Leveraging technology for regional nonprofits

SEGRA Conference, Geelong, October 26 2011
Hello

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My intentions:

- To be brief.
- To describe how nonprofits can do...
  - Networking
  - Funding
  - Working
  - Accounting
  - Governance

... with the assistance of technology.
About Matrix On Board

- Three MDs from the NFP sector
- Established in 1997
- Building capacity in NFPs and Social Enterprises
- Our services
  - Management support
  - Financial management
  - Education and training

www.mob.com.au
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Technology
Tyranny of Distance
Tyranny of Distance
Tyranny of Distance
Tyranny of Distance
Tyrranny of Distance
Technology Overload
And, unfortunately, here’s us.
Social Networks
Social Networks
Filtering for the right information
Relationships
From Web 1.0 to Web 2.0
Connection
750,000,000 active users
50,000,000,000 photos
30,000,000,000 status updates monthly
135,000,000 visitors per month
8,000,000 Australian active users
532,000 users aged over 55
20,000 deregistered users
Connection
Events
Inform
Jobs
Promote
“Go to Person”
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Facebook - Popularity

Active Users (in millions)

Year

2004 2005 2006 2007 2008 2009 2010 2011
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Barnardo's
Non-Profit Organization

How Barnardo's turns around the lives of the most vulnerable children...

11,346 people like this

How you can help

Whether we are working with young sexually exploited people or young carers we know with the right committed support and a little belief, even the most vulnerable children can turn their lives around.

We can’t do this without your support and belief in children.

Like our Facebook page to keep up-to-date and get involved

11,346 people like this. Be the first of your friends.
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- Starbucks:
  - Website Visitors per month (in millions): 1.8
  - Facebook Visitors per month (in millions): 19.4

- Coca-Cola:
  - Website Visitors per month (in millions): 0.27
  - Facebook Visitors per month (in millions): 22.5

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LinkedIn

120,000,000 registered users
47,600,000 unique visitors per month
200 countries
2,000,000 company pages
2,000,000,000 monthly searches
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8/05/11 8:00 AM via BlackBerry®
iam_kayti  @Lifeguard_BACON What happened? Xoxo
8/05/11 7:59 AM

Floppitw  @Lifeguard_BACON poor you, what did u do!!
8/05/11 7:58 AM

clare_24  @Lifeguard_BACON Ouch, how did you do that?
8/05/11 7:50 AM

GoldJess  @Lifeguard_BACON ouch..is that your leg?
8/05/11 7:45 AM

_Meadhbh_  @Lifeguard_BACON nice! All cleaned up :P
8/05/11 7:44 AM via Twitter for iPhone

HearMyVoice87  @Lifeguard_BACON What did you do?! Looks pretty deep!
8/05/11 7:43 AM via Echofon

cadetdory  @Lifeguard_BACON Beautiful! MOI?
8/05/11 7:43 AM

ClodaghGrounded  @Lifeguard_BACON ouch what did you do? :\
8/05/11 7:42 AM via Twitter for iPhone

znuppzi  @Lifeguard_BACON your leg??
8/05/11 7:41 AM

8/05/11 7:41 AM via Twitterrific

laurendeehan13  @lifeguard bacon  yeyyyyyy i cant believe they're
Funding

- Go to the world
- One model: small amounts from a lot of people
- Think outside the square
- Pay attention to what is happening but stay focused
WELCOME TO PHILANTHROPY AUSTRALIA

Philanthropy:
The planned and structured giving of money, time, information, goods and services, voice and influence to improve the wellbeing of humanity and the community.

Philanthropy Australia is the national peak body for philanthropy and is a not-for-profit membership organisation. Our Members are trusts and foundations, families and individuals who want to make a difference through their own philanthropy and to encourage others to become philanthropists.

Our mission is to represent, grow and inspire an effective and robust philanthropic sector for the community.

