

Sat, 9 Jul 2011

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Schulhof On The Importance Of Social Media For Successful Fundraising

Despite the fact that there are more than 1.4 million non-profit organizations working across America, a large number of people in need of help are unable to get the aid from any of these organizations. A major reason for this is the fact that due to tough economic times, there has been a significant decline in the donations made to these organizations, which in turn has restricted their efforts of making the aid available to a larger number of needy people. That is why

Mark Schulhof

has stressed on the need of people from all walks of life especially those related to social media in enhancing the contributions made towards such organizations which are dedicated towards helping people to live an improved life.

According to

Mark Schulhof

, the CEO of Quadriga Art, the current economic challenges have been further intensified by the budget cuts established by the state and

federal governments. This has made it especially tough for people to make great financial contributions towards non-profit organizations and charities. In such a scenario, the role of social media has become even more important in not only raising the awareness of people towards such organizations but also in carrying out donor based programs and campaigns to ensure successful fundraising for these organizations.

With

the number of people in need of assistance growing with each passing day, non-profit organizations and charities have an important role to play in providing aid to the poor, chronically ill, veterans and animals. However, in view of the declining funds and significant reduction in donations, the task has become much tougher than most people can even imagine. That is why social media needs to lay much stress on adapting and utilizing various methods of marketing, communicating and enhancing the fund raising methods that can prove beneficial for these organizations.

Mark
Schulhof

is CEO of Quadriga Art international, a leading marketing firm for various nonprofit organizations around the world, who helps charities around the world raise funds. To learn more about the company and its direct mail service, log on to its website at <http://www.quadrigaart.com>.

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Mon, 1 Aug 2011

1:24 AM

Mark Schulhof â?? Redefining Web Marketing, Communication & Strategies for Fundraising

Mark Schulhof, an entrepreneur whose innovations, creativity and deep understanding in the field of comprehensive manufacturing, retail supply, extensive fundraising services, publishing and direct mail marketing has made him stand tall as the CEO of a seventy year old company â Quadriga Art, Inc.

with its headquarter established in New York. His out-of-the-box thinking and expertise in marketing has given new heights and earned a respectful name for the company.

Mark Schulhof

serves various non-profit organizations in the world through

âQuadriga Art Internationalâ

that helps in raising funds & revenue for the charities. The company is a pioneer direct marketing firm that generates funds through intelligent fundraising programs and direct mail services.

His intentions of helping these non-profit organizations in raising funds are based on the motive of helping millions of poor people who are in need. According to him, only America holds more than 1.4 million non-profit organizations that work towards the betterment of humanity. These organizations are devoted to provide essential help to people for their medical necessities, basic living and education for poor, self-employment opportunities and animal husbandry.

Due to tough economic times, these kinds of organizations are running short of funds and resources because of significant decline of donations that are made to them. As a result, a large number of needy people are left-out in getting the required abet. Even the cost-cutting policies and low budget allotments by the government have made it real difficult for people and other organizations to make greater and frequent contributions.

Mark Schulhof redefined strategies for successful fundraising with the help of social media. It can raise awareness in communities and people across nations by making them approachable with such organizations, programs and fundraising campaigns. People from all walks of life connect with these charities and non-profit organizations and offer support and contribution according to their level of convenience. Another revolutionary concept of marketing by Mark Schulhof for encouraging donors with some rewards, door drops or exclusive gifts has helped major non-profit organizations to raise funds radically. These kind of innovative ideas and marketing techniques when combined with social media interface are changing trends for generating revenue and funds to help people who are very

much in need.

The contribution of Mark Schulhof in finding sources of effective fundraising for charities and non-profit organizations is exemplary. To find out more about Mark Schulhof experience and thoughts, please visit <http://www.quadrigaart.com..>

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Fri, 23 Mar 2012

7:11 AM

Mark Schulhof Stresses On the Need For Better Donor Communication Strategies

With the changing times, people's approach towards non-profit organizations and charities has also undergone a tremendous change. Unfortunately, a large number of non-profits choose to turn blind eye to the ongoing changes and continue to follow the outdated means of communicating with donors, which naturally affects their fundraising capabilities. In view of the changing outlook of the donors, to

Mark Schulhof, the CEO of Quadriga Art, has stressed on the need for non-profits to adapt better donor communication policies. According to Mark Schulhof, non profits should base their marketing strategies on the changing landscape of the country and society they are operating in. It is vital for non-profits to consider factors including regulatory and legislative reforms, market consolidation, media fractionalization, changing demographics, instant information overload and the struggling economy before finalizing a donor communication strategy. It is vital to develop marketing policies after considering various factors that might attract donors towards making a contribution not only in the present times, but on a long term basis. Schulhof has also pointed out that most charities are repeatedly following the path that has been treaded by numerous non-profits previously and this is surely not helping them in increasing their donor base. According to

Mark Schulhof, non-profits need to adapt new methodologies to ensure that the donors are converted into investors. It has also become important for non-profits to be more creative in their marketing

strategies in order to achieve success in their stated goals and missions. Schulhof has also advised non-profits to remember the fact that today people are not only a lot busier but also have access to greater and more accurate information. As such it is important to design variable market strategies to reach out to diverse target audience. This will enable non-profits to convince them in a better way about investing in their cause.

Mark Schulhof

is CEO of Quadriga Art a New York City based full-service international direct marketing company working with the world's most effective non-profit organizations to generate revenue from intelligent, creative fundraising programs. To learn more about the company and its direct mail service, logon to its website at <http://www.quadrigaart.com>.

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