

Building a Cost-Effective Technology Plan as a Nonprofit Organization

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My Context



Why You Should Care

- IT departments are like budgets - they get smaller, not bigger
- Technology is more accessible than ever
- Competition among providers is fierce

Side Note On Privacy

- Never trust an entirely free tool
- Understand the business model or else **YOU** are the business model



Your **technology** should not
be a **mystery**.

Eat that Frog Upgrade Your Key Skills

“With practice , you can learn any behavior or develop any habit that you consider either desirable or necessary.”



Lynda.com Online, Self-Paced Learning

- Video-based online learning for hundreds of topics
 - Available for computer, smartphone and tablet
 - Re-branding as “LinkedIn Learning”
 - Often can be found free at public libraries
 - Enterprise options available
- [lynda.com](https://www.lynda.com)



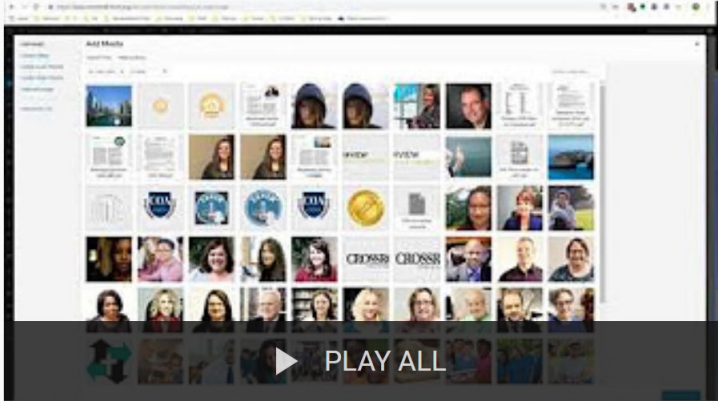
lynda.com








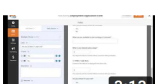
Share the Knowledge

- Foster a workplace culture that encourages knowledge sharing
 - Lunch and Learns
 - Internal Webinars and Conference Calls
 - Curate a Video Library

Share the Knowledge



Crossroad WordPress Training
11 videos • 8 views • Last updated on Jan 30, 2019
Unlisted

-  **How to Add a New Page**
Tyler Hoffman
3:28
-  **How to Insert or Edit a Link**
Tyler Hoffman
2:33
-  **How to Replace an Attachment Link**
Tyler Hoffman
1:58
-  **How to Add a New Menu Item**
Tyler Hoffman
3:33
-  **How to Add a New Blog Post**
Tyler Hoffman
4:36
-  **How to Edit a Form**
Tyler Hoffman
3:13

