

SURVIVE & THRIVE

A casebook of charity sustainability through technology



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Why charities must now think Internet first.

EXECUTIVE SUMMARY

Dramatic funding cuts make it urgent for charities and community groups to embrace technology. Good use of technology offers your organisation new routes into funding and lets you reach more people – donors, policymakers or beneficiaries – more effectively, cheaply and 24/7. So, ultimately, you can improve more lives.

This casebook outlines some of the ways that charities and civil society organisations of all sizes are already seizing this opportunity. Please build on this document by telling us how your organisation is using technology to do its good work better, so others can learn from your experiences. Or turn to the resources at the back of the book for links to the latest pro-bono advice and support to help you think strategically about how and which technologies can best serve your needs.

KEY FACTS

Technology has swept through every sector. Charities, in particular small charities, are the last in line, but have the most to gain. Technology allows you to:

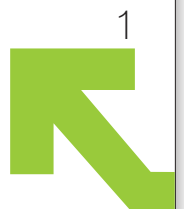
- Cut costs • Raise more money • Build communities
- Increase your reach • More vividly demonstrate your impact

Of the 170,000 charities in the UK, 125,000 have a turnover of less than £100,000. NCVO argues that the biggest skills-gap in the sector is in information communication technology. A third of small and medium sized charities say they have nobody they trust to discuss IT needs with.¹

As the sector enters a time of unprecedented funding cuts, of up to £5.1 billion,² and with 40% of charities saying they anticipate rising demand for their services,³ it has never been more urgent that civil society organisations respond to the changed communications environment.⁴

Put technology at the heart of your organisation and you can maximise your resources, raise money, communicate more powerfully and to a wider audience, and deliver services to end users more efficiently.

¹NCVO Foresight report – <http://bit.ly/h4KVLx>. ²Iona Joy, 'Preparing for cuts', New Philanthropy Capital Perspectives (October 2010 pp.2 – <http://bit.ly/eWt2ql>. ³PwC Institute of Fundraising Charity Finance Directors Group 'Managing in a Downturn' Dec 2010 – <http://bit.ly/e8k1QB>. ⁴Agnes Jumah, Head of Marketing, ACEVO, 'How websites can support your impact' <http://slidesha.re/fHlgek>



The tangible benefits for charities are too great to ignore.

There's lots of good advice to help you understand how technology can help your organisation do more.

- Charity Technology Exchange provides technology solutions at low-cost for charities and voluntary sector organisations.
- iT4Communities has skilled IT professionals keen to give technology advice and help to charities, pro-bono.
- Lasa offers charities free support, knowledge and resources on how to use technology to deliver more effective and efficient services.
- Online resources include www.ictknowledgebase.org.uk; www.techsoup.org; www.ctt.org and www.ncvo-vol.org.uk/advice-support/ict

BENEFITS

1. Spend less money: Make your website your primary publishing channel. You'll reduce paper costs and carbon footprint, and be able to deliver video and photographic content that vividly demonstrates the change your organisation delivers.

2. Raise more money: Online fundraising raises around £10 for every £1 spent on direct costs. The average online donation is £30 compared to £15 for offline. When targeted, the average online donation is £54.⁶

Overall charitable giving fell year-on-year in 5 months of 2010, while online giving increased during all 12 months.⁷ Only 33% of charity websites accept online donations.⁸ Justgiving.com has let more than 11 million people to raise £770 million for more than 8,000 UK registered charities since its launch in 2000.

Many charities have seen donations rise as a result of posting finance and performance on their websites.⁹

3. Build your community: Draw on the knowledge of stakeholders using online collaboration tools, and keep content online so partners can access materials and advice when you host fundraising events. Tell the powerful story of your work online to involve audiences – the deeper the relationships you build with them now, the stronger your networks for future fundraising or campaigning.

