

Making “Digital” work for NGOS

By Jayjay Ferro



Why NGO's?:

No matter where you are in life;

Student, professional, stay-at-home parent, retiree,

1. You already have everything you need to make an impact
2. To make your voice heard
3. To make the changes you think you need to be made
4. You want to get involved and make a difference every day
5. A personal choice

Professional:

1. You want to figure out what your passion is
2. You want to learn in a macro level
3. You saw a niche and wanted to learn more about it
4. You need to decide what you want to share: Time, money, or expertise, or all three



How can a person who lives in the digital world help others?

1. Social media – Marketing
2. Social media – Metrics
3. Social Media - SEO
4. Web Development – Website
5. Web Development – Payment gateways
6. Programmers – Custom Solutions
7. Programmers – App/Widget development
8. Database – Donor care
9. Database – Email Marketing
10. PR/Event Marketing – Facebook, Twitter

NGO's are just recently using the tools we take for granted in their businesses. We can give them a hand up by sharing our expertise and training the trainers



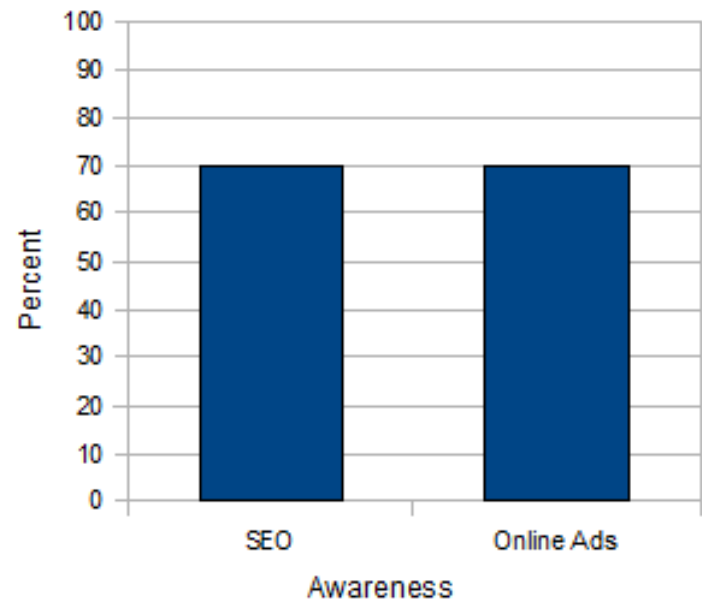
What do they need the most?



1. Awareness
2. Engagement
3. Partnerships
4. Fundraising

AWARENESS

- SEO - 75%
 - Backlinks
 - Meta data/ Keywords
- Online marketing - 75%
 - Display
 - Campaigns



How important is Engagement?

1. Blogs building communities
2. Share button on Facebook
3. RT's on twitter and social news
4. Email service for updates and newsletters
5. Podcasts
6. Youtube, Vine, Instagram shares



SMARTER GOOD

is a global services firm for social sector organizations
focused on systemic change.



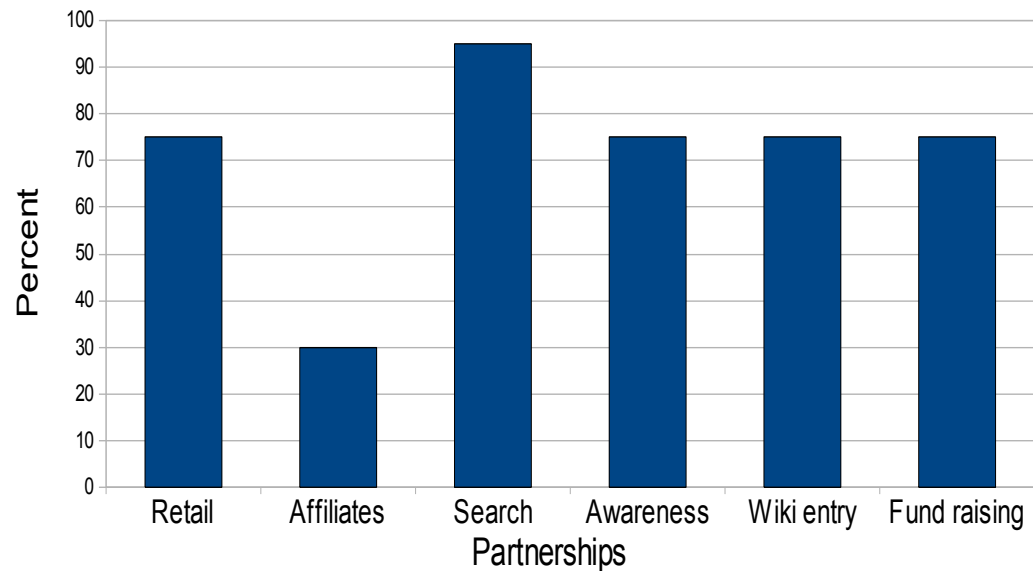
Partnerships

Ngo's often have multiple partners for reach and non-core competencies

1. Retail partnerships – Ebay, Justgiving, amazon.com, familyfund.com.
2. Search partnerships – Search2give.com, Clicknow, Everyclick, Unicef, Google
3. Partnerships to raise awareness using publishing or rich media sites such as Youtube
4. Partnerships for Fundraising
5. Partnerships for everything else

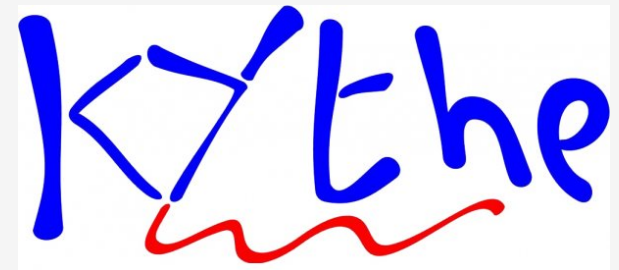


Oftentimes, people in the NGO are overworked and have too little time. If you offer them expertise, time and your efforts, The good ones will reward you with referrals or new business, when you have one.



How to decide which nonprofit to support?

1. What issue is most on your mind right now? Why?
2. Where do you perceive the greatest need?
3. What causes, issues, or problems would you find most exciting and emotionally fulfilling to be involved with?
4. What nonprofits, if any, have touched your life or the lives of those around you?
5. Are you interested in having an impact on a local, national, global level?
6. Would you feel better about supporting a well-established organization or contributing to an emerging nonprofit?
7. What do you value the most?



Will this be good for my career? I don't want to volunteer/work in an NGO forever.

Definitely:

Your skillset will be pushed to its limits

You'll build a diverse network which is essential for a successful career.

You'll build trust very quickly if you work for a reputable non-profit

You'll get in contact with a lot of experts in different fields

You'll definitely be able to say, "comfortable with all levels of an organization" in your CV.

You'll figure out sooner or later what you want to do, in the least amount of time, because they'll make you do everything.

The skills you'll learn here will be transferable (mostly) to the private sector.

Sometimes, It's fun!

<http://www.buzzfeed.com/leahneiderthal/25-situations-only-nonprofit-people-can-understand-dfyq>