

Web 2.0

Making the “Social Web” Do the Work

The Power of Network and Collaboration

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fundraiseonline

Outline

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Introduction

Nigel Sanderson

- Managing (and Founding) Director of FundraiseOnline, New Zealand's largest and most successful provider of Not For Profit (NFP) web solutions
 - Winner of the Computer World IT Award for NFP Solutions
 - NZ site has supported over \$NZD 5M in donations
 - Multiple corporate sites
 - Part of the most successful Sunday Times campaign in history
 - Opening Australian FundraiseOnline site in May 2008
- 20 years in Information Technology
- Focus on the enabling technologies that support Web 2.0, and how those support the NFP sector

Consider...

- Your web strategy is potentially the most important part of your business model
- People want to donate to you via the web, its easier for them and you to do so – and far more cost effective, with much lower risk
- Our experience is that the majority of web donors are ‘new’ donors – this channel will largely supplement your donation streams, not cannibalise existing
- Web 2.0 is driving social interaction, and that has significant impact on your business model

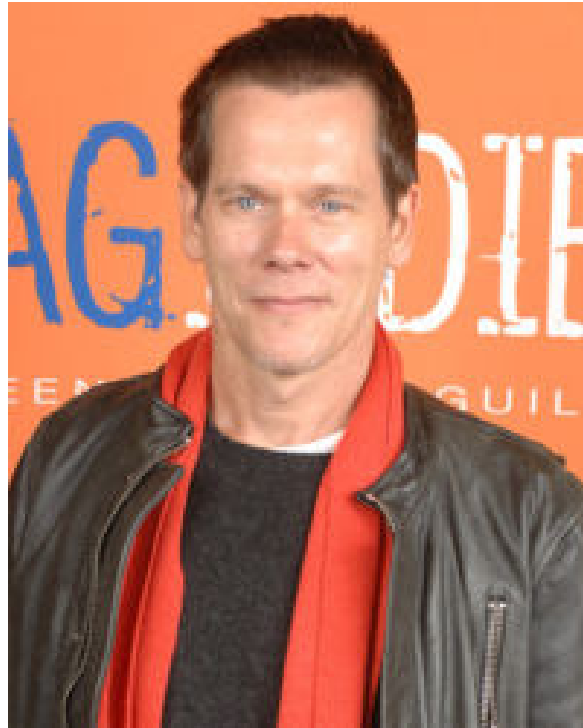
And...

- Because of the internet and Web 2.0, some of your donors **don't care** about your mission, vision, goals, in fact anything to do with what you are trying to achieve
- Does that mean the message is different or needs to change?
- No – it means that the audience perspective has changed – and you need to give them the tools to do the job
- What do you need to do to survive – and prosper?

The Basic Premise

- Web 2.0 isn't about the power of the internet, its about the power of the network – mine, yours, everyone who has a 'net connection
- That network does not sleep – its 24/7/365
- The speed it operates at is breathtaking
- It thinks, it lives, it breathes and it has discretionary spend, in all sorts of currencies
- The internet is merely the supporting infrastructure – it's a tool, as simple as that, don't be fooled by the Information Technology black box
- Get it right, its amazing, but get it wrong, its frightening
- Customer service is still a priority

Web 2.0 – So, what is it then?



Six degrees of Kevin Bacon OR “Small World” phenomenon

No, really, what is it?

- Web 2.0 is the Social Web – it allows, fosters and supports interaction between people on a number of different levels and for a wide range of purposes, but the primary driver is social interaction
- Its is driven by the desire we all have to be truly social animals, and to interact with each other, no matter our location or time zone – to reach out and be a part of our world
- The real value is around collaboration. Collaborative value used to be high cost, low value. Web 2.0 has changed that fundamentally

Witness...

- The growth in on-line (web based) social and business interaction solutions, such as BeBo, Facebook and LinkedIn
- A fast developing understanding within the private sector that alignment / collaboration / partnership with NFP's makes 'head and heart' sense
- Remember the old joke – “**Fast, Cheap, Quality, pick any two**”? The internet allows you to pick all three

What does it mean for the Sector?

- Complexity in solution delivery, but consumer desire for simplicity
- Opportunity to differentiate in an increasingly noisy and convoluted marketplace
- Lower costs, greater efficiency, lower risk
- Your key customer relationship has to focus on your fundraiser – their network is your greatest asset in the online world
- That customer brings their network to your door – are you ready for that?
- You need to get partner smart - yesterday

The Challenges

- Everyone can 'do' web, but that doesn't count any more
- Technology is not a solution
- Staying up to date is key – keep the message fresh
- Don't underestimate security and the risks involved
- The customer experience remains paramount – start simple, slowly introduce additional functional / complexity – and make sure you understand who the customer is and foster that relationship
- Select the right partners and foster those relationships as well
- Position your organisation so that it can take advantage of new technologies quickly, effectively and for minimal cost and risk

The Potential

- Web 2.0 is a means to really connect – with your supporters, and more importantly, with their networks – to build a long term relationship with them all; don't let that opportunity slide
- Relationship is everything in Web 2.0 – don't risk it, don't abuse it
- Your job is to build a strategy that encompasses and fosters that
- And then to deliver the toolsets to your consumers that drive that engagement

Critical Success Factors

- Quality of engagement is crucial – it must be part of your ongoing strategic planning, how best to engage and retain the relationship
- Understand that you have different customers now – donors, supporters, vendors – and that a different engagement model is needed for each
- Keep It Simple
- Outsource – keep the risk low, insist on high availability, low cost and high useability solutions that fit well with your direction and needs
- Remember – you might understand the solution, but do your customers?

And Finally...

- Understand that Web 2.0 is just marketing speak for the internet enabling socialisation between consenting adults
- Those relationships persist – how are you going to make sure yours does?
- In 3 years time we will wonder what the fuss was all about, so act now, before it changes again
- Focus on the outcomes – they have not changed, only the means to achieving them
- The opportunity is yours, if you understand what it is you are trying to achieve

So what now?

- Your web strategy is your focus and your guide – understand your market and what that translates to in web presence terms
- Don't expect a simple donation function set to cut it, it won't, not any more, it's a waste of time and money
- You still need to differentiate and make customer service a priority – make them special
- The ultimate goal is retention and reduced churn – and Web 2.0 will support that

Thank you

- Questions?