



## Unlocking Digital Potential: How a Domain Name Acquisition Transformed a Nonprofit's Online Presence

For more than forty years, our client - a respected, volunteer-based not-for-profit organization - has been serving and uplifting communities across the region. Their impact has been undeniable, but in today's digital landscape, even the most mission-driven organizations face challenges when their online presence doesn't align with their reputation.

One such challenge was their web address. The organization had long relied on a **hyphenated domain name** that was clunky, difficult to remember, and easy to mistype. Too often, donors, volunteers, and community partners found themselves landing on the **non-hyphenated version** of the name - *missing the organization entirely*. The result was lost visibility, missed donations, and diminished community engagement.

### The Digital Roadblock: Why Domains Matter

A domain name is more than just a web address - it is the world headquarters and digital front door of an organization. For nonprofits, where trust, recognition, and ease of access are critical, the right domain name can significantly influence donor confidence and online giving. In this case, every mistyped URL or forgotten hyphen represented potential support slipping away.

### The Ruskin Moscou Faltischek Solution

Recognizing the urgency of the issue, the organization turned to Ruskin Moscou Faltischek, P.C., whose attorneys include Andrew S. Hazen, a nationally recognized domain name expert. With decades of experience in intellectual property, branding, and digital assets, Andrew understood that acquiring the exact-match .org domain would not just solve a technical issue - it would be a transformative step in strengthening the nonprofit's identity and outreach.

### A Stealth Acquisition Strategy

Securing a domain name is not always straightforward. Domain owners may have inflated price expectations, or they may be reluctant to sell to an obvious end-user. To protect the nonprofit's interests, our team executed a **stealth acquisition strategy** - approaching the owner without revealing the identity of the ultimate buyer.

Through careful negotiation and leveraging deep industry knowledge, we successfully acquired the non-hyphenated .org domain for **less than 50% of the original asking price**. This not only saved the nonprofit significant financial resources but also ensured the transaction remained confidential and smooth.

## Ensuring Security: The Escrow Process

When it comes to domain transactions, trust and security are paramount. To safeguard both parties, the purchase was completed through Escrow.com, the industry's leading online escrow service for digital assets. This provided full transparency and legal protection, ensuring the domain transfer and payment were executed seamlessly.

## The Impact: More Than Just a Domain

Today, the nonprofit proudly operates on its exact-match .org domain - an asset that aligns perfectly with its brand, builds donor confidence, and *eliminates the risk of lost traffic*. The move has already enhanced its digital visibility and will continue to pay dividends in fundraising, awareness, and community impact.

## Bottom Line...

At Ruskin Moscou Faltischek, we understand that for nonprofits and businesses alike, digital assets such as domain names are no longer optional - they are essential. A well-chosen domain can directly influence an organization's ability to connect, engage, and thrive in a digital-first world.

By combining **legal expertise, negotiation strategy, and domain market insight**, we were able to help a client not only secure their rightful place online but also do so in a cost-effective and secure manner.

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## About the Author

Andrew S. Hazen is Of Counsel at Ruskin Moscou Faltischek, P.C., where he focuses on Intellectual Property, Domain Names and Digital Assets. With more than 25 years of experience in the domain and digital branding industry, Andrew has helped startups, Fortune 500 companies, and nonprofits unlock value and opportunity in the online marketplace.

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