⁶Institute of Fundraising report – Passion, persistence, and partnership: the secrets of earning more online. <http://bit.ly/loFreport>. ⁷Robert McAllen, MinstF, Blackbaud Europe. ⁸The Blackbaud Index of Charitable Giving <http://bit.ly/ezHVP3> and Blackbaud Index of Online Giving <http://bit.ly/h5Xklz>. ⁹nfpSynergy's Charity Awareness Monitor – <http://bit.ly/gw2pLO>. ⁹Agnes Jumah, Head of Marketing, ACEVO, from Saxton, G.D., Neely, D.G. and Chao, C., (2010) Web Disclosure and the Market for Charitable Contributions. Independent Paper – <http://bit.ly/fUpDa3>

4. Reach more people: With your charity's support services online you can reach audiences that might be put off by face-to-face or phone interaction, and they can also access free resources and support groups. It also lets you flag direct support via phone numbers, addresses and web-chats. Handling an online enquiry is cheaper than face-to-face or by phone.

5. Better demonstrate impact: Charities face growing pressure for accountability and transparency¹⁰ as competition for government and private funding grows fiercer and becomes more closely tied to evidence of results.

Currently only 35% of reports contain evidence to support charities' outcomes. Charities can quickly improve how they describe results by making more of the data they have to inspire and engage donors.¹¹

Did you know: giving

- 58% of the UK shop online, but only 7% give to charity online.¹⁰
- Online fundraising raises £10 for every £1 spent on direct costs.¹¹
- Donations made online or via mobile phones have grown from 8% to 18% between 2004 and 2010.
- Charity Text, a dedicated VAT-exempt SMS donations service, raised £8 million in 2009, and could have reached £15 million in 2010.
- 77% of charities with an income above £10 million income take donations online, versus only 41% of charities with income under £1 million.

Did you know: grant giving

- Over a third of grant applications made in 2009/10 were ineligible, wasting seven years of work time and £141,000 of stamps.
- 60% of Lloyds TSB Foundation applications were ineligible before they introduced a five-minute eligibility test online to dramatically improve quality.

¹⁰New Philanthropy Capital and NCVO Strategy and Impact – <http://bit.ly/f0JStt>. ¹¹New Philanthropy Capital: Communicating Impact – <http://bit.ly/f26Tj2>

Street League

changes lives through football by tackling issues of substance addiction, crime and unemployment among hard-to-reach groups in the UK.

“As a growing charity we are saving more than £50,000 a year with online tools.” *Charlie Gamble, National Development Director*

- At Street League we've moved our IT functions online to cloud computing, saving £15,000 in year one. This saving will grow as we do and we are planning further efficiencies by using 'thin clients' – they get their processing power over the Internet and work like traditional computers, but are cheaper to buy and maintain.
- By using Skype we save £5,000 per year in train fares and phone bills, as well as improving alignment across our three remote teams in London, Glasgow and the North East of England.
- For £1,175 per year up to 50 of our staff can access online learning resources from the Charity Learning Consortium, at the user's own time and pace. We could easily spend £20,000 on offline equivalents.
- Street League saves more than £15,000 per year on print costs by producing digital newsletters, flyers, Impact Reports and Funding Proposals.
- Our football coaches have web-enabled phones so they can receive and follow up on referrals while out and about. The hard-to-reach people we work with benefit greatly from the quick response – much better than having to wait a week until we are back in the office.
- We have invested in the development of an innovative and mutually-owned online database. It's ideal for smaller charities like us and will deliver huge efficiencies as other investors push developments that we can then benefit from too.
- We were introduced to a pro-bono IT consultant through iT4Communities to help us with our strategic thinking. He is now a Trustee and trusted independent advisor.



Beatbullying

is a UK bullying prevention charity.

