



DIGITAL TRANSFORMATION FOR NFPS

FREE RESOURCES AND DISCOUNTED IT PRODUCTS TO AMPLIFY YOUR IMPACT

August 2022

DIF2022Festival



Acknowledgement of Country

We acknowledge the traditional custodians of the land and pay our respects to Elders past, present and emerging.



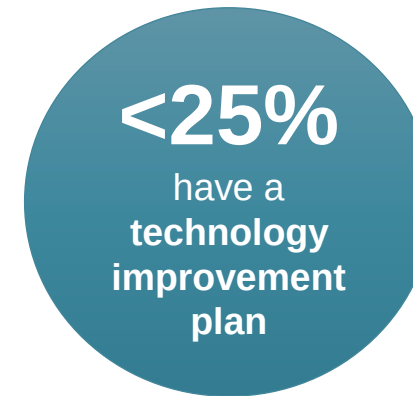
Webinar Outcomes

We're going to cover:

- » Not-for-profit technology domains and capability
- » Digital roadmaps that enable not-for-profits to develop their capabilities and enhance their impact
- » How non-profits leverage technology to transform their services and operations
- » Free resources and discounted products and services to assist in the journey

Infoxchange Digital Technology in the NFP sector survey

If your organisation feels challenged or hindered by technology, you are not alone



Five domains structure the technology jungle



Tech Foundations

PCs, network, servers, telephony, email, file sharing and collaboration infrastructure

Staff can collaborate, work productively and access information anywhere



Information Systems

Systems that support delivery of your services, measure your impact and corporate systems

Painless reporting, efficient processes and client outcomes tracked



Digital Marketing

Website, email/social media outreach, content production and fundraising systems

Attract new funders, supporters, volunteers, staff and clients



IT Management

IT strategy/planning, budgeting, governance, run activities and disaster recovery/ business continuity

Maximise Digital impact



Cybersecurity

Keeping your information safe with thorough information security & device management systems and processes

Reputation, client & staff information protected

Poll: What is your priority?

- » Tech Foundations (collaborate anywhere)
- » Information Systems (efficient services & outcomes)
- » Digital Marketing (new funders, supporters & clients)
- » IT Management (make the most of scarce resources)
- » Cyber Security (protect information, staff & clients)

NFP Digital Technology Capability

	Basic	Intermediate	Advanced
Technology foundations <i>PCs, phones, tech infra & NFP Cloud collaboration platforms</i>	Non-profit cloud platforms used but not configured to best practice. Tech reliable	Tech foundations supports the organisation effectively and is used well by staff	Best practice remote working & collaboration. Staff & management highly satisfied
Information systems <i>Data, service delivery & operational systems</i>	Reasonable system to support service delivery & finances. Activity & contract deliverables measured & reported	Effective service delivery, HR and finance systems exist. Activity, impact and outcomes are measured & valued	Integrated, effective systems support efficient processes, service delivery & impact measurement
Digital marketing <i>Website, social media, events & fundraising</i>	Engaging and responsive website & email and social media are used to communicate with stakeholders	Engaging, responsive website & social media presence supported by EDM campaigns achieves tracked outcomes	Your stakeholder engagement is strategic and integrates across each marketing platform
IT management <i>IT strategy & plan, value, engagement & disaster recovery</i>	Approved 12m IT plan supported by budget for refresh, operations and improvements. Appropriate backups	Multi-year digital strategy, strong exec/staff engagement enables cost vs. value discussions. Documented disaster recovery plan	Strong partnership between IT, exec & staff delivers tangible (measured) value & regular innovation. Proven disaster & business continuity plan
Cybersecurity <i>Tech protections, education, information classification, policies, compliance & risk mgt</i>	User devices auto-patch. Induction covers cyber education, policies & obligations. MFA used. Exec engaged	Effective risk mgt addresses cyber risk, supported by proven processes & technical controls. Information is classified & appropriately secured	Best-practice technology protections, educated staff and effective processes are proven to mitigate cybersecurity risks

Digital Transformation Hub

Technology to transform non-profit operations

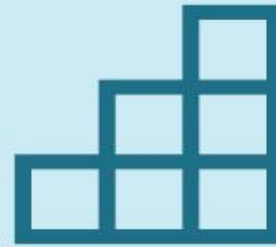


Assess overall readiness

Take this 10 minute quiz to learn your organisational readiness across these five areas.