We encourage you to use this website as a launching pad into the community of philanthropy, making use of it as both a resource and networking tool. Both those new to the sector and those seeking the most up-to-date and exhaustive information will find this site invaluable.

Most importantly, Philanthropy Australia encourages you to partake in the joy of giving - be it financial or otherwise.
Crowd Funding
Obama Raised Half a Billion Online

By Jose Antonio Vargas

Barack Obama raised half a billion dollars online in his 21-month campaign for the White House, dramatically ushering in a new digital era in presidential fundraising.

In an exclusive interview with The Post, members of the vaunted Triple O, Obama's online operation, broke down the numbers: 3 million donors made a total of 6.5 million donations online adding up to more than $500 million. Of those 6.5 million donations, 6 million were in increments of $100 or less. The average online donation was $80, and the average Obama donor gave more than once.

"You looked at the money being raised online in the same way that you looked at the crowds who came to the rallies," Joe Rospars, the 27-year-old director of Obama's new-media department, told The Post. "You were constantly surprised at the number of people who were coming out to see him," and, when it came to online donations, "people exceeded our expectations as to what they were willing to do."
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START SOME GOOD
IGNITING IDEAS, INVESTMENT & IMPACT

How it works: StartSomeGood is a new platform for social good initiatives to raise funds and grow a community of supporters. Read more

Start Some Good connects social entrepreneurs with people who want to help.

I HAVE A VENTURE  I WANT TO HELP!

Featured Campaigns  As chosen by the StartSomeGood team. See more campaigns →

- [Image] With a pink-haired girl
- [Image] Takeashine with a logo
- [Image] Youth building healthy communities
- [Image] Setting the FDR up
A NEW WAY TO
Fund & Follow Creativity

_FEATURED IN_ CNN, WIRED, GOOD, Pitchfork, npr, The New York Times

PROJECT OF THE DAY

Linh Mai’s ambitious sci-fi film *The Last Cause* is set in a dark future where drones, mechs, and military robots have become the government's weapon of choice for controlling society. Despite having a minuscule budget, Mai delivers amazing visuals backed by a great story.

The Last Cause - feature film
by Linh Mai
A science fiction action-drama set in a dark, gritty cyberpunk future. Featuring Emancipator as the original soundtrack composer.

80% $40,074 11 FUNDDED PLEDGED DAYS LEFT

FOOD

This beautifully crafted two-volume cloth-bound book explores ten great American chefs behind the line and in private conversation. Who once compared pizza to sex in the kitchen (“even when it's bad it's good”)? You’ll have to click to find out!

Notes from a Kitchen: A Journey Inside Culinary Obsession
by Tarrou
Notes from a Kitchen is the first book to accurately portray the wild creative lives of world-renowned chefs in a striking new format.

45% $9,140 80 FUNDDED PLEDGED DAYS LEFT

VIDEO GAMES

Thunderbeam is an adventure game that flips the ethos of classic sci-fi

ART

Nobody likes a broken heart, but how about pouring over other
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TikTok+LunaTik Multi-Touch Watch Kits
Project by Scott Wilson

13,512 BACKERS
$941,718 PLEDGED OF $15,000 GOAL
0 SECONDS TO GO

FUNDING SUCCESSFUL
This project successfully raised its funding goal on December 16.

Have a question about this project?

PLEDGE $1 OR MORE
Every dollar counts. If your dollar helps make this a reality you will be able to buy the TikTok or LunaTik online or hopefully someday, if successful, at an Apple Store near you. Be a part of making a cool
Work

- Skill shortages and gluts
- Leverage what you have, pay for what you need
- How can you use technology to meet your employment and volunteer needs?
Emily

Copywriter, newsletters and social media
Dinesh

Websites and online applications
Cindy May

Administration, internet research, data entry
Emily
Copywriter, newsletters and social media
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Dinesh

Websites and online applications

Mumbai
Mike
Excel guru, financial analysis
San Francisco
Cindy May
Administration, internet research, data entry
$21,319,314 earned in September
2,057,115 hours worked
81,537 hours worked AU
400,000 available contractors
170,000 employers
101,235 jobs posted
Pay rates? Its all relative!
Administrative Support Professionals

