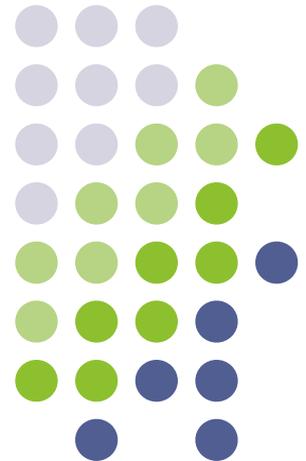


CREATING CHANGE ONLINE



Amy Sample Ward
CEO, NTEN
@amyrsward
#rc15





THE 8TH ANNUAL **NONPROFIT TECHNOLOGY
STAFFING AND INVESTMENTS REPORT**



ESTABLISHING BENCHMARKS

TECH BENCHMARKS



Thinking about your nonprofit organization, please indicate the degree to which you agree or disagree with the following statements, on a scale of 1-5:

1 = "Strongly Disagree"

5 = "Strongly Agree"

TECH BENCHMARKS



We have the technology (hardware and software) we need to do our day-to-day work effectively.

1 = "Strongly Disagree"

5 = "Strongly Agree"

TECH BENCHMARKS



We have enough skilled staff to support technology functions/needs for the organization.

1 = "Strongly Disagree"

5 = "Strongly Agree"

TECH BENCHMARKS



We have enough training for all staff to use technology effectively for their day-to-day work.

1 = "Strongly Disagree"

5 = "Strongly Agree"

TECH BENCHMARKS



We make effective use of technology to support our programmatic work/our services.

1 = "Strongly Disagree"

5 = "Strongly Agree"

TECH BENCHMARKS



We make effective use of technology to support our fundraising/development work.

1 = "Strongly Disagree"

5 = "Strongly Agree"

TECH BENCHMARKS



We make effective use of technology to support our marketing/communications work.

1 = "Strongly Disagree"

5 = "Strongly Agree"

TECH BENCHMARKS



Which of the following descriptions most closely reflects your organization's current approach to technology and technology decisions:

TECH BENCHMARKS



Type 1 - we are struggling; we have a failing infrastructure, and our technology time and budget generally go towards creating work-arounds, repairing old equipment, and duplicating tasks.

TECH BENCHMARKS



Type 2 - we keep the lights on; we have basic systems in place to meet immediate needs. Leadership makes technology decisions based on efficiencies, with little-to-no input from staff/consultant.

TECH BENCHMARKS



Type 3 - we keep up; we have stable infrastructure and a set of technology policies and practices. Leadership makes technology decisions based on standard levels according to industry/sector information and gathers input from technology staff/consultant before making final decision.

TECH BENCHMARKS



Type 4 - we're innovators; we recognize that technology is an investment in our mission, and leadership integrates technology decisions with organizational strategy. Technology-responsible staff are involved in overall strategic planning, helping to craft the future of the organization and the plan for how technology can support that work, both inside the organization and through public-facing technologies.



ESTABLISHING YOUR BENCHMARKS

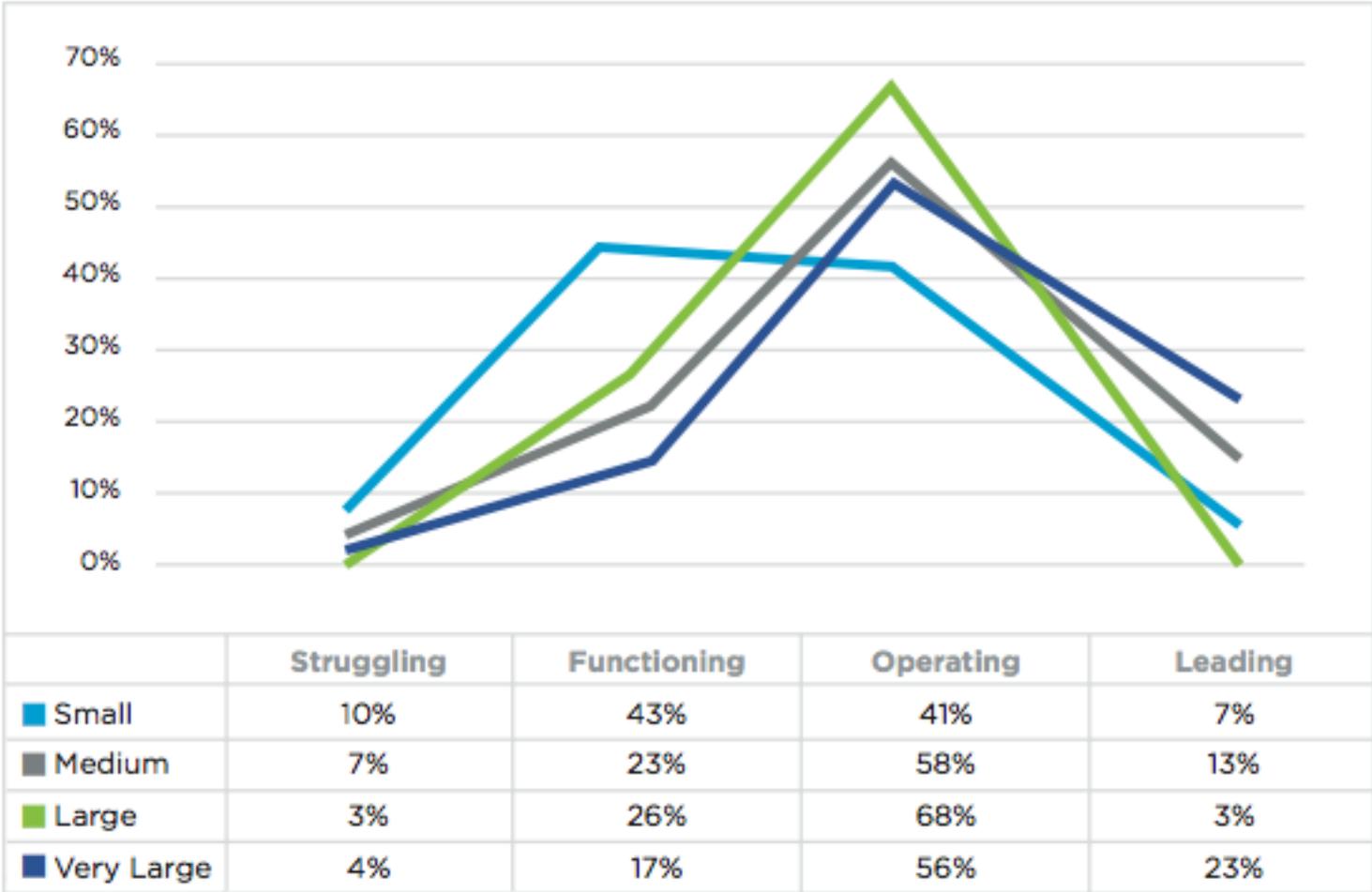
TECH ADOPTION



Which of the following descriptions most closely reflects your organization's current overall approach to technology and technology decisions:

Answer Options	Response Percent	Response Count
Struggling - we are struggling; we have a failing infrastructure, and our technology time and budget generally go towards creating work-arounds, repairing old equipment, and duplicating tasks	7.0%	50
Functioning - we keep the lights on; we have basic systems in place to meet immediate needs. Leadership makes technology decisions based on efficiencies, with little-to-no input from staff/consultant.	28.5%	202
Operating - we keep up; we have stable infrastructure and a set of technology policies and practices. Leadership makes technology decisions based on standard levels according to industry/sector information and gathers input from technology staff/consultant before making final decision.	52.7%	374
Leading - we're innovators; we recognize that technology is an investment in our mission, and leadership integrates technology decisions with organizational strategy. Technology-responsible staff are involved in overall strategic planning.	11.8%	84

