

2009 Nonprofit Technology Conference

Microsoft Introduction:

Key piece is transformation.. how do we use technology to bring about change?

Technology has fundamentally changed their lives.

Show you our impact challenge. NPs receive \$5K in cash and \$35K in products.

Showyourimpact.com/Microsoft

Clay Shirky

Tinyurl.com/shirkyntc

HSBC Graduate rip off – didn't expect Facebook and students protesting online

“Within in large collaborative effort there is always a small group of people and turning it into something useful.”

Wikipedia's power is its ability to bring a large group of people together.

Internet brings the ability of the many to many relationship

Media is assuming all previous media as they go digital

If you want to be an internet organization you will take your org and add some internet

Student faces Facebook consequences 147 academic charges for online study group

Took an old way of studying and changed it to new media

Flash mobs as a way to mock the participants – eating icecream in the square showed that there was a dictatorship. Group action being potentially political.

YouTube – Obama

We're going to set out that these tools will reshape our organization and accept them as such

Radically different than any platform used before.

Use the convening power to generate a response. Will.I.am video

Sing for change music video by a teacher in Santa Monica – took no different liberties than the will.i.am video, they just went the wrong direction because of using kids too young to vote in the video and having them repeat words that adults told them to say.

Loss of control you fear is already in the past. You have to leave it behind otherwise you lose the best of both worlds.

Linux: "I'm doing a (free) operating system (just a hobby) [...] I'd like to know what features most people would want."

Wikipedia: "Humor me. Go there and add a little article. It will take all of five or ten minutes."

Very open and humble.

Two key lessons:

1. Failure- meetings and processes that try to limit failure. We've spent more time trying to figure out if we're going to fail than if we just tried it. Lowers the cost of failure, but the only way to take advantage of it is to fail like crazy. This way you know what's working or not. When the organization commits itself to one big idea it is subject to fail.
2. Scale- The way to get to a system that is both large and good is to start with a system that is small and good and make it big and better. Don't have 1 big idea...let 7 flowers bloom. A few will be successful and we can then iterate it.

Small multiples, low cost, and iterate.

The value of expertise is the same as it was. What's changed is the relevant value. The convening power. Convening power plus continuity. There is no secret sauce. It's a mystery as to why some things work in one environment and not in another. It's easier to go where the people are. Poll your Members. Find out where they are. Are they ahead of the curve, behind. Search on your org name and exclude your own pages in that search. You see the number that surrounds your org. Don't hire consultants, but hire 23 year olds that can help you. Talk to your employees.

Often issues of managerial culture. The 23 yr olds have committed to the goals of the org, so know what tech tools your org and group has a natural tendency toward.

Most important things not yet known about social media? Not sure. The role of emotion is going to be a big part of the story for the next year. It can make the consumer have an emotional feeling, but as media has a more social direction versus broadcast. Things have an emotional value. When things speed up we're able to feel faster than we can think fast. The emotional substrate is going to be on the rise.

Facebook forever? 1.Transportation—no transport protocol 2.Where people are going not where they are. Facebook's high mark may have past, but it's value will remain for a while.

You Need More than a Website:

Derek Low, Network for Good

Ben Rattray, Change.org, ben@change.org

Joe Green, Causes, Facebook

Network for Good, \$260 million in donations for over 45,000 nonprofits

Who uses NFG API: change.org, causes on MySpace, Capital One, Facebook, etc.

I care about making a difference, but what can I do?

Creating branded communities. Connect people to nonprofits. Two outlets for actions: 1. Email petitions and fundraising

The Advocacy Project, wings of the dawn – created a fundraising ask and an appeal.

Traditional Fundraising

One way medium

Acquires a list through some media- impersonal, no relationship, not targeted, isolated, little sense of impact based on those donations

New Fundraising

Personal connections, identifiable impact, collective action, social recognition – immediate thank you

What does it not mean?

Fundraising is not magic— it's a tool

outliers are not representative -- sense that radical examples work for everyone

orgs still matter

What works?

Creative campaigns with specific ask.

Involvement of community

Ongoing communication and feedback – comments to thank donor, metrics show that a second gift is dramatically higher.

What can I expect?

New donors

Deeper engagement

Not high \$ amounts

Hype cycle:

½ sector thought social media wasn't going to work.

High expectations that they could go viral naturally without input of much marketing, etc.