Take Digital Quiz →

Digital guides



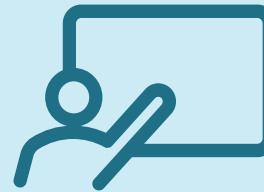
Expert advice



Case studies



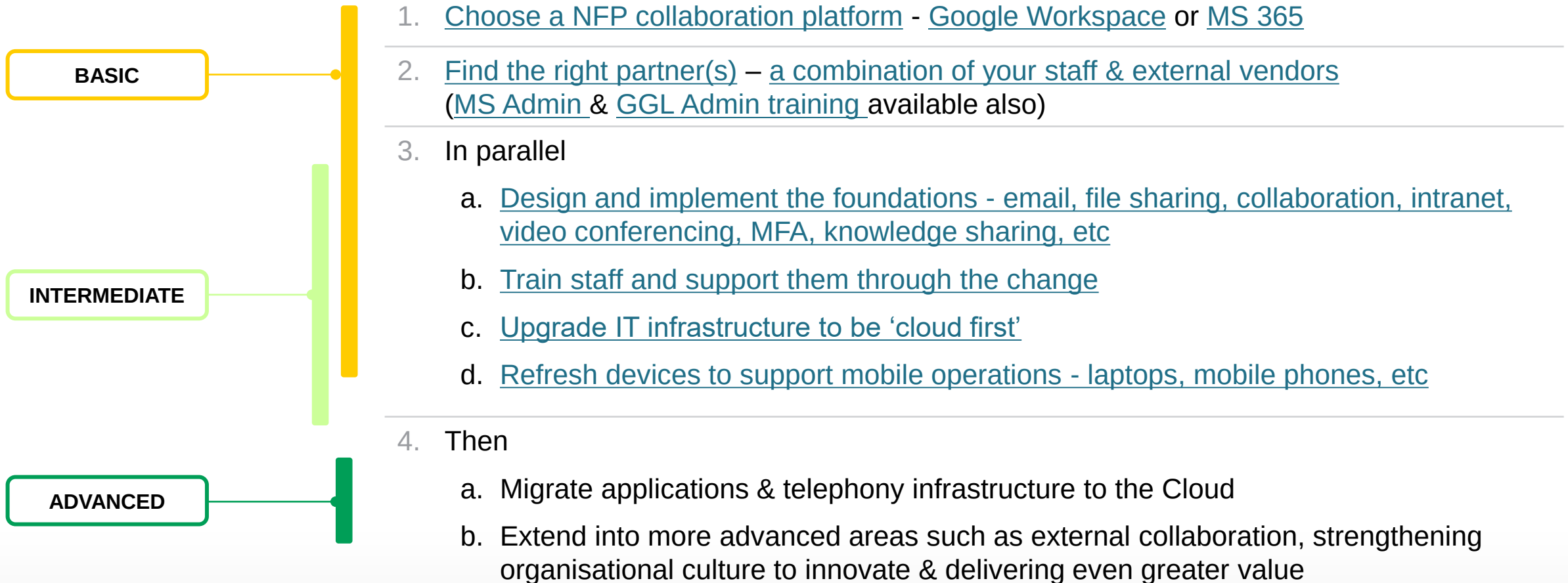
Training resources



Technology discounts for not-for-profits

The NFP Tech Foundations roadmap

Organisations should develop their technology foundations capability according to the following roadmap, adjusting to prioritise areas of significant value.