TECH ADOPTION



TECH EFFECTIVENESS



Tech effectiveness Statements rated on a scale of 1 (less true) to 5 (more true)	Average Rating
We have the technology (hardware and software) we need to do our day-to-day work effectively	4.13
We make effective use of technology to support our programmatic work/our services	3.68
We make effective use of technology to support our marketing/communications work	3.39
We make effective use of technology to support our fundraising/development work	2.64
We have enough skilled staff to support technology functions/needs for the organization	2.29
We have enough training for all staff to use technology effectively for their day-to-day work	2.21

TECH EFFECTIVENESS



Tech Adoption	Average of TE Score	Average of TE Normalized Score (scale of 1 to 5)
Struggling	12.55	1.75
Functioning	15.70	2.41
Operating	19.97	3.47
Leading	23.11	4.16
Overall	18.61	3.13



THE 8TH ANNUAL NONPROFIT TECHNOLOGY
STAFFING AND INVESTMENTS REPORT

STAFFING



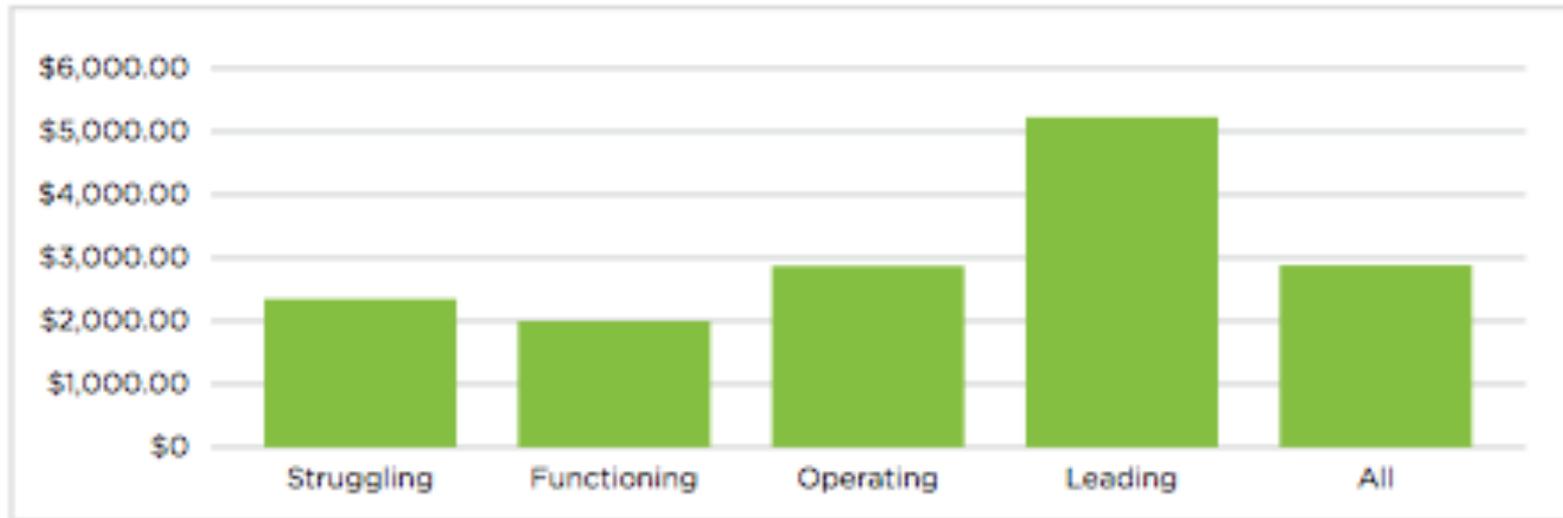
Technology Staff by Role

Tech Adoption Level	Average of IT Staff	Average of Web Staff	Average of Data Staff	Average of Online Staff	Average of Other Staff
Struggling	0.4	0.3	0.4	0.2	0.3
Functioning	0.8	0.4	0.5	0.3	0.6
Operating	1.9	0.6	1.0	0.6	0.8
Leading	5.2	2.2	4.3	1.6	3.4
All	1.9	0.7	1.2	0.6	1.0

