages: 4 Steps to Generate More Giving Online and Off

## Additional Resources

*September, 2011*

### Online Giving: Research & Analysis

[The Online Giving Survey: A Call to Reinvent Donor Relationships](#) (Network For Good)

### Email

[10 Reasons Your Email is Being Ignored](#) (NetWitsThinkTank.com)

[Crafting Subject Lines that Work](#) (The Agitator)

### Integration Across Channels

[What it Means to Do Multi-Channel Right](#) (Nonprofit Marketing Guide)

[Quick Case Study of Dartmouth College Integrated Campaign for Participation](#) (Marts & Lundy)

### Landing Pages

[29 Tips to Improve Your Nonprofit Site's Landing Pages](#) (John Haydon)

[Landing Page Optimization 101](#) (NTEN)

### Website

[Drive Action by Optimizing Your Online Giving Page: 6 Simple Steps](#) (NetWitsThinkTank.com)

[10 Easy Ways to Optimize Your Donate Now Button](#) (Social Media 4 Nonprofits)

### Storytelling

[The 10 Immutable Laws of Storytelling](#) (Andy Goodman)