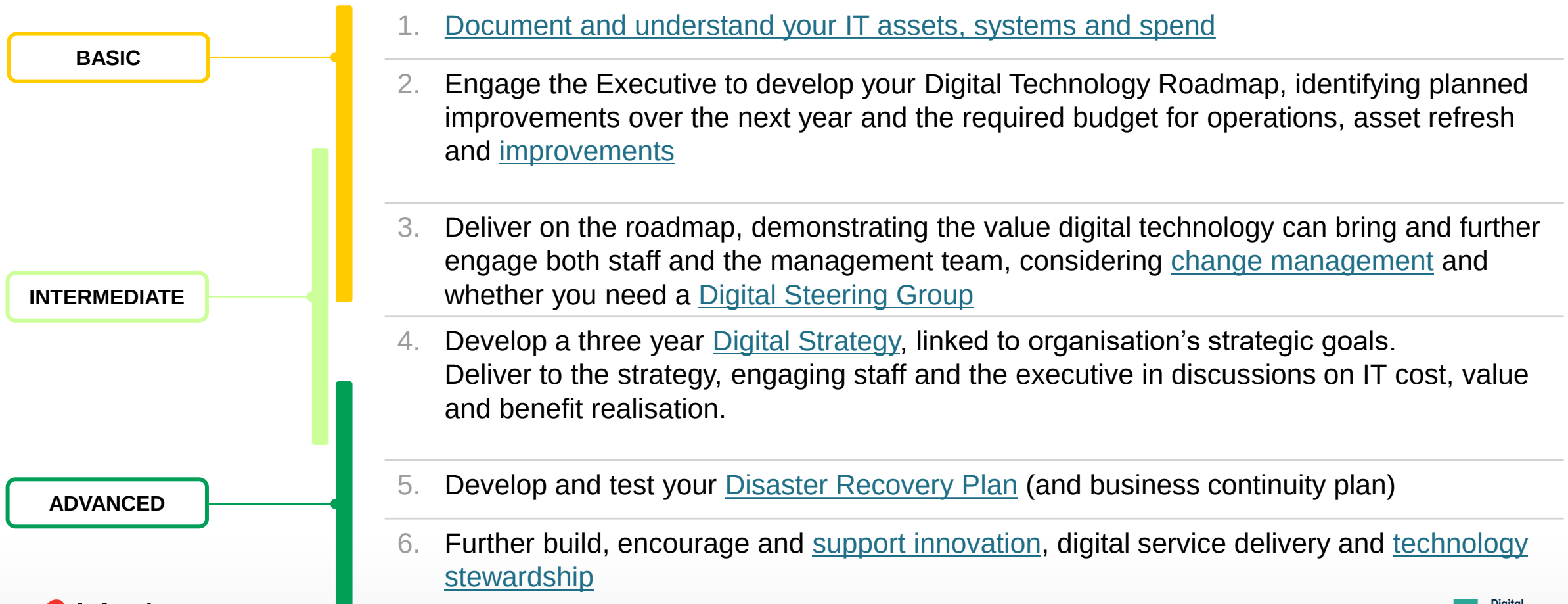


Poll: Which of the following best describes your organisation:

- » We don't have an IT Plan - we roll with the times
- » We have a rough plan in someone's head
- » We have a plan that's written down and covering the next 6-12 months.
- » We have a plan that's written down, covering the next 6-12 months with appropriate budget allocated
- » We have a 3 year digital strategy embraced by the board, management and/or executive team.

IT management roadmap

Organisations should develop their IT management capability according to the following roadmap, adjusting as required to focus on areas of significant value earlier.