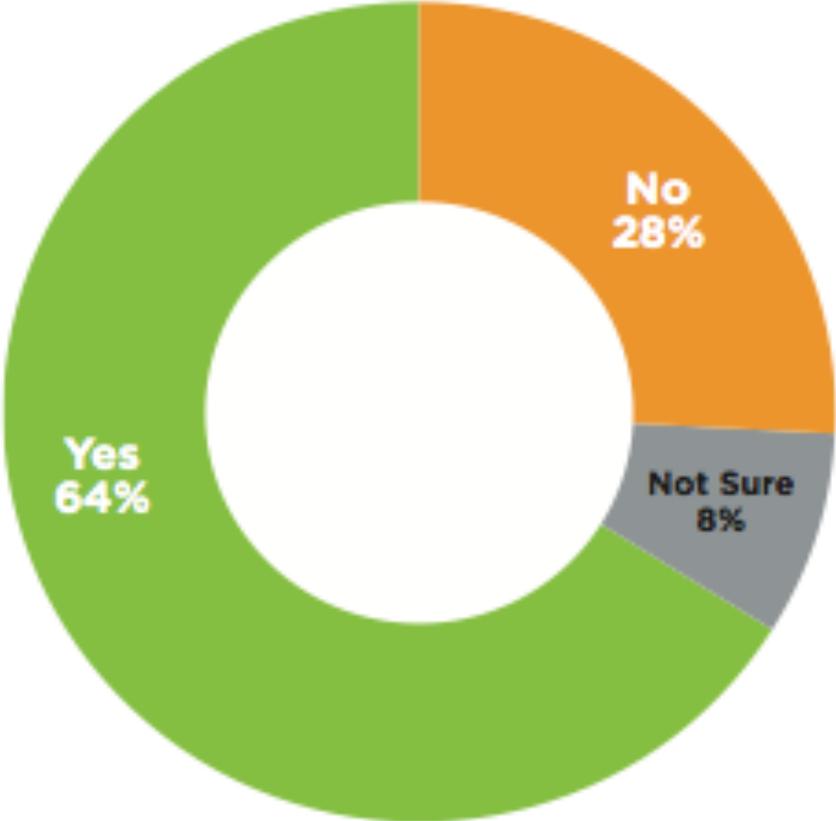
BUDGETS



Average Tech Budget* per Org Staff by Tech Adoption Level



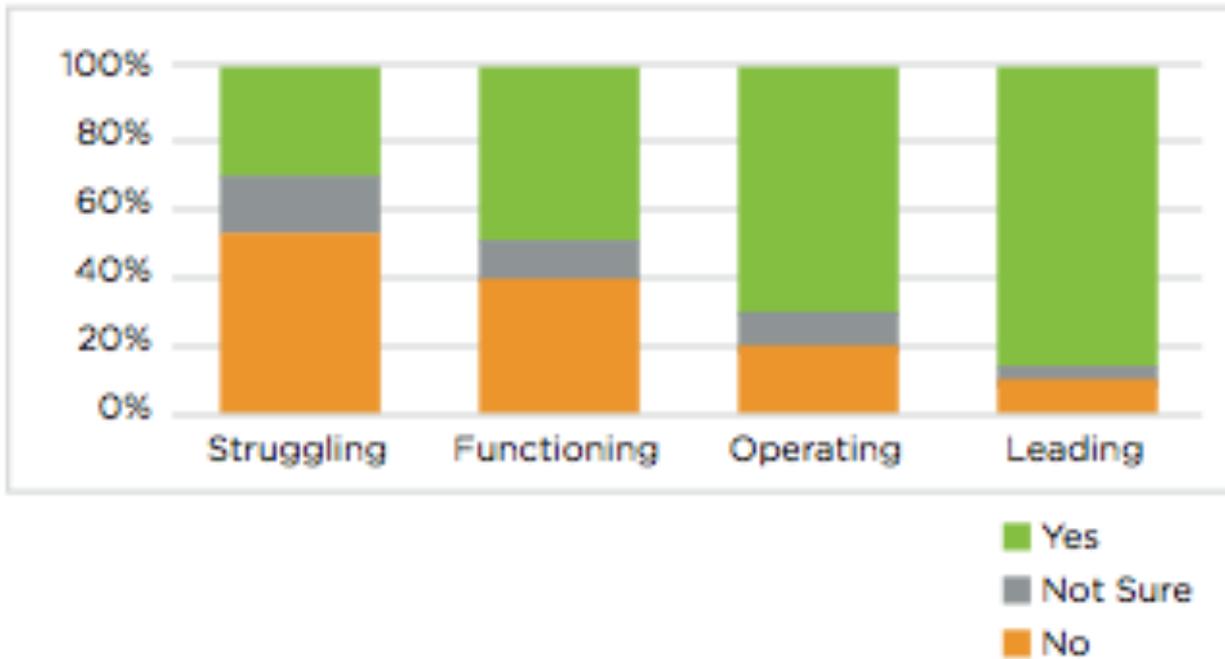
TECH IN STRATEGIC PLANNING



TECH IN STRATEGIC PLANNING



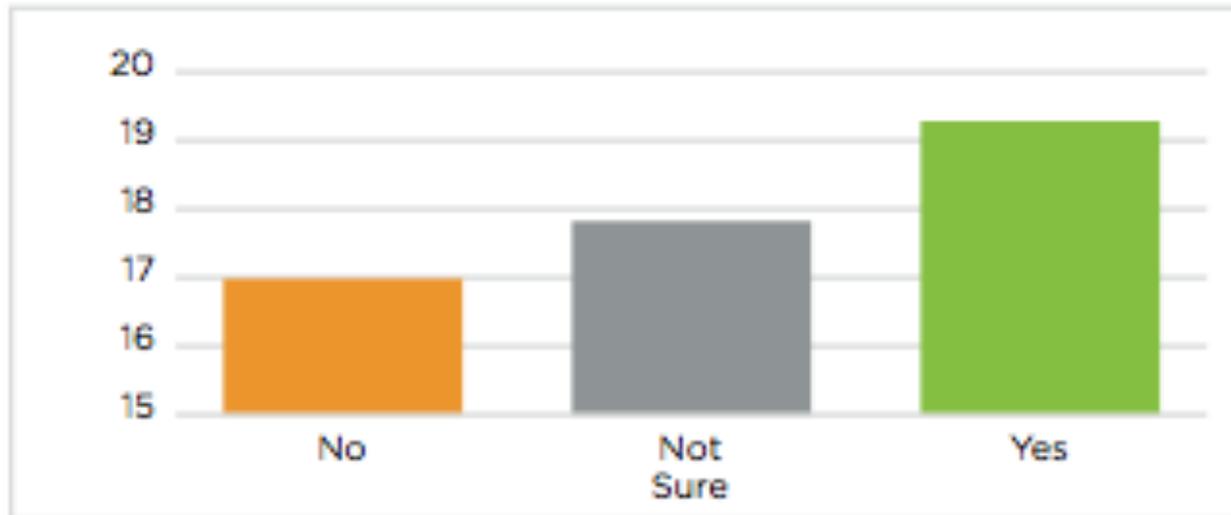
By Technology Adoption Level



