

**Changing Information and Communications Technology:  
*What* will it mean for your organisation?**

**Group discussion:**

**So *what* are the implications of ICT change for campaigning?**

- Responsiveness and agility 24/7 is a threat and opportunity.
- So is crowd-sourcing of content. Handing over content and even direction to members and non-members means relaxing command and control.
- Reputational risk from members misusing the brand is perhaps only the same as an offline volunteer committing a crime in your charity t-shirt?

**Now *what* strategic decisions and actions need to be taken to seize the opportunities and meet the challenges around ICT change and campaigning?**

- Online newsletters – only printing on demand
- Educate trustees
- Establish personal and organisational boundary eg on facebook
- Monitor other campaigns / business campaigns
- Establish a cloud computing provider for the sector. A co-op that will understand us and our values and will reinvest profits.