“Around 100 people work here but, by harnessing the power of the Internet, we created a campaign with nearly a million supporters”

Sarah Dyer, Director of New Media

- Beatbullying made online campaigning history in 2010, building a supporter base of 915,363 people for The Big March on November 15th.
- We had more than 60 sector, corporate and media partners, with further support from 1,819 schools and colleges, 156 charities, 159 youth groups, 190 companies, and 11,868 teachers.
- The march, led by Archbishop Desmond Tutu and his online avatar, marked the launch of Anti-Bullying Week, and culminated with a petition being handed to Nick Clegg who has agreed to review ways the government might tackle bullying.
- The Big March crossed 63 partner websites included AOL, MTV, MSN, The Sun, Orange, WarChild, Young Minds, Mumsnet, Demos, the UK Youth Parliament, Race Online 2012 and ended up on our CyberMentors website (our flagship project, where young people can chat online with other young people who are trained to listen and support their peers).
- Other partners like Google and Facebook bought 'virtual tents' in The Big March Park and overall we raised £175,000.
- Traffic to Beatbullying's website increased by 3,264%, and by 112% to our CyberMentors website.



Comic Relief

is a UK charity striving to create a just world free from poverty.

“In 2008 our Trustees identified technology as a strategic priority in achieving our ambitions. We use a wide range of technologies to improve efficiency, reduce costs and save time, for ourselves and some of our partners.”

Marcus East, Chief Technologist

- In 2010, we moved all grant applications and grants-making processes exclusively online.
- 95% of both International and UK applicants had broadband Internet.
- 87% of applicants who used Comic Relief’s online application system were positive about their experience, describing the (form) process as ‘friendly’.
- We are also planning to develop an online community for grantees to share best practice and manage reporting and monitoring of their grants.
- Comic Relief saves energy and money with power management software. For example, as staff leave at the end of the day, unused systems power down. As a result we expect to save the equivalent of approximately 12 acres of Scandinavian rainforest per year.
- We save time, hassle and paper with online collaboration tools. Teams simply develop documents online, which others then engage with when ready, easily flagging up issues, requesting changes and making comments. These are prioritised and worked upon by the technology team, with stakeholders being notified of progress automatically.
- For Red Nose Day 2009 we brokered a ground-breaking mobile phone deal where 100% of outpayments from text donation were retained by the charity. £7.8 million was raised through £1 and £5 text donations.



The RAF Benevolent Fund

supports serving and former members of the RAF and their families.

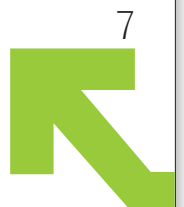
“We engaged with a whole new generation of supporters and online donations doubled while our campaign was running.”

Ann-Mari Freebairn, Head of Communications

- We launched a social media campaign called ‘1940 Chronicle’ to commemorate the 70th anniversary of the Battle of Britain which was designed to reach out to a new generation of supporters and donors (previous research had shown that 70% of our supporter database were aged over 70).
- The campaign featured the stories of five different characters who all played a part in the Battle of Britain. Their stories were told through blogs, Twitter and Facebook posts. In this way we brought the Battle of Britain to life for a new and younger generation.
- Traffic to the main RAF Benevolent Fund site doubled at the height of the campaign, as did online donations during the four months that the campaign ran.
- The ‘1940 Chronicle’ received 53 pieces of media coverage, with an Advertising Value Equivalent of more than £30,000, creating more than 8 million Opportunities To See. This provided an excellent platform to talk about the RAF Benevolent Fund’s work with RAF personnel, past and present.
- We followed up on the success of the campaign with a targeted e-newsletter, achieving an open-rate of more than 50% (the average industry open-rate is 20-40%).



¹²<http://bit.ly/gNSxTb>



The Big Lottery Fund is the largest lottery distributor in the UK, investing around £2 million a day to improve the lives of communities and people most in need.

“Our funding is helping charities make the most of the power of the Internet, improving their impact and reach.”