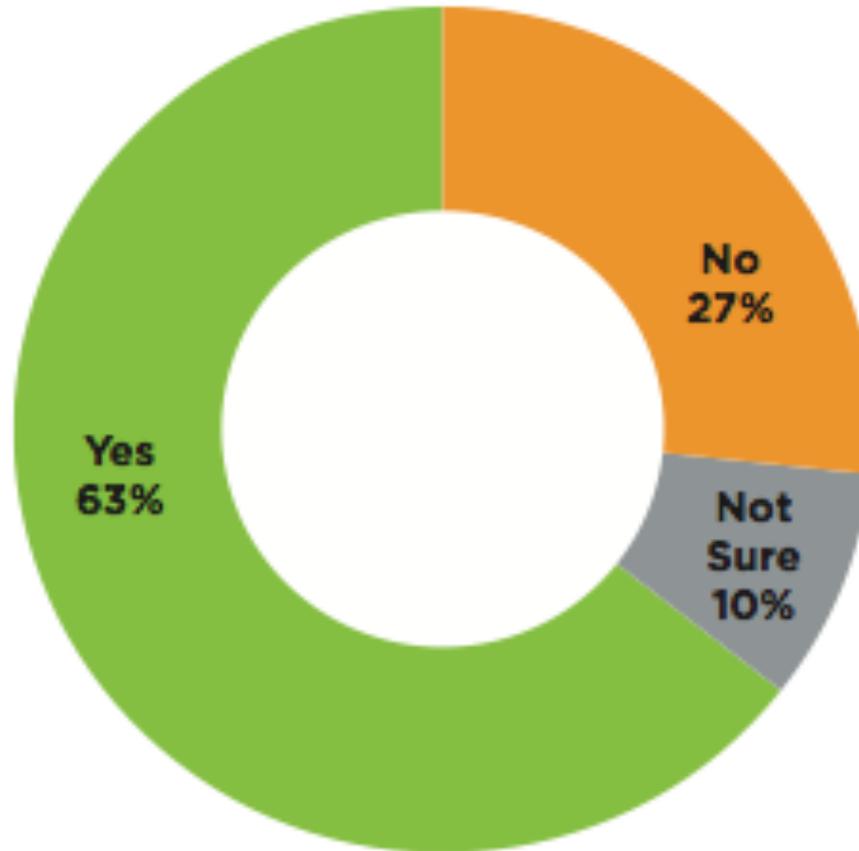
TECH IN STRATEGIC PLANNING



By Technology Effectiveness Score



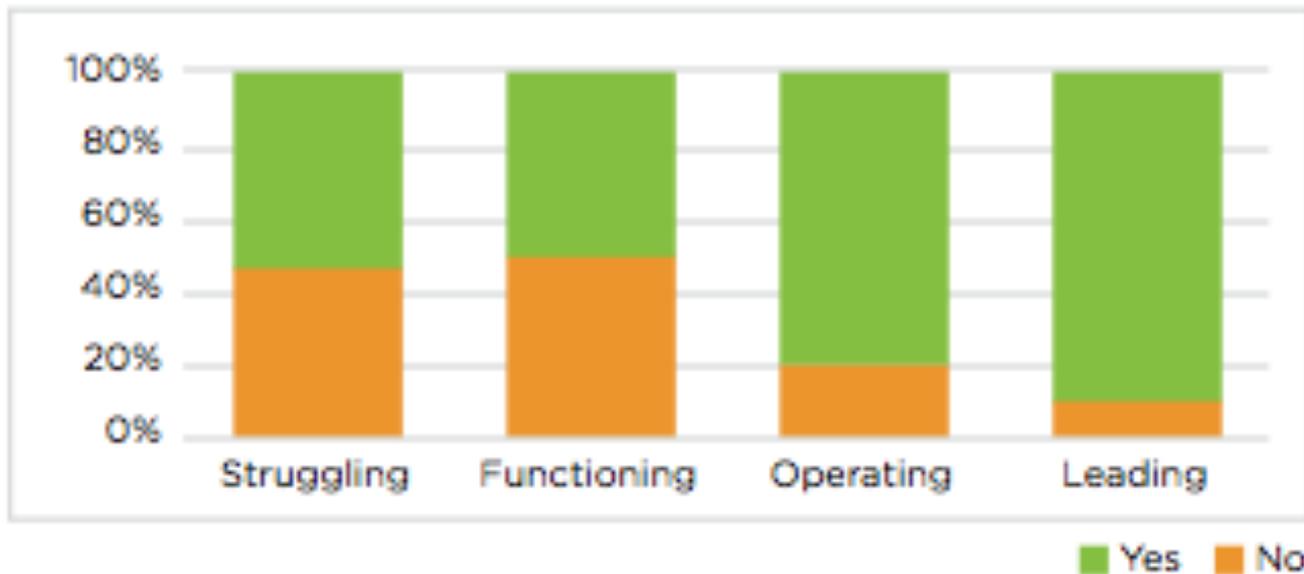
LEADERSHIP VOICE



LEADERSHIP VOICE



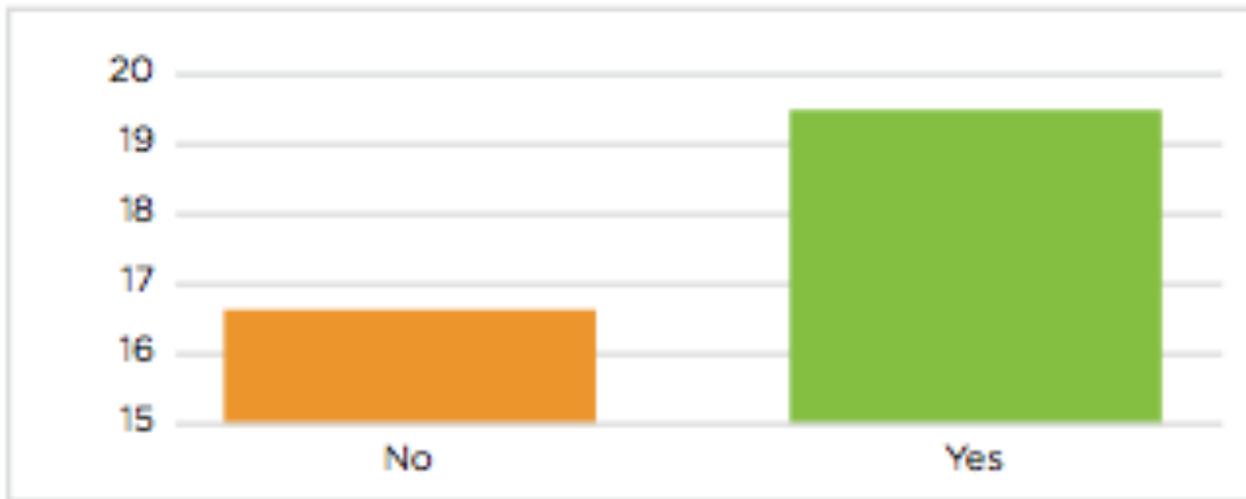
By Technology Adoption Level



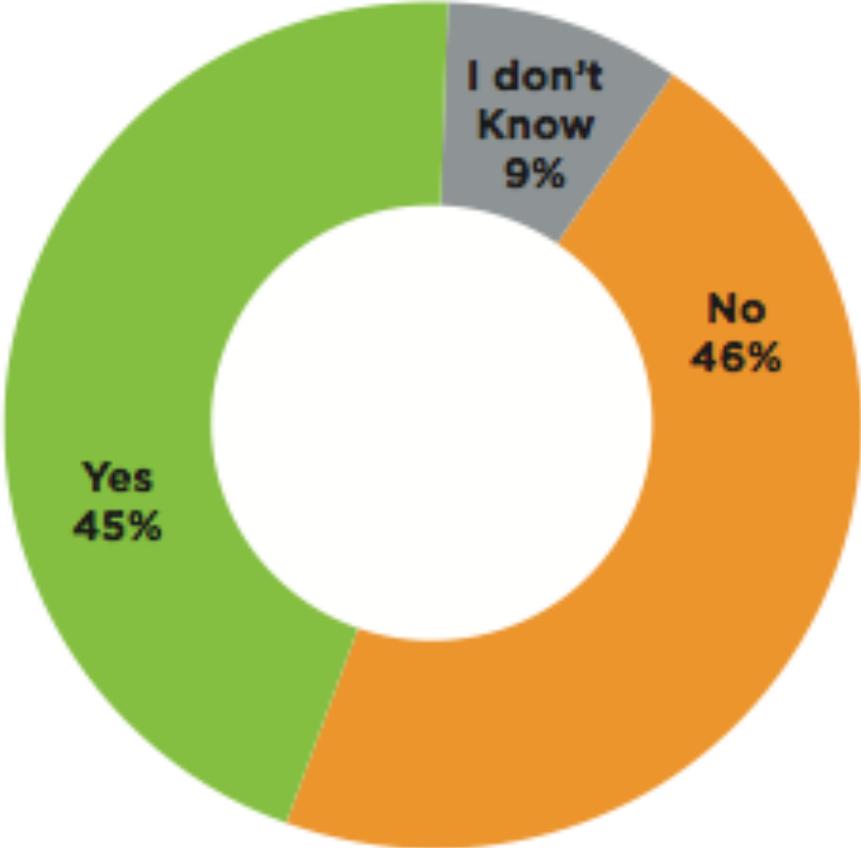