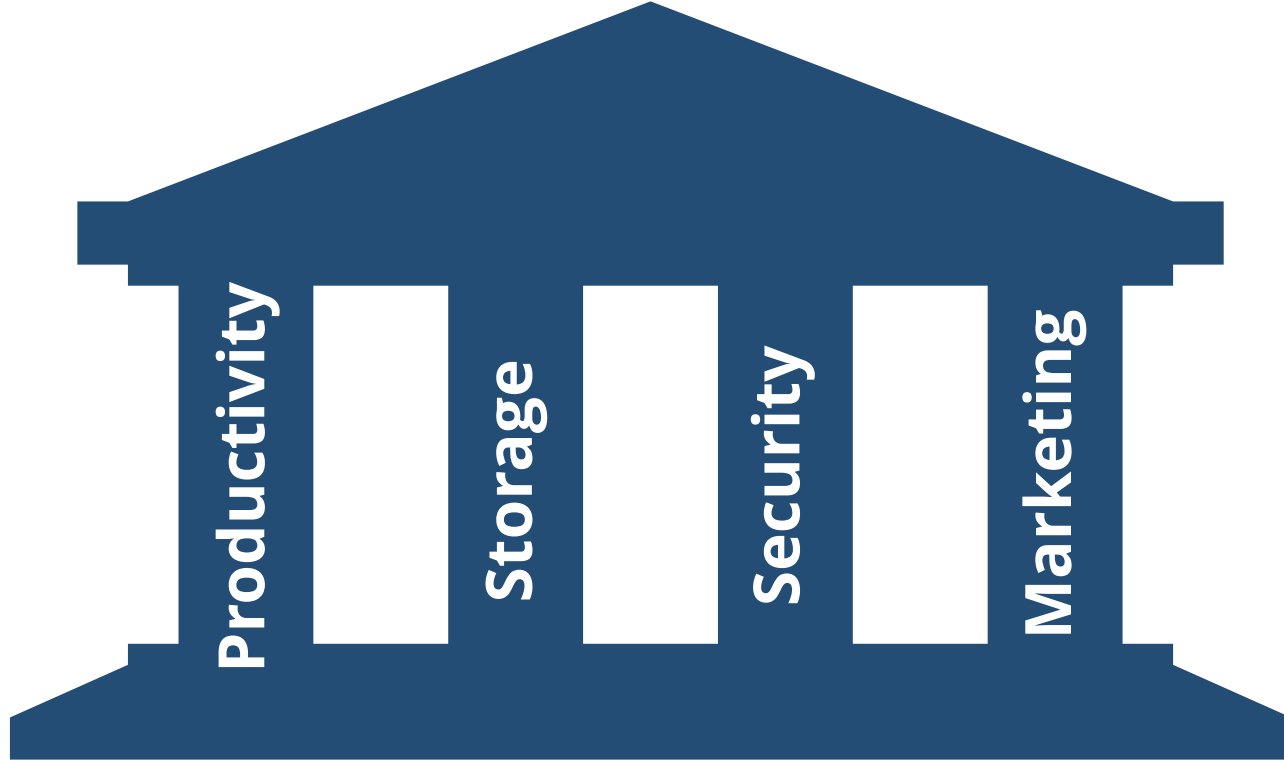
Take Inventory First

- What technology are you already using?
- How much are you paying for it?
- Is it meeting your needs? If not, what are the gaps?

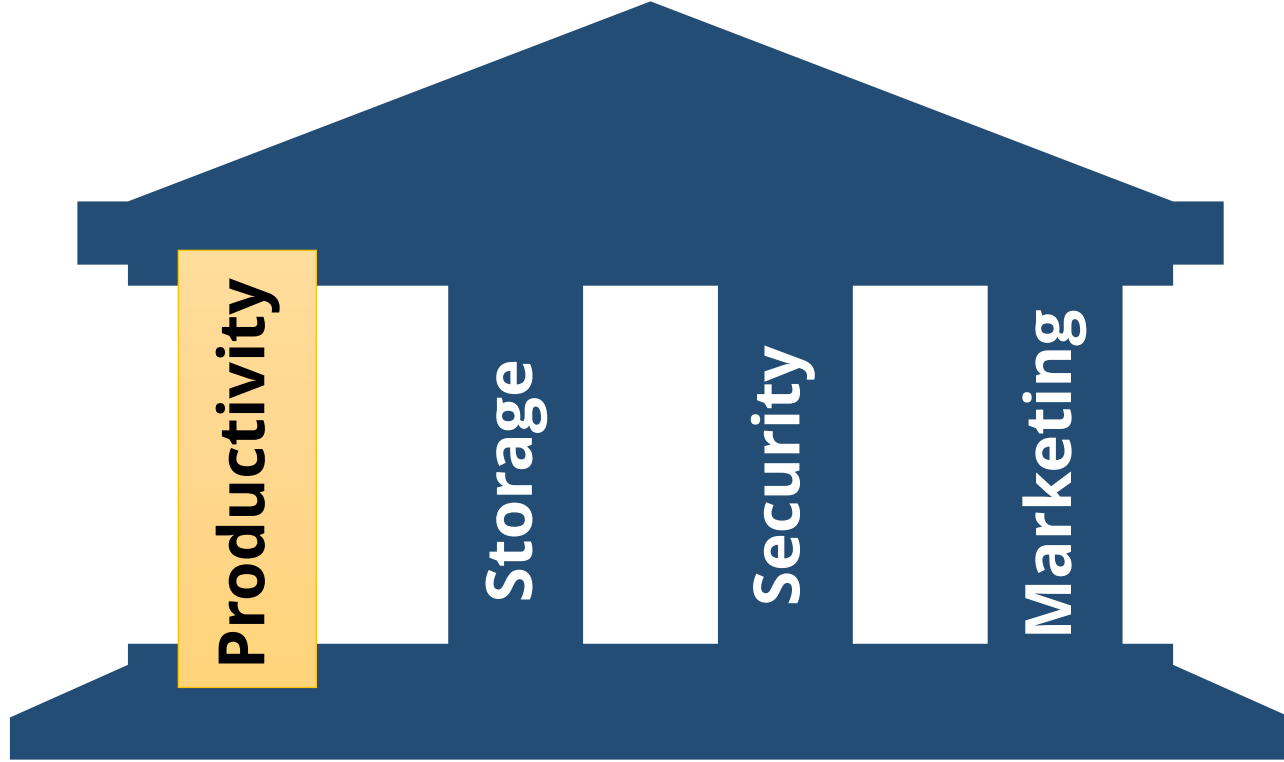
What You Should Learn

- Where is your data kept?
- Who has the keys?
- What is the plan when things go wrong?