Peter Wanless, Chief Executive

- To reduce costs and save time for both us and our customers, we are now moving towards online applications for our funding. 90% of our customers applied for The People's Millions in 2010 using dynamic PDF application forms, and 90% of them thought the form was easy or fairly easy to fill in.
- BIG's funding can help charities put their services online, to enhance impact and reach. The KnowHow NonProfit website (www.knowhownonprofit.org) connects civil society organisations so they can share knowledge, create learning and lead their own development. YouthNet have also used BIG funding to support youth volunteering organisations in making best use of their software.
- Over 2009 and 2010, our People's Millions programme supported 228 groups in developing the ability to use social media channels to mobilise interest and support in their work. 70% of those responding to a customer survey at the end of the programme in 2010 said they would continue to use social media sites.
- BIG's funding has connected every library in the UK to the Internet, through the £100 million People's Network programme, adding more than 30,000 computers to the public library system and helping more than 4,000 public libraries to provide broadband Internet access. Many libraries have been transformed into online community resources.



The NSPCC

tackles cruelty to children in the UK.

“In 2010 we enabled children to contact us online, as well as via ChildLine, our free 24-hour telephone counselling service. Since then we’ve had more than 100,000 enquiries over the Internet, compared to 1.2 million contacts by phone.”

“Online enquiries tend to be from children in circumstances of even more serious abuse – the Internet provides a uniquely discreet and ‘at-your-own-pace’ environment where we can reach out to more vulnerable and hard-to-talk-to children.”

Paul Amadi, Director of Fundraising

- In November 2010, a simple campaign on Facebook (that the NSPCC did not organise), asked people to show their support for our work by changing their Facebook picture to their favourite cartoon character. The number of people supporting us on Facebook soared from 65,000 to 115,000 and £100,000 of donations were generated.

“The speed, scale and impact of the campaign has been quite astonishing – an avalanche of support and donations from people across the world. Social networking campaigns can have amazing reach and while the NSPCC was not behind this particular activity, we have been able to attract many new supporters, which will help us in our work.”

Paul Amadi, Director of Fundraising

Macmillan Cancer Support

works with people affected by cancer.

“Our online community is as active, cohesive and dynamic as any offline community as you could find. Every hour, people discover that others have gone through the same experiences, and are there for them. They find a voice to express feelings they’ve kept inside.”

Katie Smith, Head of Digital Media

- Our online community is more than five years old, there for anyone who has cancer, had cancer or knows someone with cancer.
- We had 92,729 unique users in 2010. We have more than 57,000 registered users, growing in number by about 1,000 each month and posting on the forum every 13 minutes on average – that's 3,368 every month.
- It offers a wealth of resources, forums, social media and support groups, covering practical and emotional issues, coping with loss, treatment and surgery, living beyond cancer, friends and family and more.
- What those members say about their Internet support:

“I’m only strong and positive because I can go online and be as honest as I like about how scared I am. I’ll have people there who can get me through it, then I can get back to the rest of my life.”

“I think if it wasn’t for the Internet I’d have probably fallen apart because you feel like you have to turn somewhere and the Internet is the safest place to do it.”

“There are people out there that need help, and people that are willing to give it. And I think that’s what makes the Internet so great because there are no boundaries. There are no ‘open hours’ if you like. There’s always somebody there.”

**WE ARE
MACMILLAN.
CANCER SUPPORT**

Sue Ryder Care provides health and social care services in local communities, giving 4 million hours of care and 1.4 million home visits to people in need each year.

“Internet technology enables us to raise an extra £50,000 per week in our charity shops.”

Heidi Travis, Retail Director

- Sue Ryder Care was the first charity to launch a national retail Gift Aid scheme on donated goods and has since raised £7.7 million in additional income.
- To claim Gift Aid we have to track every one of the 60,000 items donated and sold every week.
- To simplify this complicated process we have installed Internet access and PCs in our 360 stores and now raise an extra £50,000 a week from Gift Aid.

Sue Ryder

Diabetes UK

supports people affected by diabetes through research, campaigning and information.