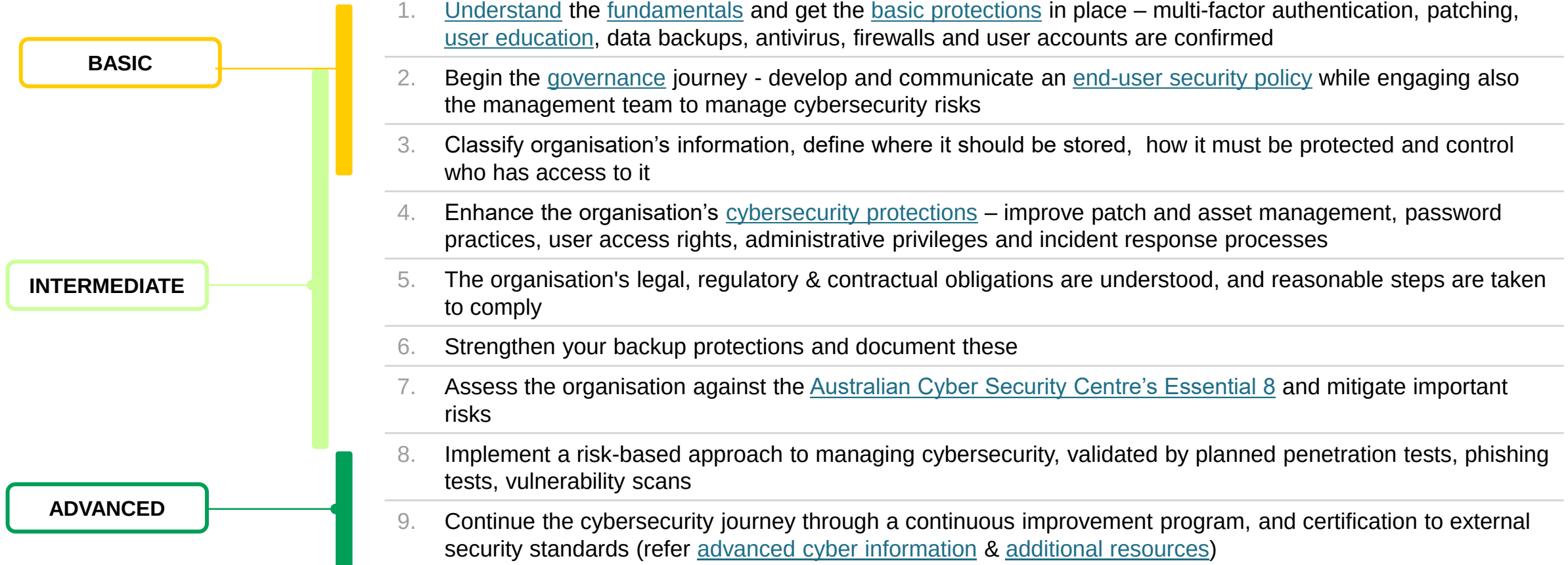


Poll:

What proportion of basic cyber security protections, defined as multi factor authentication, patching (for PCs, servers, network infrastructure and applications), user education, backup of critical data, antivirus, firewalls & accurate user accounts do you have in place?

