

How using the right IT can save you money

Charity Technology Trust



Technology Delivering Goals

- Ensure you fully understand the Vision, Mission, Goals and Objectives for your charity
- Assign a budget and ensure you have appropriate support and a Trustee who understands the benefits technology can bring
- **Technology is:**
 - › a means to deliver the above
 - › a tool for making things happen
 - › used appropriately can save you time and money by allowing you to do things more efficiently and effectively
 - › as important as donor management, marketing, operations, finance.



Think about infrastructure

- **How do you want to work**
 - › Office, Home, Mobile or combination
- **What systems and services do you need to function**
 - › E,g, Accounting, CRM, E-mail, File Storage
- **Consider Donated and Discounted hardware**
 - › Get Online @ Home
- **Extend the life of your existing equipment hardware**
 - › Memory is the cheapest way to improve speed
 - › Solid State Disks (SSD) can aid older equipment
- **Look for donated software**
 - › CTXchange – Microsoft, Symantec, Huddle, Flickr, etc
 - › Salesforce – Foundation give 10 free licenses
 - › Google Docs – Storage, Mail and Docs

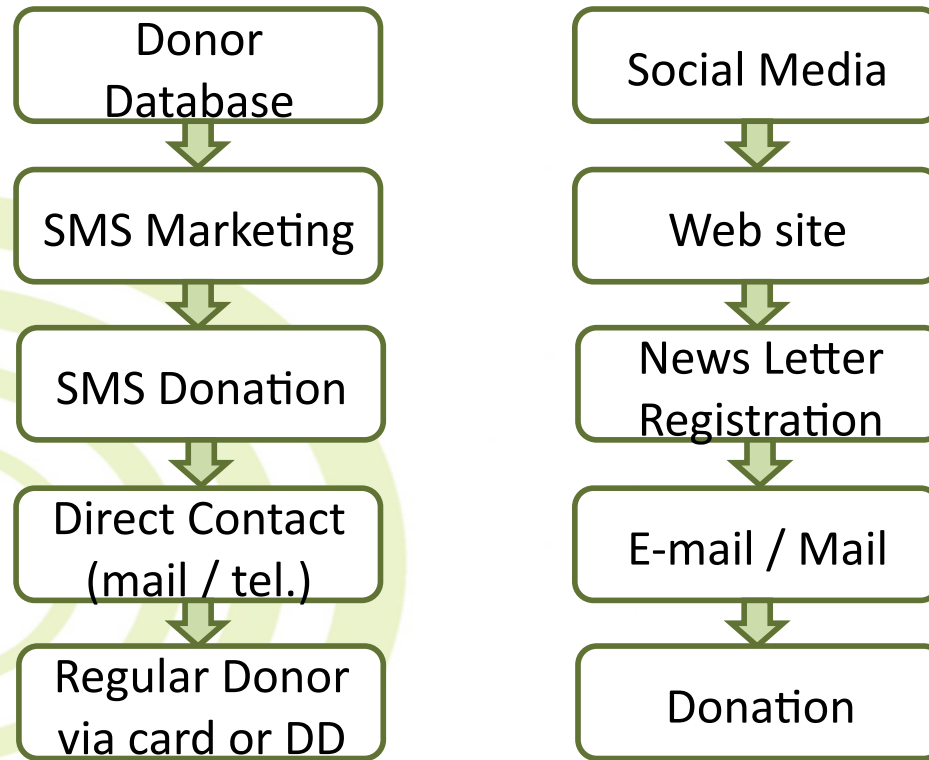


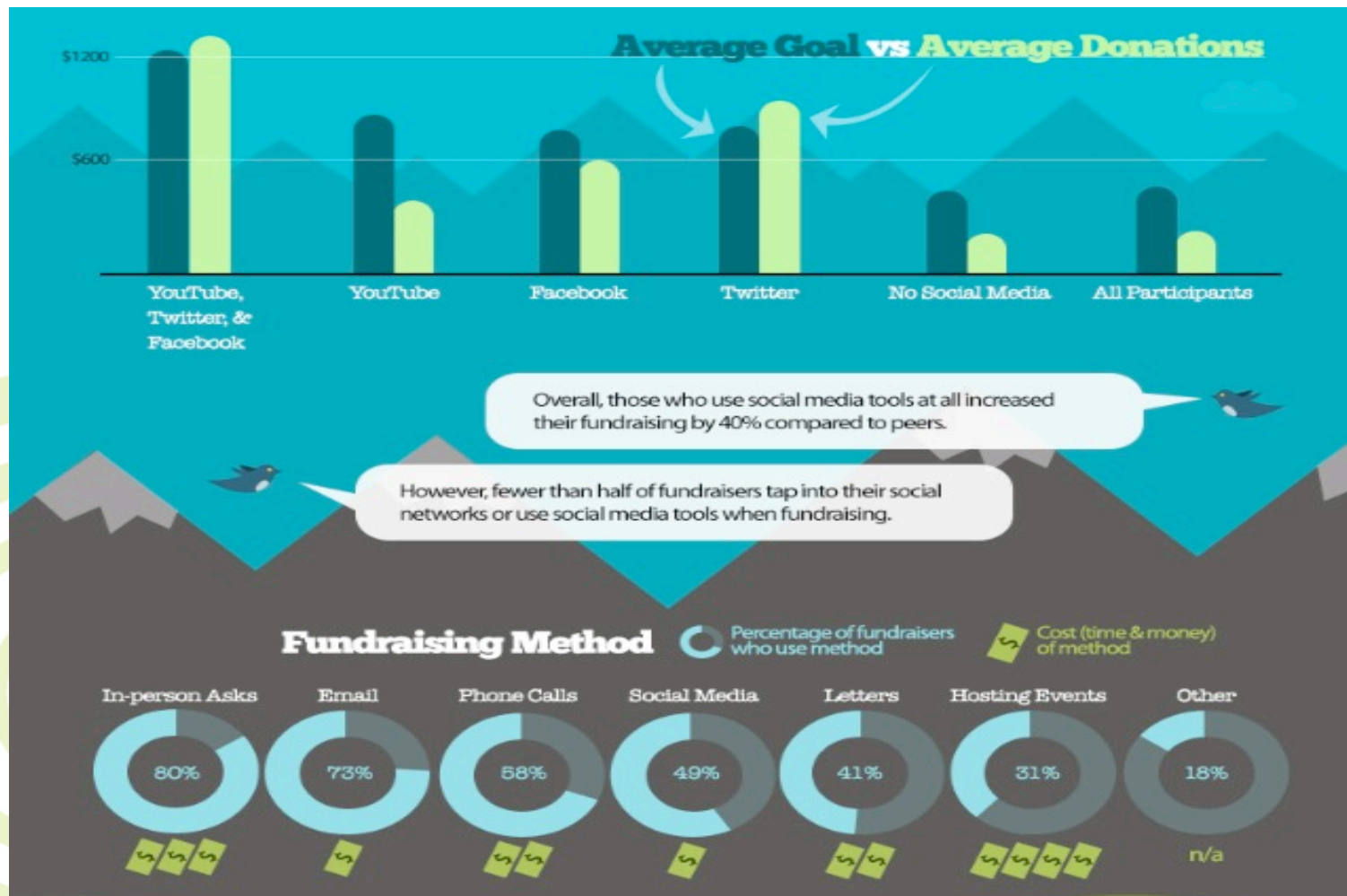
Marketing & Donor Management

- You need to communicate with potential & current donors
- You need to make people aware of your services
- You need to spread the message of your great work
- **Make sure that digital marketing is considered as part of the broader marketing strategy**
 - › Physical Mail Shot Marketing
 - › E-mail Marketing
 - › Social Media
 - Twitter
 - Facebook
 - LinkedIn
 - YouTube
 - Google+



Technology Journeys





Source: Blackbaud

Donations

- **Enable donations to be taken online**
 - › Credit Card, Debit Card
 - › Work towards transitioning donors to Direct Debit
- **Encourage individual fundraising campaigns**
 - › Just Giving, BT My donate, EverydayHero
- **Look at SMS text messaging as first rung on donation ladder**
 - › Vir2 / CTT, Vodafone / Just Giving
- Keep an eye on mobile technology changes
- Make best use of Gift Aid
- Thank your donors regularly and tell them how their money is being spent
- In our experience great case studies are the best way to engage with current and potential donors