Pillars of the Plan



Pillars of the Plan



Move Your Productivity to the Cloud

Old Model

buy software. deploy to everyone. update every ~3 years

New Model

subscribe to tools. deploy where needed. always up-to-date.

Prioritize Productivity

No app is an island – choose a comprehensive suite for business:



Why Microsoft Office 365

- Familiar tools → lower learning curve
- Always up-to-date and secure
- Discounted subscription for verified 501(c)(3) nonprofits
 - Free for web-based tools only
 - \$3 per user per month for web and desktop



Cost Savings

- Replaces:
 - Web Conferencing
 - Intranet
 - Chat
 - Survey/Forms
 - Backup Services

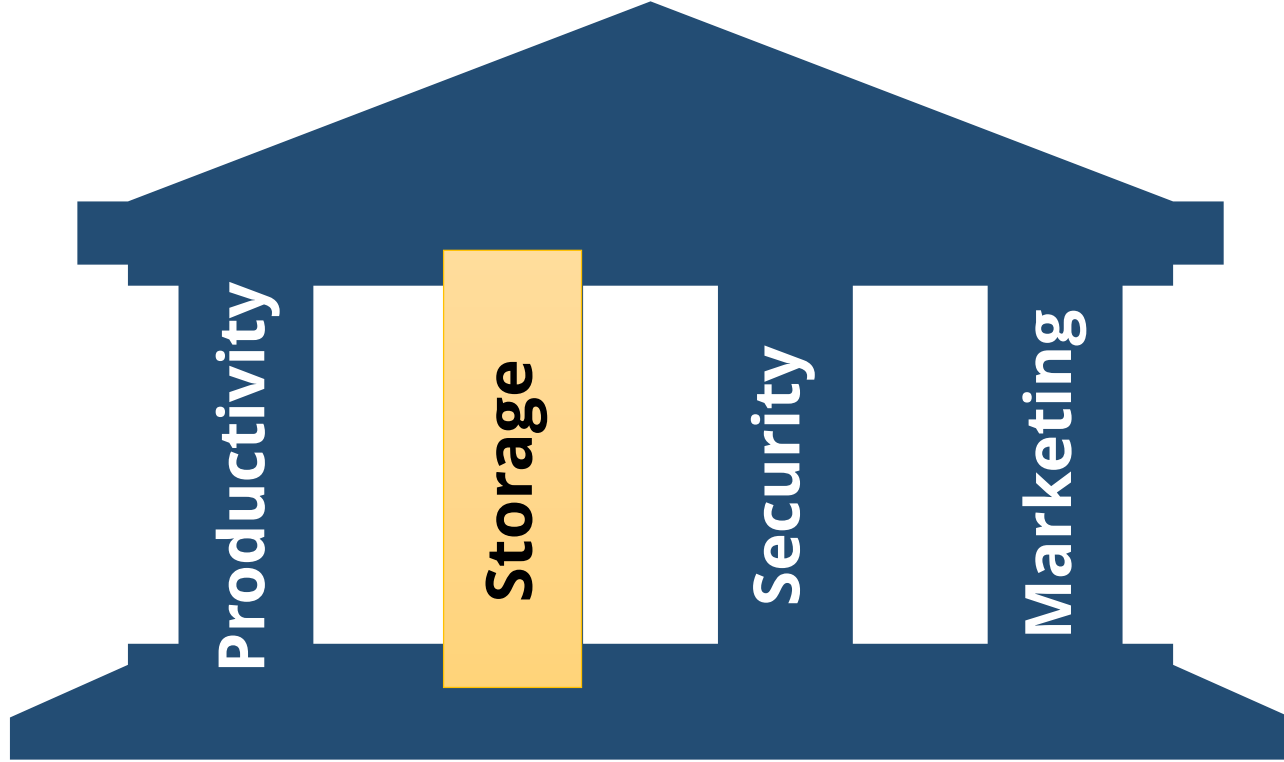


What to Avoid

- Avoid email associated with an Internet service provider (ex: cox.net)
- Avoid using a personal email account for conducting business (ex: gmail.com)
- Avoid apps tied to one operating system (ex: Apple Pages and Keynote)



Pillars of the Plan



Simplify Your Storage

In the age of mobile devices and an “always on” workforce, your data must be **easy-to-access** and **secure**.

