

# SIMPLIFY RUNNING YOUR NONPROFIT

Huntington Community Council 2010

Presented by:  
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# Speaker Overview



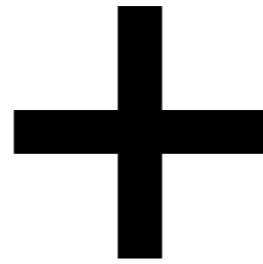
**Christopher G. Erckert** is the Founder and Director of Evo Networks since its inception in 1999.

**Evo Networks** advises small businesses on all aspects of their technology footprint, from cost effective purchasing, through project implementation to ongoing support.

In short, Evo Networks match makes clients with the appropriate vendors that specialize in their specific needs.



# What We Are Here To Accomplish



## Efficiency

- Channeling as much energy and funds to your cause and not operations
- Make it easy for donors to donate
- Communicate all the good you already do all the time

## Sanity

- Decrease volunteer burnout & turnover
- Transfer founder knowledge to organization knowledge
- Be a founder not a martyr - you need to be able to take time away to renew your passion



# Set IT and Forget IT

*IT that adds instant and significant value to the organization with little or no investment in capital, people or new skill sets*

- **Domains:** Your new middle name
- **CMS Websites:** Planning for the unexpected
- **E-commerce:** People give more, more often, when you make it easy
- **Email /Collaboration Services:** Keeping it close to the vest
- **Email Marketing:** Reach out to everyone
- **Social Networking:** Reach out to everyone else
- **Data Backup:** Protecting your vested time, money and reputation
- **Personal Computers:** It's business, not personal



If you can't "set it and forget it", it will only slow you down.



# It All Begins With A Domain

*It Matters Where You're @*

## Domain Name Lowdown

- Short, Spell-able, Relative to your service and or your name
- .Org first, then .Com, .Net
- Need for Websites, Email Addresses, Email Marketing, Blog

## Efficiency + Sanity

- It is the first step consolidating your brand so you promote your organization
- No matter what happens to your organization this is all you need to remember to refer people to learn more about you

## Pricing

- GoDaddy.com: ~ \$10 per domain / per year



# Content Management Websites

*Planning For The Unexpected*

## Content Management Lowdown

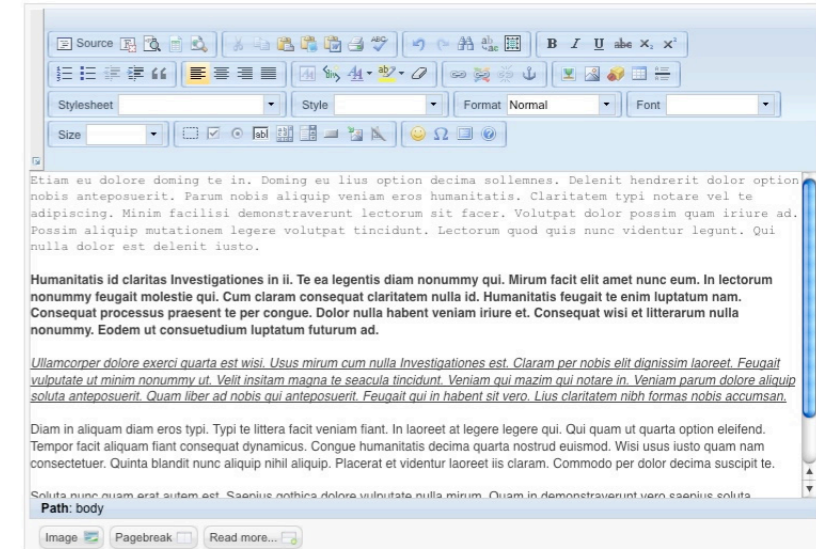
- Scales or retracts in scope based on org
- No developer intervention needed after development

## Efficiency + Sanity

- Designed by someone else
- Add and remove: sections, pages & content at will
- No additional charges
- Edit on your schedule, no code experience, if you can use word you can use CMS websites

## Pricing

- MAXBURST: MAXcms ~ \$349 Setup Fee, \$39 per month
- Setup Time: ~ 30 day



# E-Commerce

*A bird in the hand is worth 2 in the bush*

## E-Commerce Lowdown

- Scales instantly for high volume: tickets to fundraisers, consumer or large geographic oriented fund raising
- Great for automatic billing of memberships