Branding the messaging and the campaign make it more successful. New tools help spread the message more, but it must have a solid messaging campaign first.

There is more noise out there so your message needs to be better than the others out there.

Causes -- Facebook

Individual empowerment

Increased efficiency of the nonprofit sector

Launched May 25, 2007

50 mil users

235,000 causes

\$7.6 mil donated (\$25 median)

Donations up \$3K to 35K/day in the past year

Traditional Grassroots- leveraging existing connections

Organizers help disseminate information to their friends and then goes out to others

Decline in organizational membership

Social networking allows us to get back to the local model.

Effects of top-down nonprofit structure

High fundraising overhead (>30%)

Unequal playing field

Small donors and youth excluded

The internet gets real

Community (1998)- 65 mil internet users, 244% of US, virtual, anonymous

Social Media (2008)- real people, real names, real information

Causes on Facebook- show off the ties that they have made and want it in a concrete way

Reinforces the good they are doing and more they want to help

What's a cause?

Anyone can create a cause

Integrate with 1.5 mil nonprofits

Overall cause progress—how many members, etc.

Announcement by email and fb notification

Petitions

Social Recognition

Media sharing

Invite their friends

Example: "Not for sale" Cause

Fundraising goal to raise \$10K (achievable and concrete: 10 border posts)

"Power of 10" individual ask, \$10 & 10 friends

Incentive: audio download and free trip

Social recognition

Ex> Yes Pecan – corporate sponsorship

Company/NP Partnership

\$10K matching grant- \$1 join, \$1 per \$1 donated

Results:

22K new mbrs

\$11K donated

Birthday wish: Social Fundraising

What your cause is, why it's important, clear goal, personal appeal, shows friends donated and can give a birthday comment when donated.

Take work, creativity and something interesting to draw attention.

Capacity to absorb information is limited because of time constraints

Fundraising beyond your website – Capital One

Cap One started as a tech enabled start up

Why nps? Active community affairs arm (1K charities a year)

CapOne customers care about nonprofits

35+ million customers, give hundreds of mil of \$/yr, over 90K different NPOs supported

Objective: triple bottomline: NPOs win, customers win, CapOne wins

No Hassle giving site based on NFG API www.capitalone.com/give

Customers can give through their website

Wanted 100% goes to the charity. CapOne absorbs the transaction cost.

CapOne Card Lab. Affinity card program of an organization:

1. Customized card design
2. \$25 donation for each new account
3. 1% of your supporter's purchases

Questions:

Does NFG have plan to allow for folks to get donor information?

Donors have the option for sharing their information with the nonprofit. Use of the donation tracking report.

Building Brand In Social Media

Nancy Schwartz—what is branding?

Can you explain yourself in a simple and rememberable way in a way that your supporters can pass it along in a simple manner?

Essence—what's unique? It's the meeting point of your values. In their own words, their own spin that they can pass it on and help you build your network.

Branding it interacts with the brain of the consumer.

Surveys, data mining to figure out who the constituents are. Tell more about them and why they are passionate about your orgs mission.

Social media allows you to redefine your image to people Danielle, NWF

Branding should encompass feeling.

Social media is a culture shift for many orgs. Red Cross starting looking at what people were saying online about the Red Cross. This is what is being said and we need to adapt. Let people engage with each other and loosen control.

200 mil people on Facebook. Collect what people are saying and share it with other people.

How do you persuade people to make the change?

Show them what people are saying. See that people are talking about your org. The more the better.

1. be present: by being present and saying what were doing. Every tweet or post is what you want your brand to be.
2. You want other people to say you're the best at what you do.
3. Be authentic.

How do you align social media with our goals? How can we make this help us be more effective?

Problems with MySpace: 1. The platform didn't allow people to message the people.

Facebook: Causes

What's the components of a successful Facebook page:

1. Updated content everyday

2. Status updates a few times a week
3. Action items- ways to engage with you offline
4. Branding

Survey your staff and see what their comfort level is.

When you hear negative comments:

Tools for listening:

Radian6 – \$500/month, google alerts, technorati

Yammer.com –similar to twitter

Integrating online and offline

Nick Allen, Donor Digital, nick@donordigital.com

Susan Neumann, National Trust for Historic Preservation, susan_neumann@nthp.org

Sarah Durham, Big Duck, sarah@bigducknyc.com

Tompkins Spann, Convio, tspann@convio.com

How to integrate email with direct mail? How to cut cost? Increase brand awareness.