Common examples of data storage services for business include:

- OneDrive for Business
- SharePoint
- Dropbox for Business
- Google Drive
- Box

Why Box

- Access via the web or their dedicated app
- Desktop app functions like a traditional network drive
- Supports real-time co-authoring and file locking
- Share files inside or outside your organization



Why Box

Discounted plans for verified 501 (c)(3) nonprofits through TechSoup

- \$84 for 100 gigabytes of storage shared among 10 users
- Scalable plans for larger organizations



What to Avoid

- Flash drives, memory cards and external hard drives
- “Consumer-grade storage”
 - OneDrive
 - Drobox
 - Google Drive
- Onsite servers, except when there is a sound business case



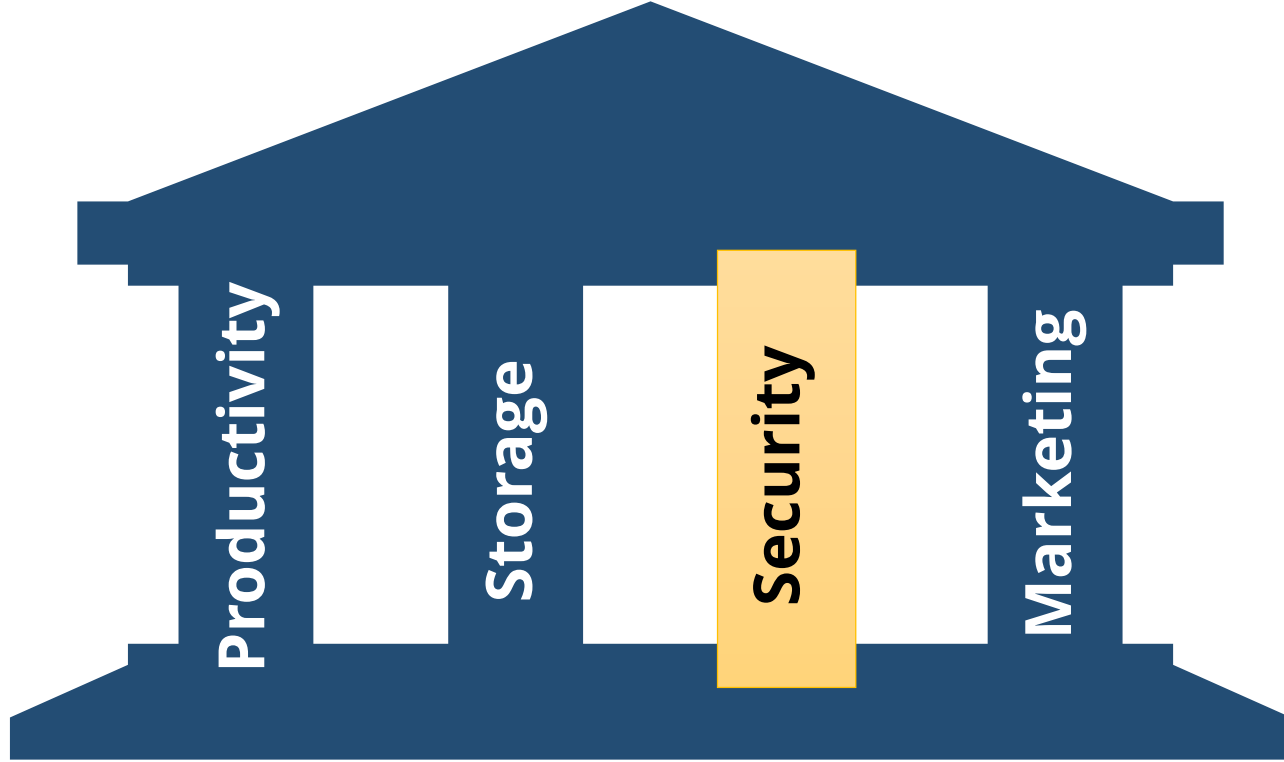
Side Note: TechSoup

Nonprofit that receives donations from technology providers and then donates them to other verified 501(c)(3)s.