199,915 Contractors were found based on your criteria. Modify by: more... Keywords: Keep filter selections New Search Search Contractors

Contact multiple contractors My Saved Contractors

Kathy L.
Virtual Assistant
Skills: Personal Assistant
$13.33/hr - Hours: 223 - United States - Last active: 7 days ago - Tests: 4 - Portfolio: 1
My objective is to work in a situation that allows me some flexibility. I am able to put in plenty of hours, but just need to be able to adjust sometimes according to my schedule. I work extremely hard and diligently. I have a great eye for detail and am a problem solver at heart. I have excellent customer service skills and people skills as well. I am diplomatic and level-headed. I have many skills that allow me to perform a wide range...

Valda D Page
Bioistatistician, Data Manager, Data Entry Professional
$27.78/hr - Hours: 29 - United States - Last active: 8 days ago - Tests: 1
To obtain a challenging position utilizing my skills and knowledge of research methodology, data management and data analysis in epidemiology and population studies. I have worked with collecting, entering, managing and analyzing health data over the past 25 years using SPSS, SAS and STATISTICA statistical software.

Pam Lokker
Virtual Assistant
Skills: Content Writer/Editor, Transcription
$8.80/hr - Hours: 1,930 - United States - Last active: 2 days ago - Tests: 4 - Portfolio: 7
Borlok Virtual Assistants (Borlok VA) has the global expert services with quality, on-time delivery that you require. We are adept at providing services in Transcription; Customer Service via Phone, Email, & Tickets; Content Writing and Proofreading; Data Entry; Word Processing; Internet Research; Article & Press Release Submissions; Basecamp Project and Team Coordinator and much more.

Deborah M.
***PA WITH ATTENTION TO DETAIL WHO OFFERS TIMELY SUPPORT***
Skills: Director
$18.89/hr - Hours: 3,233 - United States - Last active: 3 days ago - Tests: 11
My objective is to offer honest, timely and dependable support while seeking a position that is respectable, honest, fun, and interesting. My major area of interest - an the area I have the most experience in is as a personal assistant, tackling projects that most would not. I am the support staff you need to succeed. I am ready to organize you and your company. I am extremely creative and will mold myself to be the perfect fit for your...

Liliana B.
Virtual Administrative/Personal Assistant/Project & Office Manager
Skills: Microsoft Office, Internet, Excel, and spreadsheets, MS Word, Email, Management, Research, Event Management...
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Work Diary: Dinesh

Time Zone: UTC

Sat, Dec 18, 2010

Total Hours: 01:30

14

MobTraining New changes
F2F Workshops Matrix on Board

14:09:07

14:10:47

14:27:51

14:37:14

MobTraining New changes
mobtraining

15

MobTraining New changes
Adobe Dreamweaver CS3 - [C:]\U

15:03:39

15:14:50

15:25:36

15:30:00

MobTraining New changes
mobtraining

MobTraining New changes
MobTraining - vs378369@mobtra
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I LOVE BEING MY OWN BOSS!
Software as a Service
“In the cloud”
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“Second pair of eyes”
Mentoring for learning staff
High standard reporting
Empowerment of boards
Anywhere, anytime
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BUSHMOB

Images of people on horses in a desert-like environment.
Governance

- Board Portal
- Outsource the Secretary
- For active Boards
- Convergence of technology and responsibility
- Always on
BoardEffect

- Boardbook and archive
- Policies and Procedures
- Governance Community
- Committees
- Online access
- Secure
- www.boardeffect.com.au
“No story tonight; the wi-fi’s out. Good night, sweetie.”
CONTENT IS EVERYTHING
Thank you

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- Web: www.mob.com.au
- Youtube: www.youtube.com/user/matrixonboard
- Skype: morriyoung
- RSVP: friendly_gemini_guy