“Our award-winning fundraising website covered its costs within six months and reached a wealth of new donors”

Graeme Manuel, Digital Media Manager

- In 2009 we launched our award-winning Diabetes Challenge website (www.diabeteschallenge.org.uk) to engage new supporters and boost fundraising.
- We wanted to cover set-up costs within year one – this was achieved in under six months.
- 642 fundraising challenges were set up in year one, raising over £150,000 so far. Around 50% of these challenge-takers are new to Diabetes UK.
- 4,631 donations have been received and 98% of these donors are new to Diabetes UK.
- 84% of donors tick the Gift Aid box, compared with 65% on the main Diabetes UK site.

Carers UK seeks to improve the lives of the UK's six million carers, caring unpaid and often in isolation for an ill or disabled relative.

“Our web forum provides a place for carers to share experiences and seek support from people in a similar situation.”

Madeleine Starr, Head of Innovation

- It has over 3,000 active members – the best testament to the power of the Internet comes from them:

“I don't know what I'd have done without the help and support I've had from my cyber mates. I pour out all my troubles here, knowing full well that everyone totally understands. This site was the first place I knew that there were other people in similar situations to me. It was a godsend.”

“This site has been a lifeline, and I believe it is essential to me now.”

- In response to the question “How would you prioritise the Internet?” all but one of the respondents at our online forum put it at the top of their list of ‘must haves’.
- The number of Carers UK Advice Line queries dealt with by e-mail has trebled in the last year, increasing the capacity of the service.
- In 2010 we enabled more than 200 carers and professionals around the world to participate in our international conference by broadcasting it over the Internet. We estimate this to have potentially saved them around £100,000 in travel costs and expenses.
- Our members save £12 by signing up online while Carers UK has saved more than £6,000 on postage costs alone by conducting a research survey online and distributing Carers Rights Day materials by email.

RNID (Action On Hearing Loss)

tackles hearing loss and works to make hearing matter.

“The Internet helps us to better communicate our impact”

Jackie Ballard, Chief Executive

- Since 2007 we have been presenting our annual reports online as Impact Reports, with video stories to better engage audiences than paper-based communication. Our use of case study videos was a first in the industry – we can easily convey the personal stories of people who we've helped over the year, clearly and accessibly.
- In June 2011 we'll be launching our new website, with the latest technology to engage and inform our key audiences:
 1. Personalisation – content that appears in pages can be tailored according to the visitor, improving relevance.
 2. Our supporters will generate more of the site's content. A strong community and social functionality, giving our audience a voice of their own.
- We hold 'social media parties' online, in places like Twitter, Facebook and YouTube. These have given us a 416% increase in user interaction.
- Social media is embraced throughout our organisation – our chief executive regularly takes part in live Twitter Q&As, continually raising our profile.

“I fully support our innovative work online – it's highly effective and excellent value for money. I really enjoy the Twitter Q&As and our online videos show our huge impact in a way that is that much more effective than if it was just on paper.” Jackie Ballard, Chief Executive.



Breakthrough Breast Cancer

is committed to fighting breast cancer through research, campaigning and education.

“Our innovative and cost-effective iPhone app is helping more women to be breast aware and is potentially helping to save lives.”

David Barker, Director of Communications

- Fewer than 50% of women check their breasts regularly, even though the chances of surviving breast cancer are significantly increased by early diagnosis. Research told us that women want more practical information on what to check for and also a gentle nudge to remind them to check regularly. We identified iPhone as the strongest mobile platform for our target audience.
- So, we have developed an innovative free iPhone application called ‘iBreastcheck’ to help women spot potential breast cancer issues promptly. The app helps women to understand the risks and provides timely reminders to encourage regular checking and, ultimately, increase their chances of survival should they find something.
- We were aiming for at least 10,000 downloads but it has exceeded our expectations and had been downloaded by more than 15,000 people by January 2010.
- The app gives us highly cost-effective distribution of rich content and highly practical services. Cost per download is currently £1.33, falling as more people sign up.
- Metrica independently measured print coverage at 66 million opportunities to view and a PR value of £2.6m. A single supportive Tweet from DJ Sara Cox saw a flurry of activity followed by another 500 downloads. The app has achieved a five-star rating on iTunes and Lorraine Kelly ran a story about it on her ITV show.