- Adobe Creative Suite
- Quickbooks
- Refurbished desktops and laptops

The logo for TechSoup, featuring the word "techsoup" in a lowercase, sans-serif font. The "tech" part is in black, and the "soup" part is in orange.

Pillars of the Plan



Step-Up Your Security

Windows and Mac are equipped with better antivirus out-of-the box than they used to be, but the threats have gotten better, too:

- New viruses
- Malware
- Ransomware
- Phishing

Why Symantec's Norton Antivirus

- Seamless (you don't know it's there)
- Easy-to-use dashboard for monitoring computer health
- Discounted for 501(c)(3) nonprofits verified through TechSoup:
 - Protect 5 computers for \$12 per year
 - Scalable solutions for larger nonprofits



What to Avoid

- Free antivirus bundled with your Internet package
 - Ex: Avast Antivirus



LastPass Organize Your Passwords

Your personal password vault

- Store passwords across browsers, phones and tablets
- Increases security
- Free account

→ lastpass.com

→ [Lynda.com training video](#)

The LastPass logo features the word "Last" in black, "Pass" in red, and three red dots followed by a vertical bar.

LastPass Organize Your Passwords

The screenshot displays the LastPass web interface. At the top, there is a red header with the LastPass logo, a search bar labeled "Search your vault", and a user profile icon for "fan@lastpass.com". Below the header, the main content area is titled "Sites" and shows a grid of saved passwords. The grid is organized into folders: "Favorites (8)" and "Banking and Finance (3)".

Sites (Sort By: Folder (a-z))

- Favorites (8)**
 - AirBnB** (fan@lastpass.com)
 - Amazon** (fan@lastpass.com)
 - Best Buy** (fan@lastpass.com) - Includes a "Launch" button and icons for share, sync, and delete.
 - Dropbox** (fan@lastpass.com)
 - Evernote** (fan@lastpass.com)
 - Facebook** (fan@lastpass.com)
 - Pocket** (fan@lastpass.com)
 - Twitter** (fan@lastpass.com)
- Banking and Finance (3)** (Read Only · Shared Folder)
 - Bank of America** (fan@lastpass.com)
 - Fidelity** (fan@lastpass.com)
 - Mint** (fan@lastpass.com)

A red circular button with a white plus sign is located in the bottom right corner of the interface.

Password Checkup Audit Your Passwords

- Developed by Google and Stanford
- Extension for Google Chrome
- Crosschecks your passwords against known breaches
- Alerts you if your password is compromised and should be changed