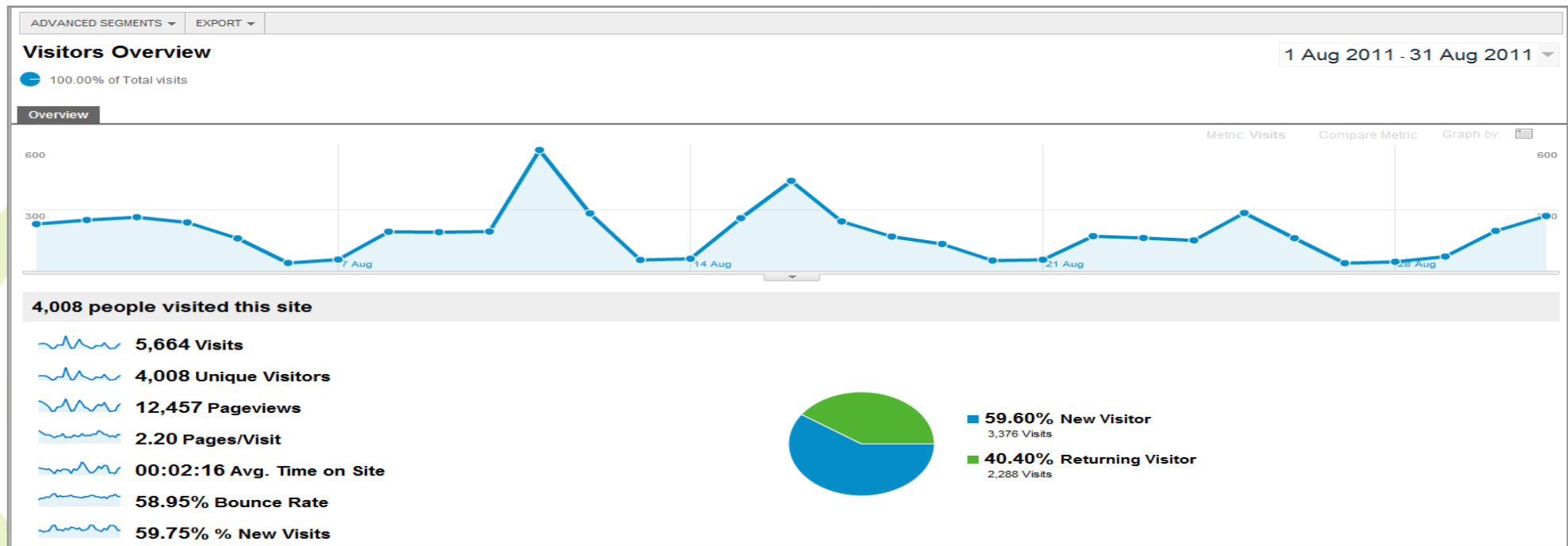
Web Sites

- You need a web site!
 - Generate one yourself. There are simple tools now like Wizz-It which is an online drag and drop builder
 - Find somebody else to build it for you
- Promote your site
 - *Register for Google Adwords* – You get US\$10,000 of key word advertising per year and it will drive traffic to your site
- Analyse the effectiveness of your site
 - *Try Google Analytics* – It will help you to understand your web traffic and trends so you can improve the design and content



Google Analytics

- Use data to improve site design and content



Google Adwords

- Modify keywords for quality of visitors

Home Campaigns Opportunities Reporting and Tools Billing My Account

Customise modules Last month
1 Aug 2011 - 31 Aug 2011

All campaigns Primary metric: Clicks Compare to: Nothing

Clicks 638	Impr. 111,786	CTR 0.57%	Avg. CPC \$0.78	Conv. (1/click) 53	Cost/conv. (1/click) \$9.35	Cost \$497.53
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Alerts and announcements (2)

- Monday 05/09/11 - Sunday 11/09/11 (Checked weekly)
Campaigns with Impressions < 1 (1) Dismiss
- Campaigns eligible to use Conversion Optimiser: (1) Dismiss

[View alerts »](#) 1-2 of 2

Performance graph

Good quality but low traffic keywords (677)

Keyword	Clicks	Cost	CTR	Impr.	Conv. (1/click)	Cost/conv. (1/click)	Conv. rate (1/click)	Conv. (many/click)
charity technology	51	\$15.55	14.66%	348	22	\$0.65	44.90%	35
free microsoft word download	20	\$16.96	3.19%	627	0	\$0.00	0.00%	0
cheap windows software	15	\$13.49	2.04%	735	0	\$0.00	0.00%	0
microsoft charity licensing	15	\$9.47	9.49%	158	0	\$0.00	0.00%	0
free computers for charity	15	\$13.21	14.71%	102	0	\$0.00	0.00%	0

Keywords below first page bid (223)

Keyword	Clicks	Cost	CTR	Impr.	Conv. (1/click)	Cost/conv. (1/click)	Conv. rate (1/click)	Conv. (many/click)
what is marketing	1	\$1.00	3.57%	28	0	\$0.00	0.00%	0
cheap software	1	\$0.80	0.85%	117	0	\$0.00	0.00%	0
fundraising for charity	1	\$0.99	33.33%	3	0	\$0.00	0.00%	0
uk charities	0	\$0.00	0.00%	0	0	\$0.00	0.00%	0
charities uk	0	\$0.00	0.00%	0	0	\$0.00	0.00%	0



Support and Implementation

- **IT4Communities** – links IT volunteers to your charity/nfp
- **Outsourcing of day to day support**
 - Desktop hardware and software
 - Server hardware and software
- **Outsourcing of server management**
 - Off site location and management
 - Hosted server solution
- **Outsource of all IT solutions with minimal support**
 - Hosted desktops