LEADERSHIP VOICE



By Technology Effectiveness Score



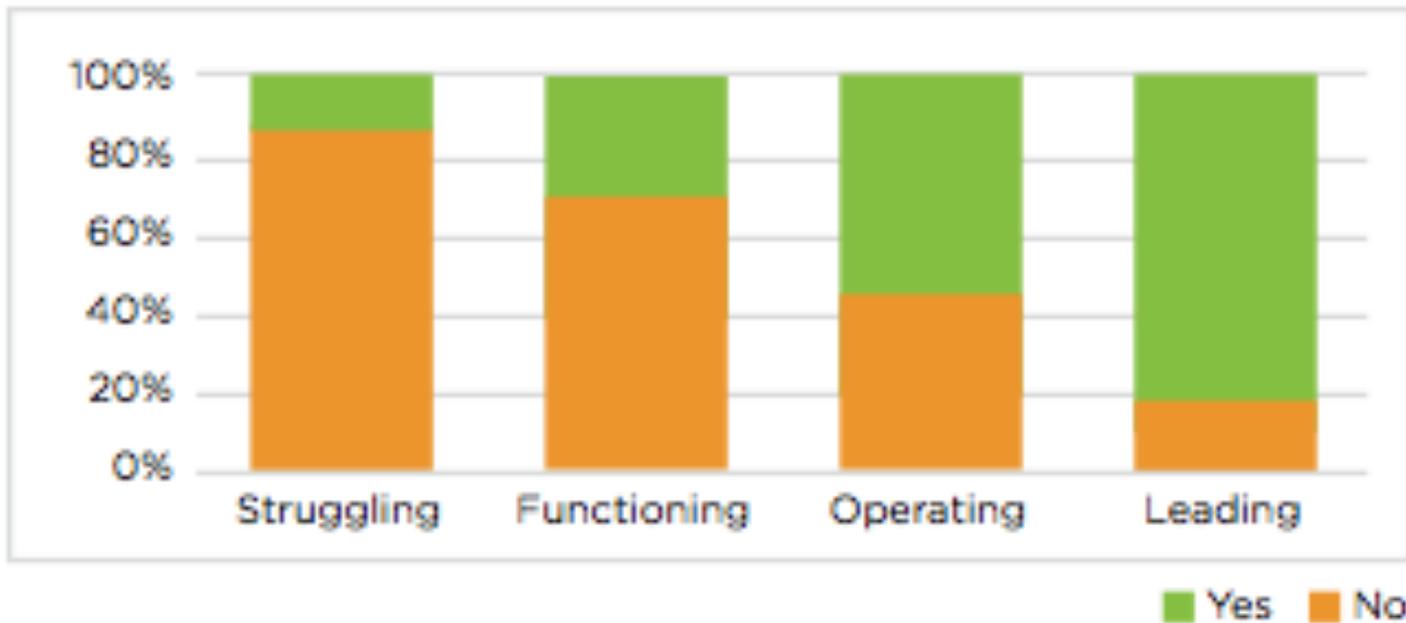
TRAINING BUDGET



TRAINING BUDGET



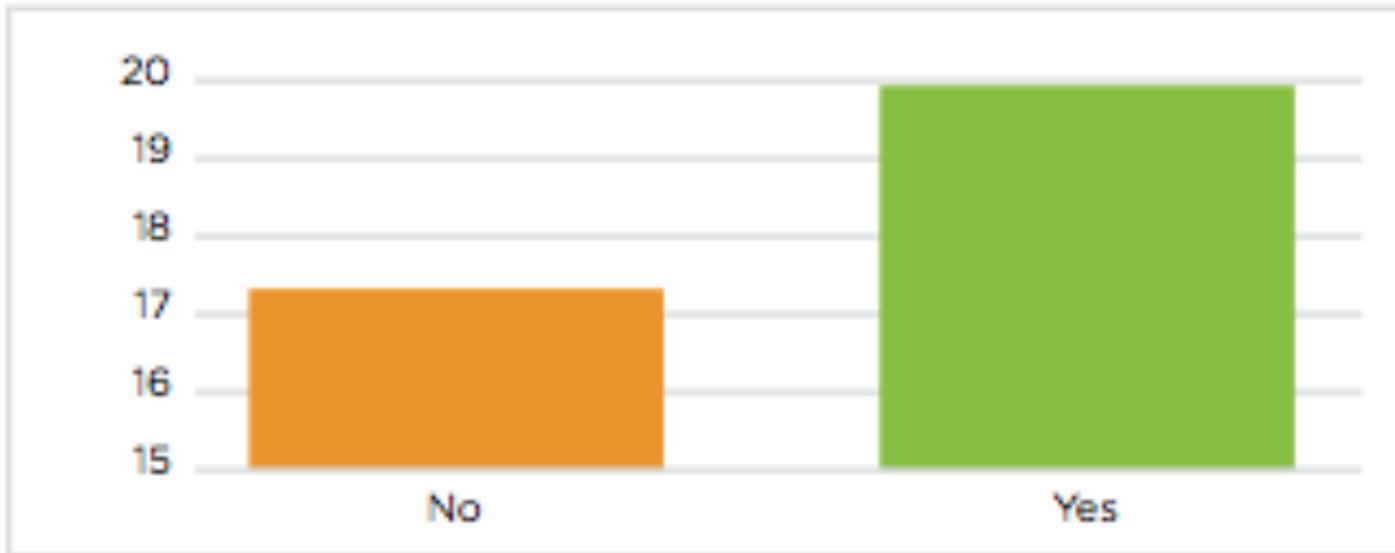
By Technology Adoption Level



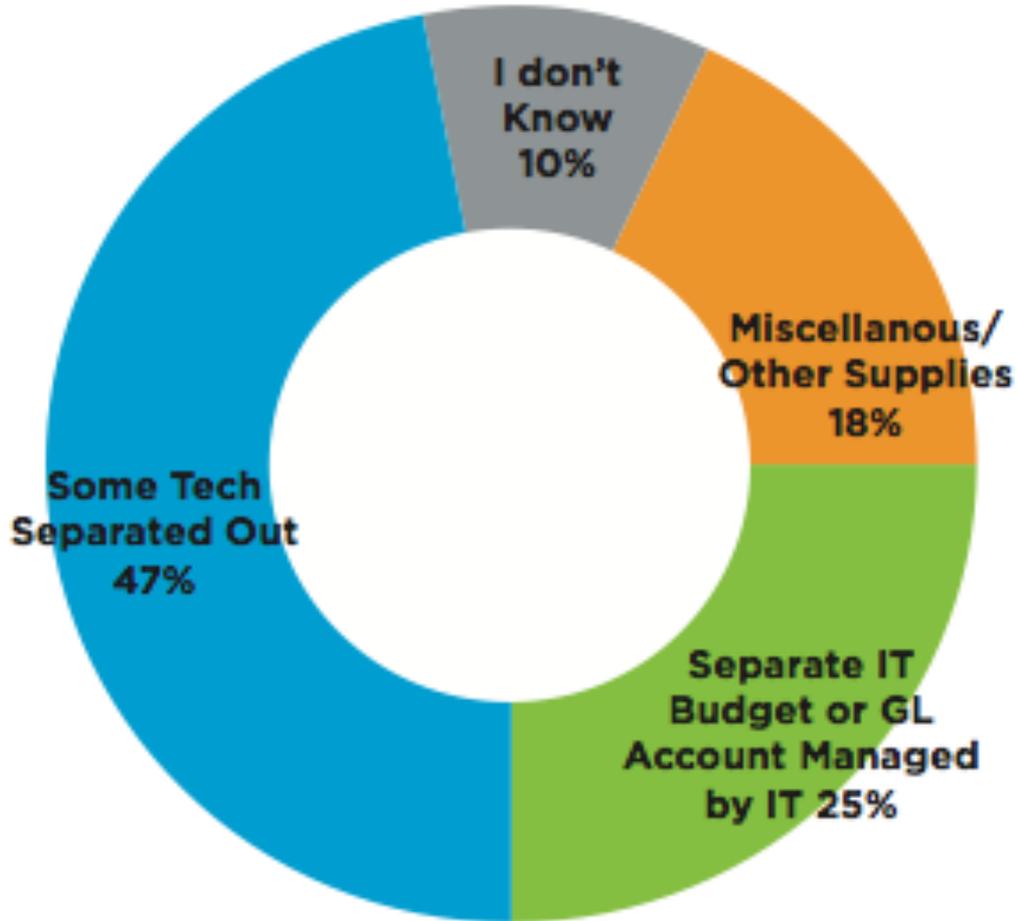
TRAINING BUDGET