→ chrome.google.com/webstore/detail/password-checkup/

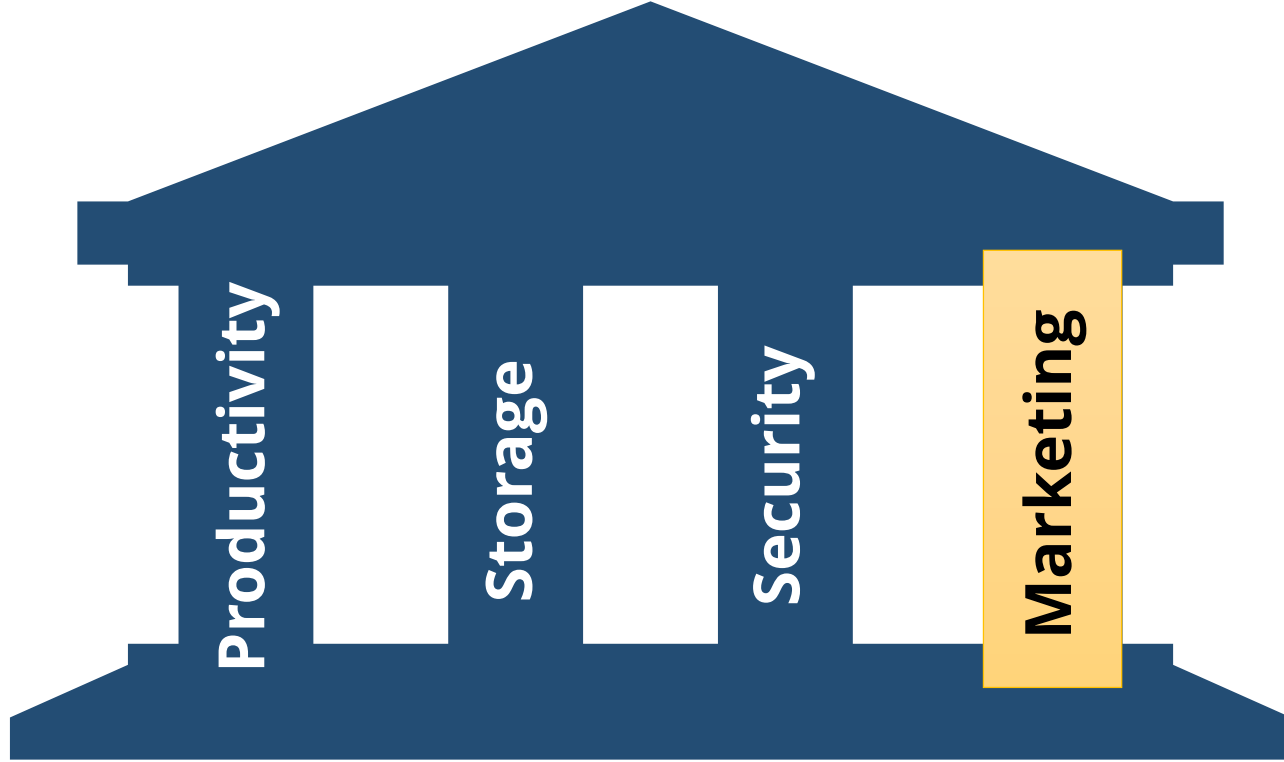


Password Checkup Audit Your Passwords

The screenshot shows a web browser window with the following elements:

- Browser Tabs:** onenote screenshot - Google, office lens - Google Search, A new Google tool tells you if y, Password Checkup - Chrome V, CWRU Single Sign-On.
- Address Bar:** Case Western Reserve University [US] | <https://login.case.edu/cas/login;jsessionid=58A81D665E63814F6906BE1EEDC5F359>
- Navigation Bar:** Apps, Intranet, IT, HR, Dev Tools, Branding, Tech, Finance, Home, CHHSM, Bits to Bites, Flash Conversion ...
- Main Content Area:**
 - Case Western Reserve University logo and "Single Sign-On" text.
 - A green checkmark icon and the message: "You have successfully logged in as teh36. Click [here](#) to logout."
- Notification Panel:**
 - Header:** Password Checkup (with a shield icon containing three stars and a checkmark).
 - Text:** "None of your recently used passwords were detected in a data breach."
 - Link:** [Learn more](#)
 - Footer:** Advanced settings

Pillars of the Plan



Reclaim Your Website

Why Your Website Matters:

- Fosters legitimacy
- “Owned Ground” vs. “Rented Ground”
- Bridge your other online profiles
- Platform for engagement
 - Annual Report
 - Surveys and Forms
 - Donations

Reclaim Your Website

Websites have earned an unpleasant reputation:

- Difficult to manage
- Costly
- Time consuming

....but you can change these stereotypes.

Exploring WordPress

WordPress is free and open source software to run your website.



Website Host

A good website host will be **affordable**, **helpful** and **well-established**.

- DreamHost offers free website hosting for verified 501(c)(3) nonprofits



DreamHost

Website Theme

A good website theme will be **mobile-friendly, supported** and **affordable**.

- ThemeFuse offers easy-to-use, visually appealing themes for \$49.



What to Avoid

“Walled Gardens”

- Wix
- Weebly
- Squarespace



Email Marketing

- Your email marketing list is *owned* ground, not *rented* ground
- Do not pay for a service when you're just beginning
- Integrate with your website to encourage sign-ups



Email Marketing MailChimp

- Professional, easy-to-use email templates
- Free for up to **2,000 subscribers**
- Free for up to **12,000 emails per month**



What to Avoid

Using marketing agencies as your technology provider



Putting it Together

Service	Price	Billing Terms	Vendor
Norton Antivirus for 5 Devices	\$12	Annual	TechSoup
Box Starter Edition for 10 Users	\$84	One-Time Fee	TechSoup
Microsoft Office 365 for 2 Users	\$6	Monthly	Microsoft
ThemeFuse Website Theme	\$49	One-Time Fee	ThemeFuse
DreamHost Nonprofit Domain Hosting	\$0	N/A	DreamHost

Final Thoughts

Don't be afraid to fail. Just don't be afraid to restart.

You're not likely to fall back to where you were before you started.

Don't let perfection become the enemy of the good.

Staying in Touch

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