Nick:

Online revenue and donors as % of totals (most successful): Donors 15%, Revenue 17.5%

Why bother?

Use more touch points, get more \$ --- the more ways you can reach out the likely they give and continue to give

Figure out how donors like to communicate --- people like to give in different ways, which works best for who

Invest in retention and long-term value --- it's expensive to acquire a donors (Care2, staff time, blogs, etc.) want to cultivate in various ways

Demographics: online vs. mail

Younger:

Online: 35-64, Mail 65+, 14% of online donors 65+, online sweet spot: 50s

Higher household income

Gender:

Men give more than women by mail

Online women give more than offline men

Offline, online, both:

Offline v. online avg gift: \$79 v %154

Want to get people to give in multiple channels

Online acquired donors giving by mail or phone: 15-25%

Mail-acquired donors giving online: 6-7% partially because of age groups

Retention:

Mail donors give more if they have an email address on file

Longer a donor giving by mail, less likely she will also give online

Longer a donor on file, more rev/yr, both channels – loyalty counts

Multi-yr retention rates a little lower for online – less loyal, driven by add-on offers, etc.

Multi-yr retention:

Offline donor: 1 source: 66%

Offline donor: 2+ sources: 81%

Online donor: 1 source: 59%

Online donor: 2+ sources: 75%

Credit: Target Analytics donor Cenrics Internet study, Dec. 2008

Asking folks to give in another way will not cannibalize the donor.

How can we reduce our cost and increase our % return.

Donors giving online and offline 2007

2008 offline only: \$386

2008 offline and online \$561

2008 online only: \$453

Example: Trust

Magazine perceived to be the greatest benefit so they made sure to highlight it.

Eben – Opening Plenary

I know I'm going to see something neat before I go. And the things I see there will not be covered by a nondisclosure agreement and the things I learn will be shared.

We can do what we need to do everyday – all the business, etc – we can do all of it ... by addressing the question of how we need to learn.

Teaching people that we don't need software that they need to purchase in order to learn.

Knowledge is not a thing we need to own.

Repurpose it's wealth.

We are the sector of the economy that really understands what recycling is all about.

Knowledge to be shared or knowledge to be owned.

Without collaboration there is no success

Each one, teach one.

Replace the industry and do it without breaking a sweat.

Can't stop people from thinking you can only stop them from sharing.

Whether we used them at the expense of equality.

Make knowledge something we share versus something we own.

Show people how easy it is.

We know how, we just need to show people.

Podcasting

Corey P. -- 501c3cast

Chad Norman – Baudcast

Edison Research 2008

Podcasts for:

Board, employees, and volunteer opportunities

Poll: Find out what you're audience likes/what they're already listening to

Center for Digital Storytelling has a workbook for your use.

Detailed storytelling

Develop goals and track success.

Good length = 20 min – 1 hr; file size = 30 MB

Use show notes, which includes information on what the show was about, links, presenters, searchable

Hosting:

Liberated syndication – Corey uses; costs \$5/month

Amazon Web Services -- \$1/month

Our Media

Podbean

Blubrry

Switchpod

Blip.tv

Mp3 is content: RSS lets people know when its uploaded; includes and enclosure feed

Hardware and software are biggest challenges

Dynamic mic \$20-300

Condenser mic \$100-600

Soundboard (digital) – if recording multiple people then you can record each person separately and edit out mistakes, etc.

Mobile Devices: take out recorder and record onsite

Options:

Zoom Recorder \$250

Audio Digital \$50; makes sure you can do .wav or .mp3 and has a mic in jack and earphones

Video Recorder Options:

FlipCam \$100-150

WebCam \$20

Software:

Audacity.com

Garage Band (mac)

Sony Sound Forge

Adobe Audition

Levelator – takes wav files and levels and compresses to give high quality

Skype – can use but need a 3rd party like:

Pamela \$20

Hot Recorder

Audio Hijack Pro

Call Burner

Bit rate – indicator of the quality. Minimum of 32, 64 is good, 128 better, 196 high. Higher bit rate will be quality but still quick enough.

Stereo vs. mono: in most cases mono is enough

ID3 tags – can edit in iTunes. Tells who, time, genre, etc.

Other resources:

60secondsync

52 ways to change the world

Vegas Video

MPegVClip (mac)