By Technology Effectiveness Score



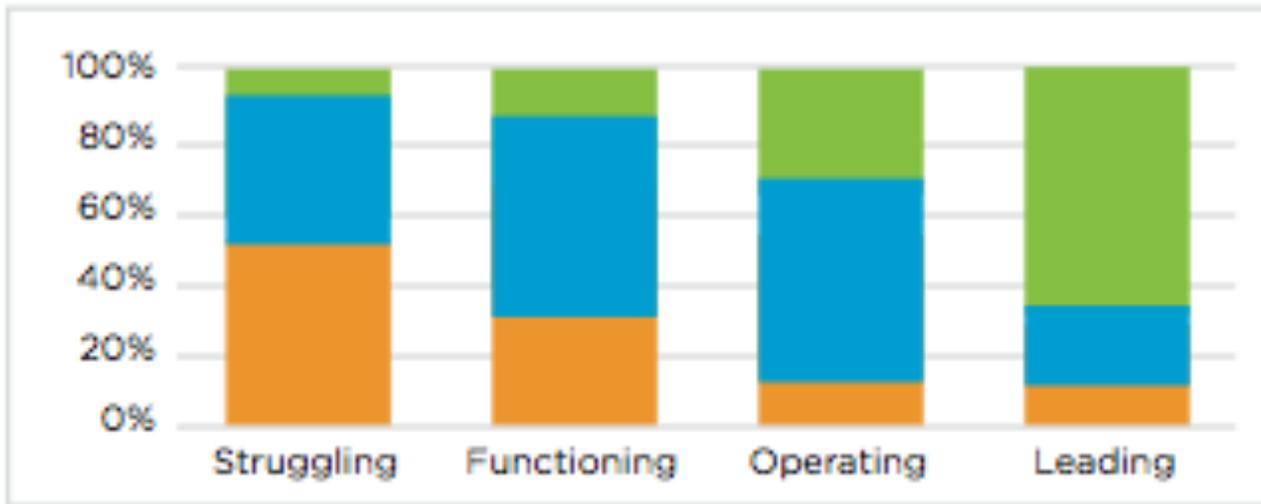
TECH BUDGETING



TECH BUDGETING



By Technology Adoption Level

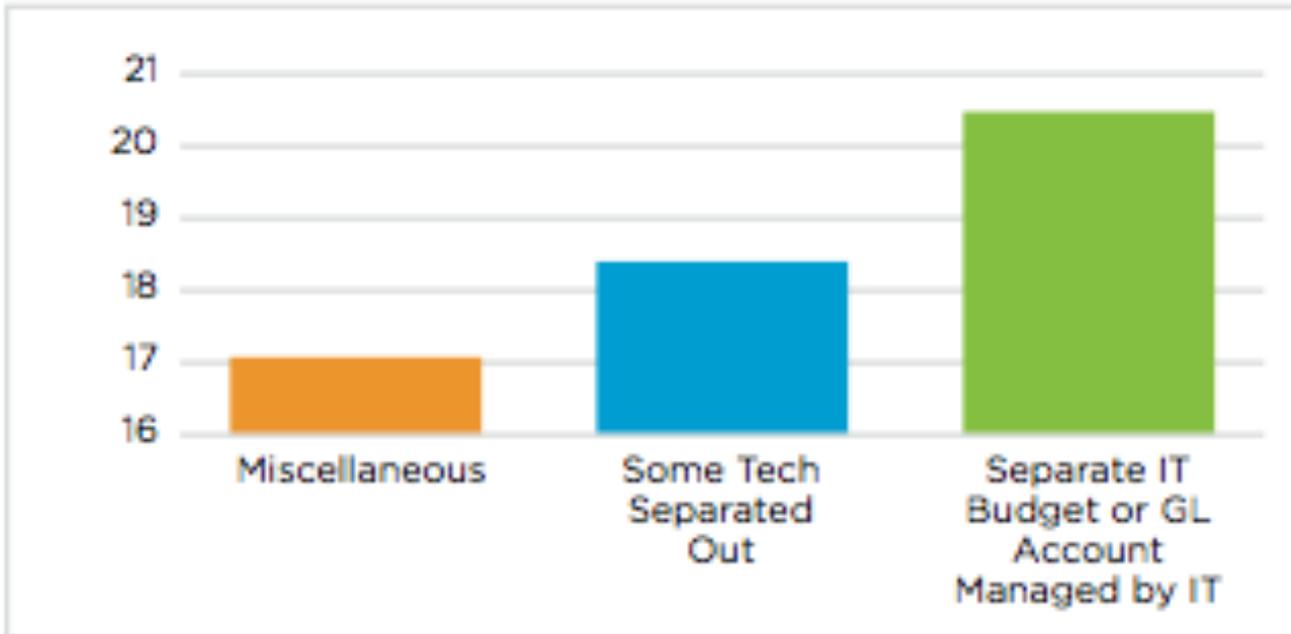


- Separate IT Budget or GL Account Managed by IT
- Some Tech Separated Out
- Miscellaneous/Other Supplies