BREAST CANCER

BREAKTHROUGH



The Charity Commission

is the independent regulator and registrar of charities in England and Wales.

“We are quicker and more accessible now that our resources are online.”

Sam Younger, Chief Executive

- Like all public bodies we face a tough funding challenge, with budget reductions of one third over the next four years. We see increased online working as a key strategy in cost reduction.
- Charities expect to access our services and find information fast and at a time that suits them. We provide services to charities online so they can get answers from us more quickly and our website is now the primary source of information and advice.
- Charity registration applications now usually take less than 15 days to complete if submitted online, compared to 28 days by post.
- Working online is greener too, with a huge reduction in the amount of paper we generate and store. The register of charities used to fill a room, but is now online and was viewed last year more than 2.7 million times.
- 84% of charities who already use our online services say they're better than paper, so we're confident that technology can offer even more benefits in the future.



Local Support & Development Organisations

supported by NAVCA, champion and strengthen local voluntary and community action, working with more than 160,000 local charities and community groups.

“Local charities and support organisations are using free and low cost online tools and websites to communicate, share and collaborate more effectively”

Paul Webster, NAVCA

- **Creative Future** is a very small charity in South East England. With support worth more than £10,000 from five iT4Communities volunteers (combined professional IT experience of more than 70 years), they can now make the most of remote workers and volunteers via a secure online database (donated by the Salesforce Foundation). This helps them to fundraise, run events, record client details, streamline processes and report to funders – it is central to their small organisation.

“A harmonious collaboration with professionals taking the time to understand our needs. All in all, the best £85 we have spent!” Simon Powell and Dominique De-Light, Project Directors

Warwickshire Community And Voluntary Action use www.Ning.com, for less than £300 per year, to create a forum for staff and volunteers, reducing administration.

“The forum also enables all of our staff to gain a live update of what is happening in terms of policy and representatives attending meetings.” Paul Tolley, Chief Executive

- **The Cornwall Voluntary Sector Forum** used www.Wordpress.com to build an effective and low cost website.

“Wordpress provided us with a quick, easy-to-edit way of distributing information about the CVS in Cornwall. Rather than paying for an expensive content management system website, it has allowed us to keep all the design and management in-house.” John Holmes, Information Officer

- **Chester Voluntary Action** called on the free services of their regional ICT Champion to cut through jargon from technology suppliers and choose the best value purchases to make when updating their technology systems.

“Many commercial IT suppliers don’t know about the discounted software available to charities, such as the CTX scheme from Charity Technology Trust. Purchasing software via this route has saved Chester Voluntary Action thousands of pounds.” Peter Dunn, North West ICT Champion



- **Third Sector Essentials** saved £1,500 on agency production costs by making their 'Follow Me' promotional video using basic camera equipment and hosting it for free on www.YouTube.com, with pictures also hosted free on www.Flickr.com. They also supported the 'United Estates of Wythenshawe' video which has been viewed more than 32,000 times.

"These videos have provided a great talking point and increased the number of enquiries we receive. We've developed new conversations with visitors about our services and plans." Hannah Taylor, Media & Communications Officer

- When Kath Fackrell at **Telford Council for Voluntary Service** saw misconceptions posted on www.Twitter.com about the number of hours you can volunteer while in receipt of benefits she replied ('tweeted') back the correct information. Radio Shropshire saw this and interviewed the Volunteer Centre Manager.

