

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

### **Group discussion:**

#### **So *what* are the implications of ICT change for fundraising?**

Younger generation use technology differently

Different expectations of how we will communicate from clients and supporters

Making new connections with people e.g. through fundraising sites

Technology is converging, people may not distinguish between channels

There are new ways to ask, novelty factor, e.g. "Movember"

Lots of small donations or fewer large ones?

Membership schemes take on new forms

New ways to feed back to sponsors and supporters

More competition online, but democratic and non-elitist

Mission and income can be combined e.g. by selling informative apps that match your campaign

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

Not investing in tools – they exist already

Ask people what channels they use

Use survey tools to save money

Engage our leadership, board, staff on this issue

Think about scalability of ideas – e.g. use simple ideas and start small

Look at current communications, what more do we need? Discuss this

Make sure messages are consistent, in style and content

Coordinate messages without losing authentic voice

Plan to convert irregular givers to regular givers

Build up trust online