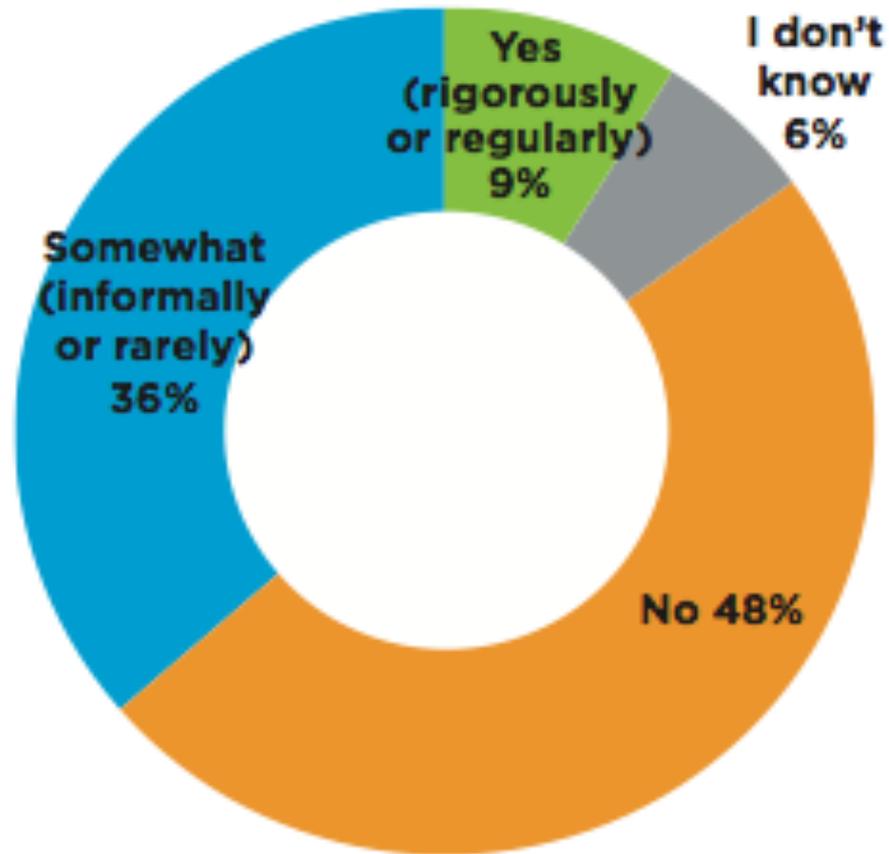
TECH BUDGETING



By Technology Effectiveness Score



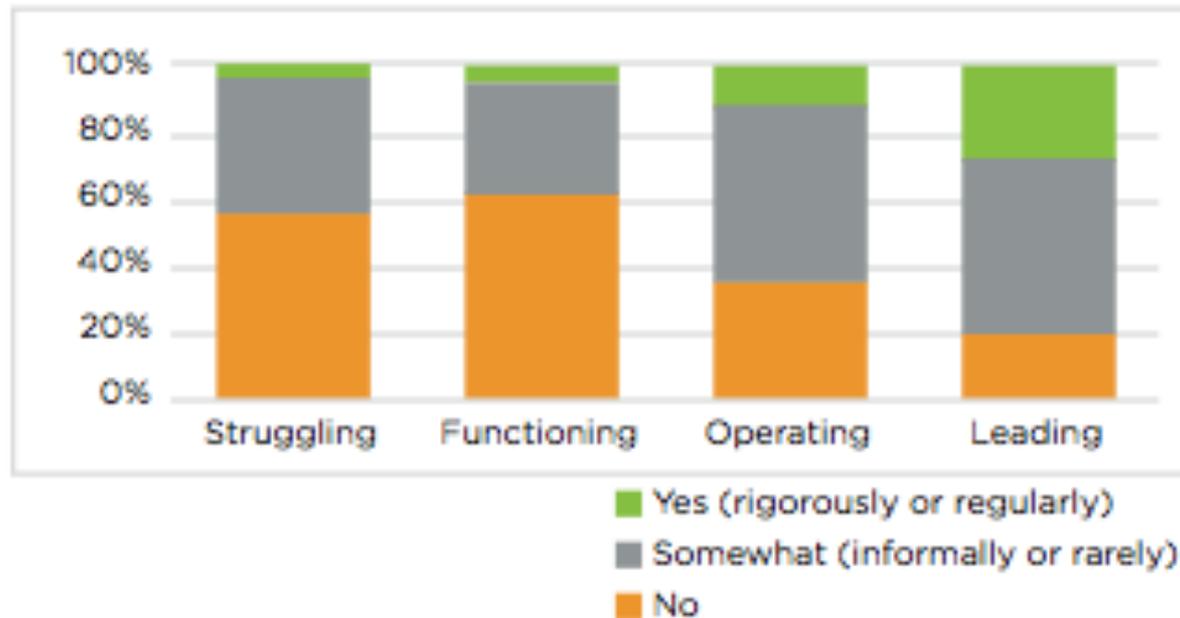
RETURN ON INVESTMENT



RETURN ON INVESTMENT



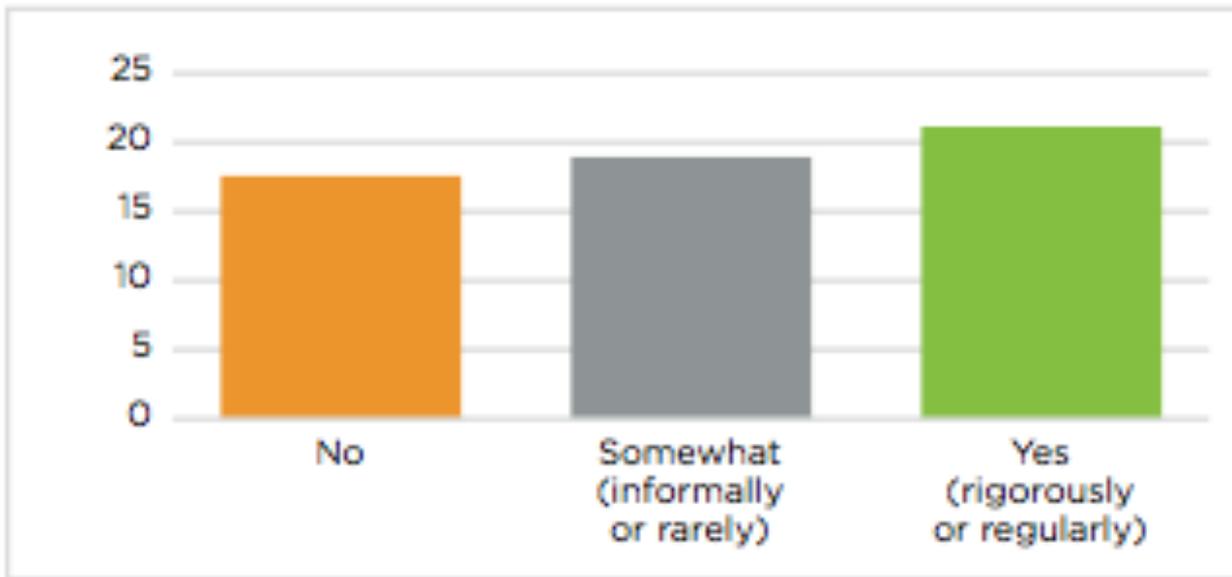
By Technology Adoption Level



RETURN ON INVESTMENT



By Technology Effectiveness Score





TECHNOLOGY < PEOPLE



WHO'S YOUR COMMUNITY?

You do not know. Receives your messages via the network.

Crowd

You don't know and cannot contact directly.

Don't know you and need consistent and compelling messages to take any action.

But your Community can.

Network

This is the community of your community: their family friends, coworkers and connections.

In your database, attends your events, connected on facebook Twitter, LinkedIn or physically in your area.

You want to convert the network to join the community.

Your Org.

Community





**WHAT DO YOU REALLY KNOW
ABOUT YOUR COMMUNITY?**

IS YOUR COMMUNITY:

Online?



IS YOUR COMMUNITY:

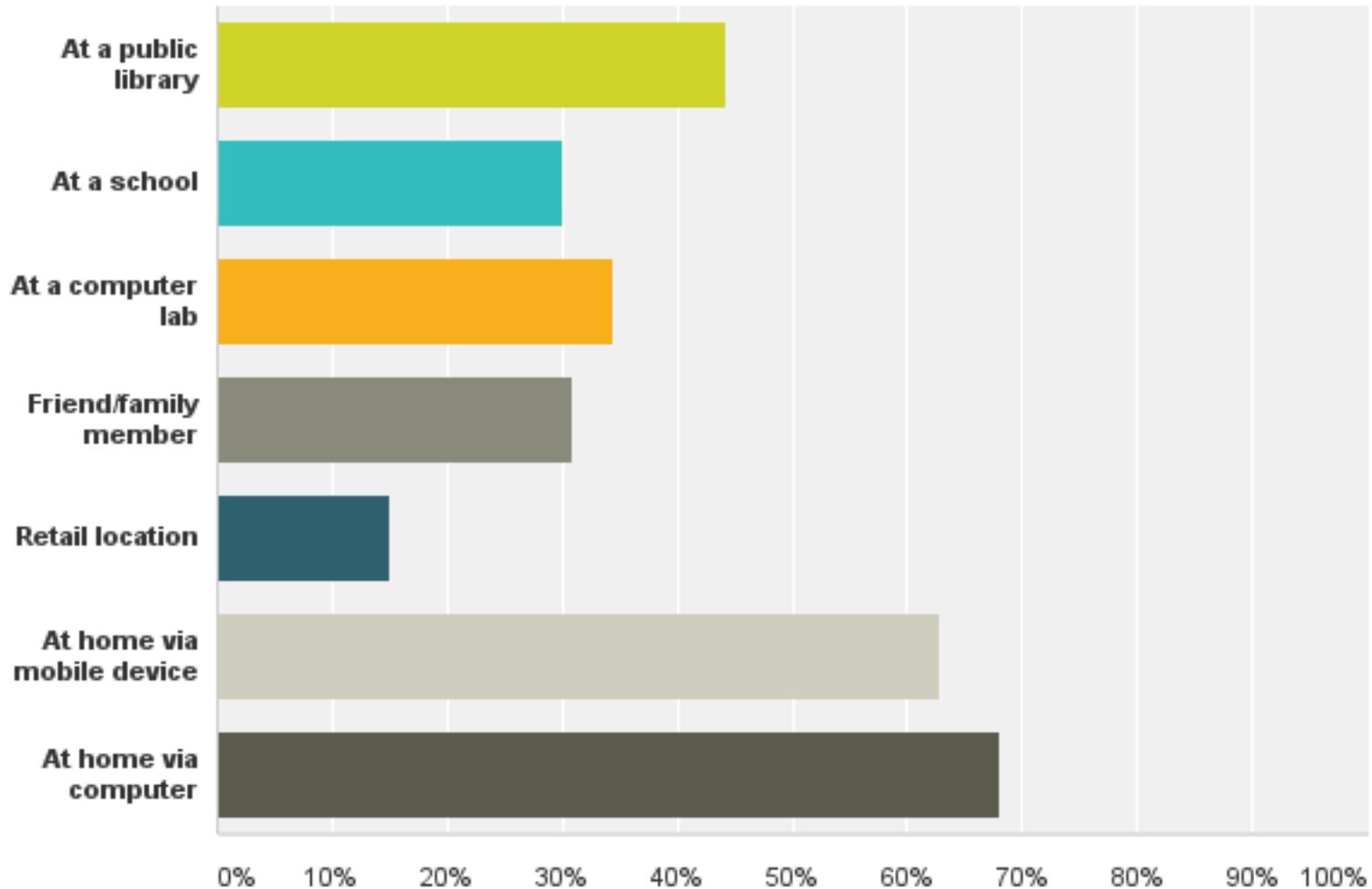


Online?

How:

- Broadband
- Mobile
- Public access

How do your constituents most often access the Internet currently?



IS YOUR COMMUNITY:

Skilled?



IS YOUR COMMUNITY:

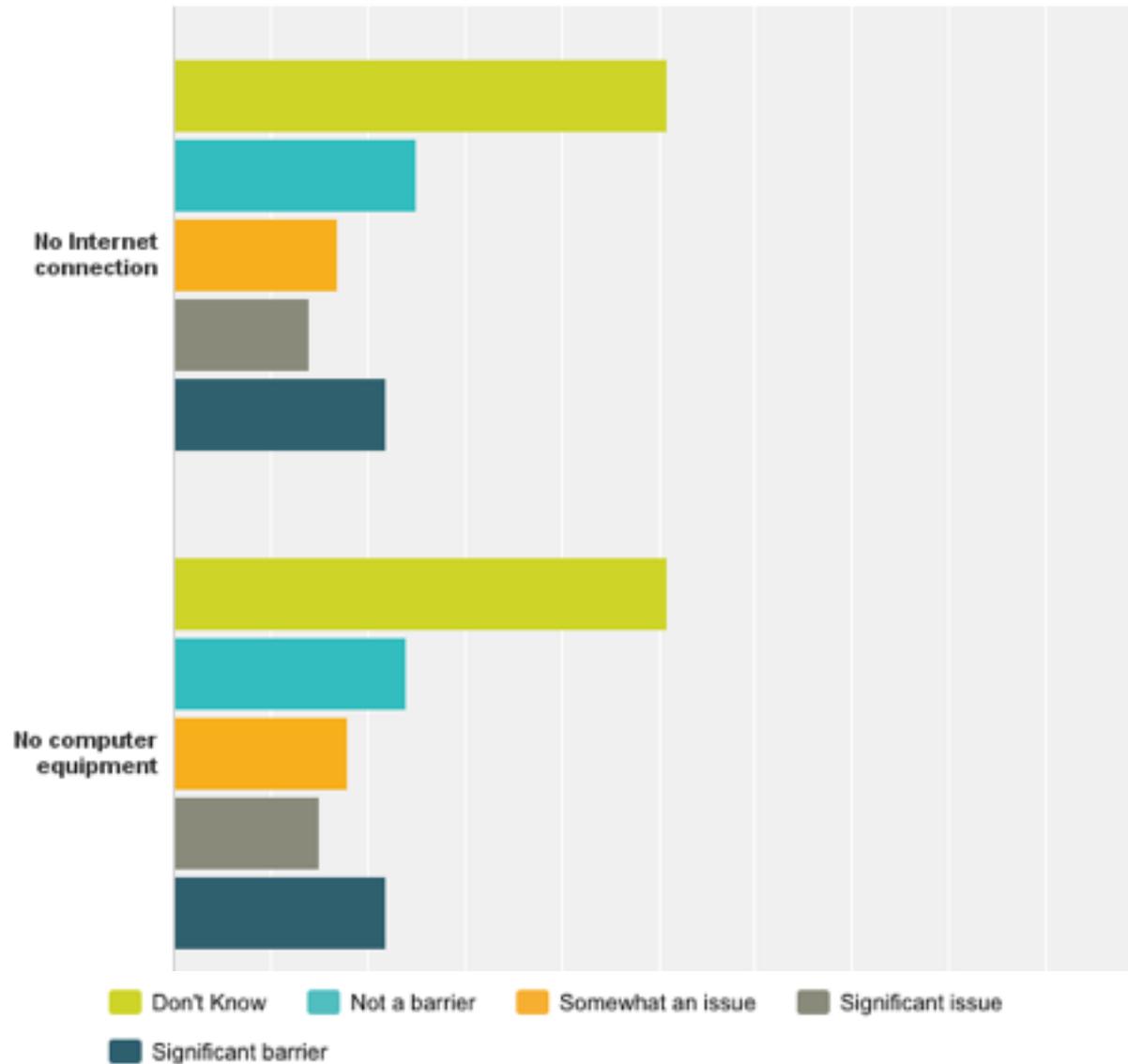


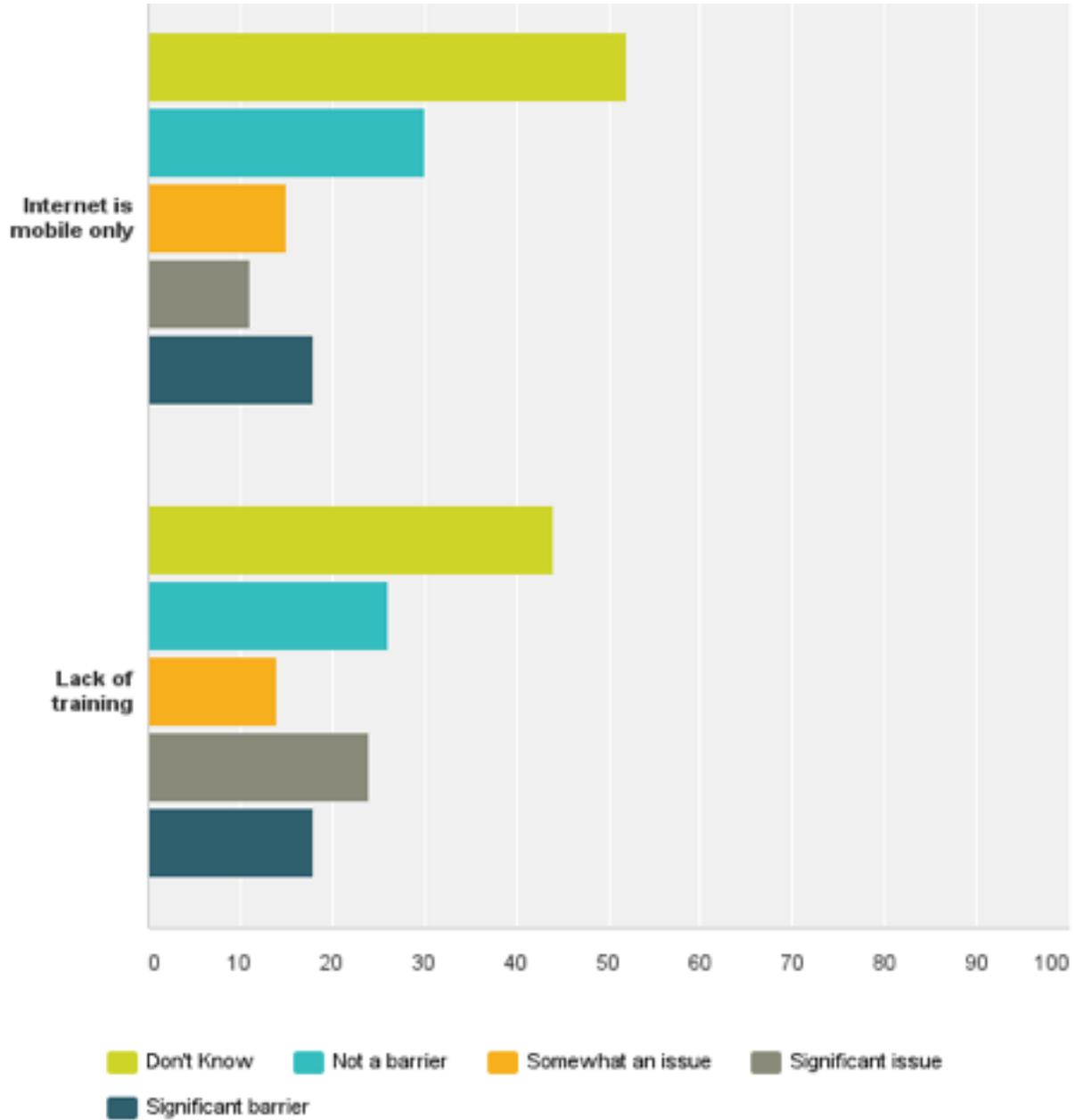
Skilled?

How:

- **Basic Internet use**
- **Social media**
- **Secure and safe communications**

Which of these are barriers preventing your constituents from accessing your online services?





IS YOUR COMMUNITY:

Ready?



IS YOUR COMMUNITY:



Ready?

How:

- Have basic organization or campaign info
- Understand and can use the tools
- Have personal story to share

CHAPTERS



1

**1 | GETTING STARTED AND
ESTABLISHING GROUND RULES**

Curriculum, English



2

**2 | INTRODUCTION TO VIDEO
ADVOCACY**

Curriculum, English



3

3 | VIDEO PRODUCTION

Curriculum, English



4

4 | POST PRODUCTION

Curriculum, English



5

5 | STORYTELLING FOR CHANGE

Curriculum, English



6

6 | HOW TO DISTRIBUTE YOUR VIDEO

Curriculum, English



7

7 | SAFETY AND SECURITY

Curriculum, English



World Pulse Training Toolbox

The Internet is an incredibly empowering tool, and World Pulse wants you to get the most out of your online experience. Our team has assembled toolkits of information and resources to help you amplify your message, protect your safety, and take care of your own needs without compromising your bold voice.

Training Toolkits

DIGITAL EMPOWERMENT TRAINER'S TOOLKIT

Digital Empowerment Trainers help World Pulse participants connect, share stories, and generate solutions online. If you are ready to become a World Pulse Digital Empowerment Trainer, or considering it, your journey begins here.

[VIEW AND DOWNLOAD DIGITAL EMPOWERMENT TRAINER'S TOOLKIT](#)

YOUR CAMPAIGN SUCCESS



Investing in success for your organization:

- Focus on the right tools for your people
- Train staff year-round
- Evaluate what is working and why

YOUR CAMPAIGN SUCCESS



Investing in success for your community:

- Focus on the right tools for your people
- Offer direct training
- Ask for feedback and put community in leadership role of your campaign

QUESTIONS?



@amyrsward

#rc15