- » Nil
- » Less than half
- » Most
- » All
- » Don't know/not sure

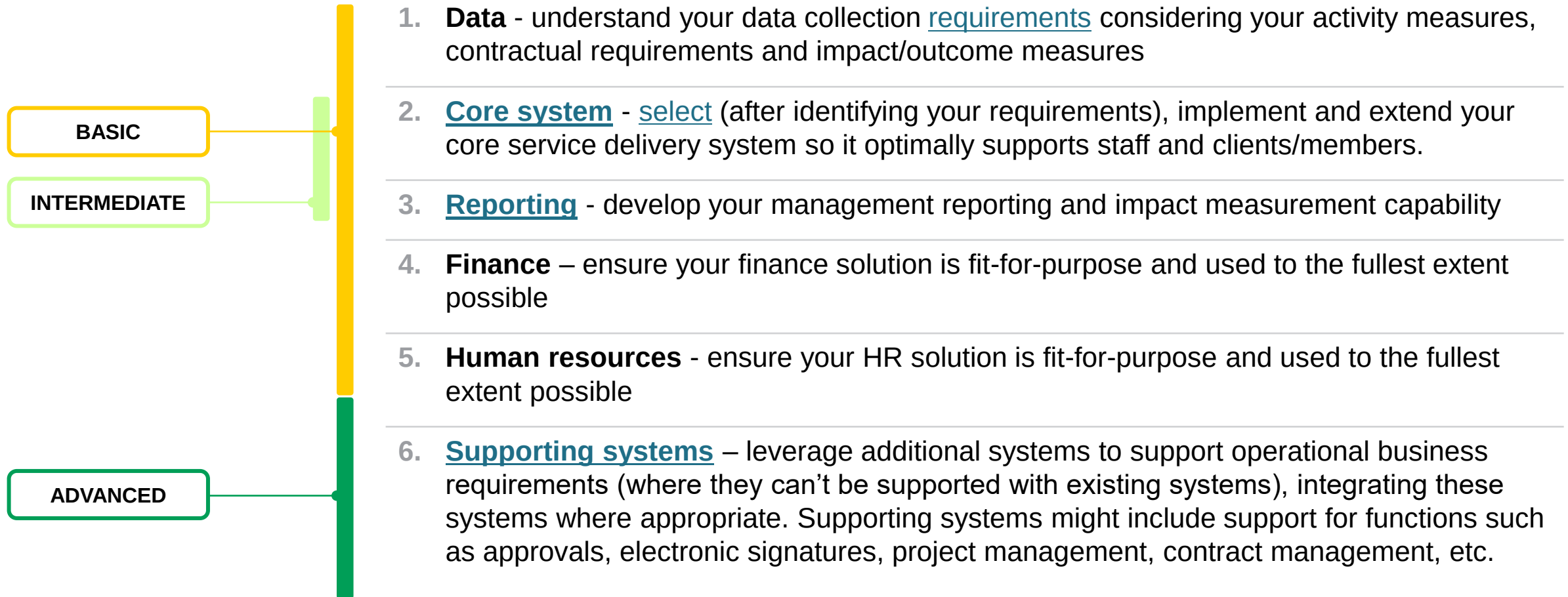
Cyber security roadmap



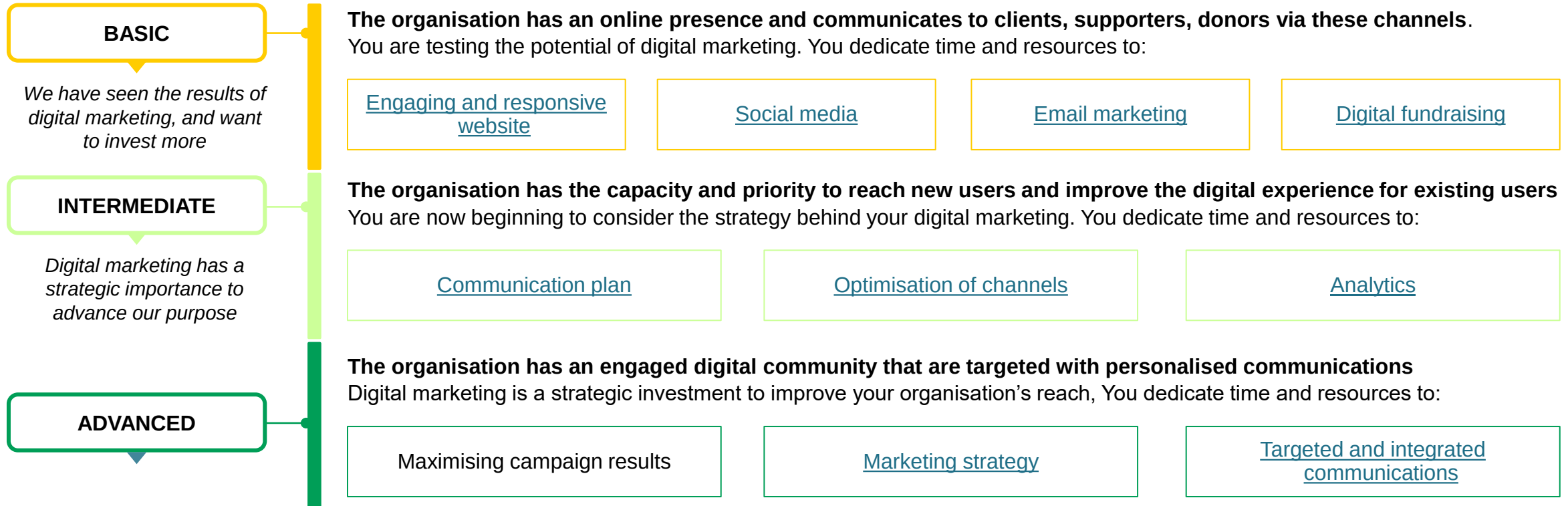
Poll: Which of the following best describes the core systems you use (CRM, client & case management system, etc):

