

## **Institute of Fundraising Meeting 03 November 2009**

### **The use of IT for Fundraising and Marketing in the not for profit sector.**

A facilitated open forum discussion to share information about Information & Communication Technology hardware, software and its uses in fundraising and marketing. What are we using, how are we using it and what other resources may be available to make our fundraising and marketing more effective through the use of ICT?

Areas we will cover include:

Databases

Email

Websites

Customer Relationship Management Systems

Research tools

Social networking

EBAY trading

### **Equipment**

Most of the delegates had use of laptop computers through their organisations

Almost all of the delegates had use of a desktop PC through their organisations

One organisation had an Apple Mac computer for design type work

All of the delegates had use of a printer through their organisation

All of the delegates had use of a digital camera some through their groups others using their own

Most delegates had use of a scanner through their groups

One organisation had Skype phones but they did not do effective video conferencing

### **Software**

Outlook - Thunderbird - Mass mailers

Explorer - Firefox

Word Processing: Word

Spreadsheets: Excel

Databases: Access

Contact Management Systems

Customer Relationship Management Systems

Specialist Fundraising Software: Raisers Edge, Donarflex

Publishing: Publisher

Presentation: Powerpoint

Freeware / Open source software was not used

Adobe

Photoshop other photo / art

Accounting – Sage – Quick books etc.

Payroll

### **Security**

McAfee

Norton

### **World Wide Web**

Almost all of the delegates had use of broadband through their groups

The WWW was used for:

Ecommerce

Online donations

Email

Research

Groups websites and promotion

Means of contact with clients (Web groups)

Funding research

Purchasing

Ebay Trading

Social Networking – Facebook – Twitter – Linked in – My Space – You Tube

Viral Marketing – Steve Spangler – Diet Coke & Menthos

### **Web Sites**

All delegates used websites, some were being revamped

### **Support**

The groups obtained support from a variety of sources:

Local providers

Volunteers

In house support staff

Contracts for maintenance from specialist providers

### **Types of support required**

Hardware

Software

Everything

Create new effective databases for donor management

### **Other Problems & Suggestions**

Consistency of software across the organisation: using different versions of packages

ICT Strategies would help

ICT in business planning

Full cost recovery for ICT in funding applications