"Twitter is great – a free social networking website which enables us to have conversations which previously would have been really costly to us in both time and money. This exposure has increased our already growing credibility and effectiveness as a CVS and provider of knowledge and expertise within the communities of Telford & Wrekin." Beverly Harris, Volunteer Centre Manager

- **Voluntary Action Leeds** use www.Dropbox.com to share project files between multiple locations. Files no longer need to be carried around on USB Drives and staff can work from either office or home. This saves time and travel costs and reduces their carbon footprint.

"As the online folder is synchronized with my desktop it makes sharing files with my colleagues so straightforward, wherever they are." Angela Davies, Communications Officer

More great examples...

DEC launches and coordinates responses to major disasters overseas. For the Haiti Earthquake Appeal they encouraged people to text donations to a special short number. Despite being promoted almost exclusively on Twitter more than £161,000 was raised.

“With technology and particularly social media developing so quickly there are new and extraordinary things we can do in engaging people to respond to a disaster. This feels like the first truly digital response to a major overseas emergency and the support we have received from online communities has been amazing.” *Brendan Gromley, Chief Executive, DEC*

Kiva Since its foundation in 2005, Kiva has enabled \$100 million in microloans, matching 573,000 lenders to 239,000 entrepreneurs. The lender follows the recipient's progress online, through written updates and photos, increasing the bond between lender and recipient.

Barack Obama's presidential campaign devolved the election conversation for 18-39 year olds to online media, and didn't try to control it. Obama created a campaign that allowed different levels of engagement – personal, social or advocate. The results are astounding: a 13 million strong email list, 5 million 'friends' on social media, 8.5 million visitors to their web site each month, 442,000 user generated YouTube videos, 3 million personal phone calls motivated, \$750 million raised (over half of which was from 'ordinary' Americans). (Obama was the first presidential candidate since the 1970s to reject state financing of his campaign.)

GlobalGiving has just 28 employees and offers an online marketplace matching donors to more than 800 high-impact grassroots projects in over 100 countries worldwide. They have channelled more than \$30 million in donations since 2002, with more than 100,000 unique donors funding more than 2,700 projects. GlobalGiving has also attracted top-tier corporate clients including eBay, Yahoo!, Google, Dell, PepsiCo, Discovery Communications, Nike, The North Face, Gap, Hewlett-Packard, Ford, Johnson & Johnson and Intel.

Zynga is a social network game developer located in San Francisco. Farmville is one of its online games, with 20 million users a day. To raise money for Haiti, Zynga donated 50% of the cost of special virtual Sweet Seeds, bought by players for their virtual farms. An initial promotion generated a donation of more than \$575,000. This was repeated three times with more than \$3m raised in total.



What now?

1. Think Internet First.

This Casebook shows how vital it is to embrace modern technology. Invest properly in IT as part of a long-term strategy and take advantage of free advice and services like those listed below.

2. Help the people you support to get online – it could change their lives.

Four million of the UK's most vulnerable people have never been online, yet the average family saves £560 per year by shopping and paying bills online, 90% of new jobs require IT skills and schoolchildren with internet access at home can achieve two GCSE grades higher than those without. Help the people you support to save money, tackle loneliness, keep in touch with family and friends, find employment and boost their education. Find out how and sign up now at www.raceonline2012.org

3. Seek full cost recovery for ICT projects from your funders.

Ask funders to cover all costs for your ICT projects and be clear about the great outcomes you will achieve.

We want to hear about your savings and successes from using technology – please send them to shareyourstory@ctt.org



Resources & Signposting

Where to find free and low-cost help

HARDWARE & SOFTWARE

Charity Technology Exchange (CTX) provides a range of products and services to charities including email marketing, online payments and fundraising, and a technology donation programme where charities can receive donated technology such as Microsoft Office and Symantec Antivirus.

<http://bit.ly/CasebookCTX>

TechSoup is a comprehensive technology resource for NGOs.

<http://bit.ly/CasebookTechSoup>

Microsoft IT Academies (800 in the UK) offer the opportunity to deliver Microsoft's training and qualifications to their students, staff and wider community.