## Efficiency + Sanity

- Reduce check chasing
- Smooth out cash flow from instant payments

## Pricing

- Paypal: Free to setup, nominal transaction fee (lower volume)
- Merchant Account: \$200 for SSL certificate per year, plus Merchant Account month fees of \$30 - 60 per month plus transaction fees (higher volume)
- Maxburst: MAXcms with Shopping Cart: Free + Merchant or Paypal fees



# Email Services

*Always Be Able To Communicate & Stay In Sync*

## Business Class Email Services Lowdown

- Organize, Sync & Backup
- Email, Calendar, Contacts
- Shared Calendars for scheduling
- Access on the go from Blackberries, iPhones



## Efficiency + Sanity

- Don't get double booked, Never be without a phone number
- Auto sync between devices means damaged computers or lost phones don't = lost info
- No Microsoft Exchange servers, licenses to buy or support

## Pricing

- Appraver: \$12.95 per user / per month, iPhone connection is free, blackberries cost an additional \$9 per month + additional carrier fees



# Collaboration Services

*Run your organization without running around*

## Example Services

- **iChat AV:** (only on Macs) - Video 4 way calling
- **GoToMeeting:** Web Conferencing, Presentations, Demos
- **Huddle:** Team Focused Communications, ongoing projects, house files, message board etc.

## Efficiency + Sanity

- Hold a meeting anytime anywhere
- Communicate more with stake holders, for shorter periods of time
- Leverage talent that are not geographically ideal

## Pricing

- iChat AV: Free with Mac's, GoToMeeting: \$30 per month unlimited meetings, Huddle: Free to Start small monthly for more features



# Email Marketing That Isn't Spam

*Remind Your Donors You're There*

## Generate A List

- Customer sign up at events, website, or other touch points
- Don't buy a list
- Use legit email marketing service (Not TO/CC/BCC)

## What To Email

- Event Invites (link to online payments)
- Organization Progress
- Call for volunteers

## What Not To Email

- Epic novels
- Summaries in emails link back to full articles on website

## Pricing

- Constant Contact: ~\$15 for distribution lists of 1 - 500 email addresses, \$25 for 501 - 2500, etc.



# Social Networks

*Free To Start - Costs Time To Prosper*

## Social Network Lowdown

- Pick networks that make sense for your organization
- Keep it up to date with new information
- Use a business profile or organization page, not a personal one
- Be socially responsible
- Link everything back to your website.

## Efficiency + Sanity

- Efficient way reach out younger generations
- Easy to update on the go from a phone
- Still can be a HUGE time sucker

## Pricing

- Facebook, Twitter, LinkedIn: FREE!!!
- Intern or volunteer to keep up to date: FREE!!!



# Remote Data Backup

*Insurance doesn't bring back data*

## Remote Data Backup Lowdown

- Backup your organization's data regardless of where it is and who's computer it is on
- Windows, Mac, Linux Desktops & Servers
- Organization retains data if staff leave
- Make a requirement to install on key computers



## Efficiency + Sanity

- Automatic backups with no intervention by staff
- Relax when volunteers use organization computers
- Protects against the unforeseen (other tenants in an office, children of volunteers, etc)

## Pricing

- MozyPro.com: \$4.95 per desktop/laptop, \$6.95 per server per month, \$0.50 per GB all per month



# Personal Computer Choices

*It's business, not personal.*

## Personal Computer Lowdown: It's all about the Laptop

- Allow the organization to be more agile
- Give presentations
- Option to plug in a big monitor and keyboard and mouse



## Window or Mac?

- Mac, unless you **NEED** Windows
- All Macs come with free support at Apple stores
- Simple and inexpensive software upgrades
- No more viruses
- Only software to buy on top of standard mac is Microsoft Office for easy doc sharing
- If you must go Windows, go: Windows 7 Professional and Office Small Business 2007, AVG

## Efficiency + Sanity

- Free help at Apple stores
- Easy transportation of laptops

## Pricing

- Apple Macbook: \$999, Microsoft Office 2008 Business Edition: \$399, AVG Anti-Virus: Free



# Q & A



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