- » We use one system to deliver our services and it doesn't work well for us
- » We use one system to deliver our services and it works well for us
- » We use 2-4 systems to deliver our services and overall they doesn't work well for us
- » We use 2-4 systems to deliver our services and overall they work well for us
- » We use >4 systems to deliver our services and overall they don't work well for us
- » We use >4 systems to deliver our services and overall they work well for us

Information systems roadmap



Digital marketing roadmap



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Technology to transform non-profit operations

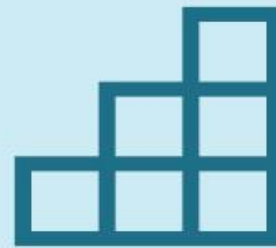


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Digital guides



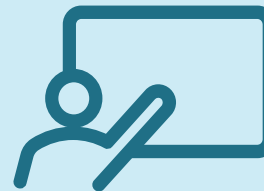
Expert advice



Case studies



Training resources



Technology discounts for not-for-profits



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www.digitaltransformation.org.au

Our top recommendations

1

Have a plan. Don't try to do everything at once

2

Pick a non-profit collaboration platform. Use it well

3

Take cybersecurity seriously

4

Move to the cloud and enable remote working

5

Leverage NFP discounts

6

Use a core system that suits your services, staff and future

7

Provide staff with training options to develop their skills

8

Measure your outcomes and impacts

9

Develop, measure and refine your digital marketing plan

10

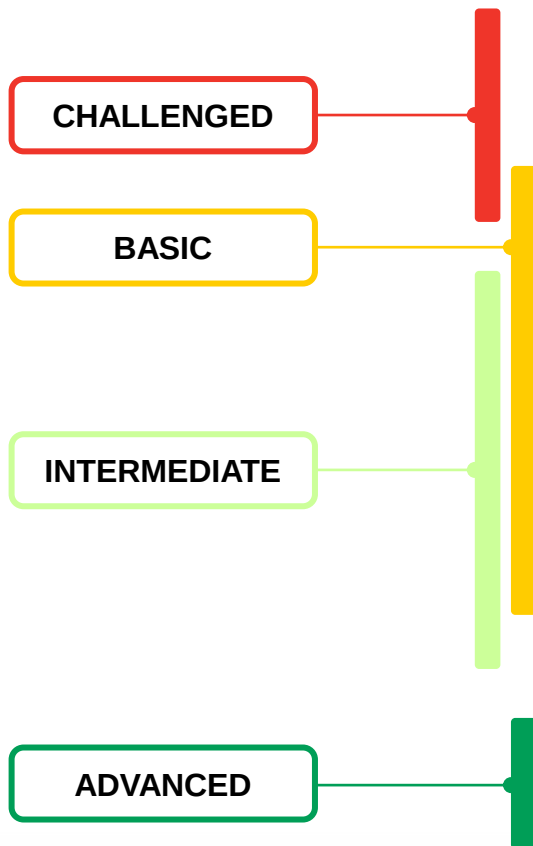
Find the right technology partners and engage effectively with your team

Questions

Appendices

The remote working roadmap

Organisations should develop their remote working capability according to the following roadmap, adjusting to prioritise areas of significant value.



1. Choose a NFP collaboration platform - Google Workspace or MS 365
2. Find the right partner(s) – a combination of your staff & external vendors
3. In parallel
 - a. Design and implement the foundations - email, file sharing, collaboration, intranet, video conferencing, MFA, knowledge sharing, etc
 - b. Train staff and support them through the change
 - c. Upgrade IT infrastructure to be 'cloud first'
 - d. Refresh devices to support mobile operations - laptops, mobile phones, etc
 - e. Select the right system in the cloud to support staff deliver services
4. Then
 - a. Migrate applications & telephony infrastructure to the Cloud
 - b. Extend into more advanced areas such as external collaboration, strengthening organisational culture to innovate & delivering even greater value

- » Established with seed funding from Lord Mayors Charitable Foundation & Gandel Philanthropy
- » Launched in June 2021
- » Aims to help 10,000 NFPs over a two year period to leverage technology more effectively
- » Currently offering additional free advisory services for smaller (<\$5m revenue) charities providing health or social services to NSW residence (thanks to [NSW DCJ](#))