<http://bit.ly/CasebookMicrosoft>

Skype enables free voice and video calls over the Internet.

<http://bit.ly/CasebookSkype>

Adobe qualified charities with donations of their latest software.

<http://adobe.ly/CasebookAdobe>

TECHNICAL SUPPORT

iT4Communities is a UK wide network of thousands of IT professionals wishing to give their time and skills to charities on a pro-bono basis, supporting from project beginning to project end, from strategic advice and purchasing decisions through to helping amend or implement websites and databases, and mend broken technology.

<http://bit.ly/CasebookIT4C>

Lasa helps thousands of third sector organisations deliver efficient, high-quality services and provides comprehensive practical ICT advice and information backed up with trusted ICT suppliers.

<http://bit.ly/CasebookLASA>

ICT Champions provide reliable and authoritative ICT advice to the voluntary and community sector, giving simple answers to ICT frequently asked questions.

<http://bit.ly/CasebookICTChampions>

The Cranfield Trust provides skilled managers from the commercial sector offering free management consultancy for charities and social enterprise groups.

<http://bit.ly/CasebookCranfield>



IT For Charities gives UK not-for-profit organisations free information on IT products, services and technology appropriate to UK charities.

<http://bit.ly/CasebookITForCharities>

ADVICE – COURSES

Media Trust work with charities to enhance their communications and enable communities to find their voice.

<http://bit.ly/CasebookMediaTrust>

The Salesforce.com Foundation has given more than \$19m (£12m) in grants since 2000, focusing on empowering organizations using technology in innovative ways as well as providing pro-bono support to grantees.

<http://bit.ly/CasebookSalesforceGrants>

The Charity Commission gives free online guidance on performance reporting

<http://bit.ly/CasebookCharityCommission>

CAF provides social media and online fundraising training for small charities.

<http://bit.ly/CasebookCAF>

Institute of Fundraising is the professional membership body for UK fundraising, with a range of courses and resources.

<http://bit.ly/CasebookIoF>

New Philanthropy Capital (NPC) is a consultancy and think tank providing independent research, tools and advice for charities and funders to help increase impact.

<http://bit.ly/CasebookNPC>

Social By Social is a practical guide to using new technologies to deliver social impact, commissioned by NESTA.

<http://bit.ly/CasebookSocialBySocial>

Cass Business School has amassed a substantial archive of articles, reports and papers, an essential and stimulating resource for the charity and community sectors.

<http://bit.ly/CasebookCASS>

NCVO provides trusted information on ICT enabling voluntary and community organisations to operate more effectively.

<http://bit.ly/CasebookNCVOICT>

The Charity Learning Consortium provides cost effective e-learning into the charity and voluntary sectors.

<http://bit.ly/CasebookCLC>



MEMBERSHIP BODIES – COMMUNITIES

ImpACT is a movement of charity organisations seeking to improve accountability and transparency and increase public understanding of how charities work.

<http://bit.ly/CasebookImpACT>

Charity IT Resource Alliance (CITRA) is the membership body for IT professionals in the charity sector.

<http://bit.ly/CasebookCITRA>

Charity Comms is the membership body for charity communicators.

<http://bit.ly/CasebookCharityComms>

NFPtweetup is a community of people harnessing the power of digital and social media for charities.

<http://bit.ly/CasebookNFPTweetup>

Beth Kanter writes one of the longest running and most popular blogs for nonprofits and is co-author of the highly acclaimed book, *The Networked Nonprofit*.

<http://bit.ly/CasebookKanter>

The Guardian Voluntary Sector Network channels insight, advice and best practice from the community.

<http://bit.ly/CasebookGuardian>

NAVCA's Paul Webster's crib sheet explains social media.

<http://bit.ly/CasebookPaulWCrib>

Navcaboodle is a social network for the charity sector from NAVCA.

<http://bit.ly/CasebookNAVCABOODLE>