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Recommended Citation

McMahon, Dave and Seaman, Samuel, "Are Nonprofits Choosing the Right Type of Website" (2010). *Association of Marketing Theory and Practice Proceedings 2010*. 74.
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Are Nonprofits Choosing the Right Type of Website
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Building: Hilton Ocean Front Resort
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Date: 03-26-2010 - 11:00 AM – 12:15 PM
Last modified: 01-24-2010

Abstract

The authors review the issues confronting nonprofit organizations and describe the types of websites to consider by size of the organization and focus of the organization. An analysis is done on an initial population of 609 organizations. The managerial implications address possible ways to optimize the use of resources for small and larger organizations.

Keywords

nonprofit, websites, resources