



Remote Program Delivery

Helping Clients Remotely

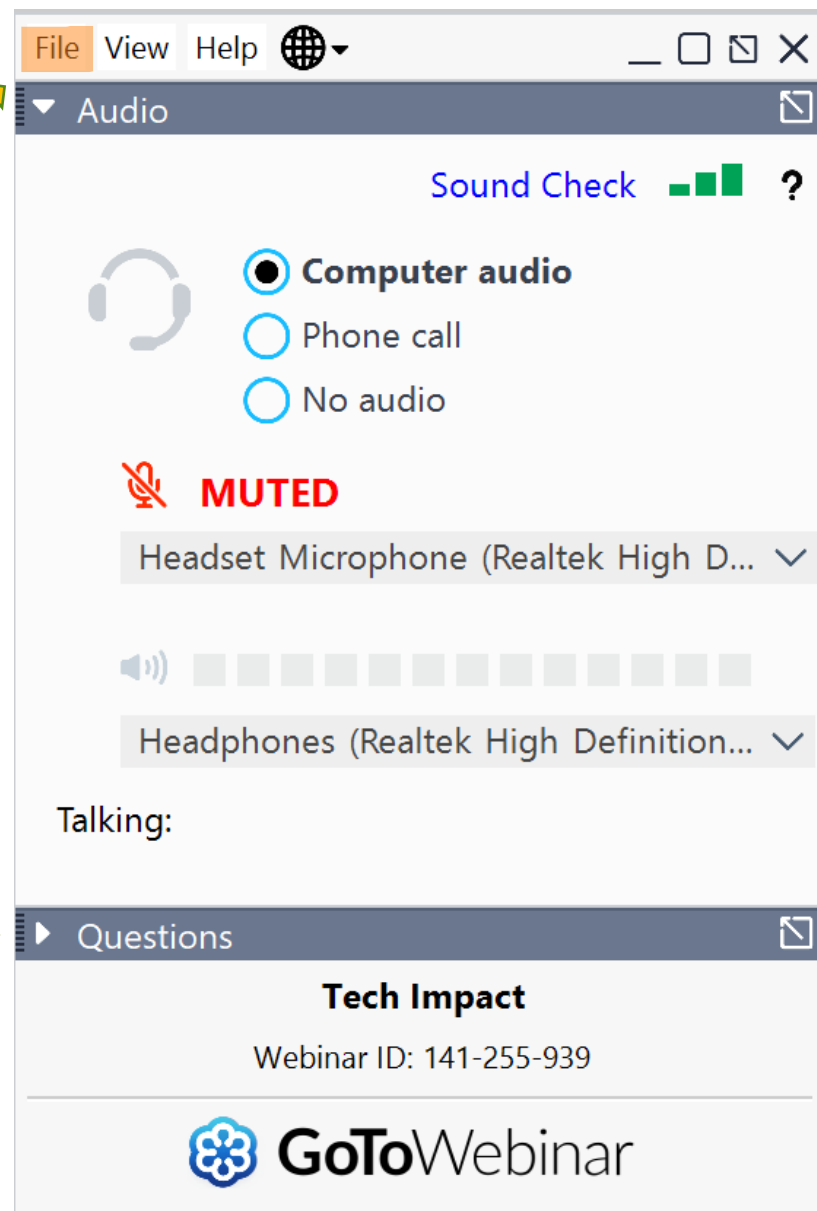


GOTOWEBINAR INTERFACE

If you cannot hear us speaking, go to:
File->Preference->Audio and check
your audio settings.

Type all comments/questions into the
"Questions" panel.

Your interface may display slightly differently.



The screenshot shows the GoToWebinar interface. At the top, there is a menu bar with 'File', 'View', and 'Help'. Below the menu bar is a dark blue header for the 'Audio' panel. On the right side of the audio panel, there is a 'Sound Check' button with a green bar and a question mark. Below this, there are three radio button options: 'Computer audio' (selected), 'Phone call', and 'No audio'. A red microphone icon with a slash through it and the word 'MUTED' in red is displayed. Below the muted status, there are two dropdown menus for selecting audio devices: 'Headset Microphone (Realtek High D...' and 'Headphones (Realtek High Definition...'. Below the audio settings, there is a 'Talking:' label. At the bottom of the interface, there is a dark blue header for the 'Questions' panel. Below this, the text 'Tech Impact' and 'Webinar ID: 141-255-939' is displayed. At the very bottom, the GoToWebinar logo and name are shown, along with the TECHIMPACT logo.

COURSE PAGE:

<https://offers.techimpact.org/course-page-remote-program-delivery>

Course Page

Course Page - Remote Program Delivery

Please bookmark this Course Page. It will be consistently updated with the information you need to access the webinars, slide decks, and recordings.

Thank you for joining us for this course.

Important Information:

- GoTo Webinar is our webinar platform. You will receive email reminders with login information for each session, or you can find the links on this page.
- Every session will be recorded and available to individuals who have registered for the course.
- Be sure to add training@techimpact.org to your contacts to ensure meeting details do not get caught in your spam folder.

Remote Delivery

This course
the following

- **Tuesd**
EST: P
- **Wedn**
PM ES
- **Thurs**
EST: B



KIMBERLY SANBERG

Owner, Cairn Strategies

Pronouns: She/Her

I help nonprofits fundraise, engage supporters, build awareness, and achieve their goals with strategic digital marketing and communications, including social media, website strategy, advertising, and email.



Remote Program Delivery

Helping Clients Remotely



AGENDA

1. Homework Review
2. Innovation in Practice
3. Helping Clients Remotely
4. How-To's
5. Tips & Challenges
6. Thinking Beyond the Pandemic
7. Homework



HOMework REVIEW

HOMWORK SUBMISSION #1



Description of program:

We are a non-profit who works in preventing homelessness. The program that I work for promotes positive parenting and developmentally appropriate information for parents to have interactions that can help children grow and get ready for kindergarten.

Who is the audience?

Parents & caregivers from children 0-5 years old.

HOMEWORK SUBMISSION #1



Which tools will you use?

I would like to incorporate the use of FB groups, however I am uncertain about using a close vs an open group, since I would like other people to be able to get the information shared through Facebook lives and the community resources.

How will you measure success?

By the attendance and by observing how many times is the video being reproduced, as well as by how often are parents requesting topics to talk about on our one on one virtual visits.

Some staff does not feel comfortable with using technology, and this will also be something to keep in mind to keep working on.

HOMework SUBMISSION #2

1. Our proposed program is to put our folk music classes and workshops online. At least some of these will be live streaming events, so there will be live interaction between students and teacher. Teachers will need to adjust teaching and lessons to accommodate the internet lag.

It is not possible at this time to play music together in sync well enough to teach as one does at in-person classes. Most of the time, students will be muted, but able to hear the teacher, and will unmute only when needed. Students can play along, hearing themselves and the teacher.

There will be an opportunity for students to submit videos of their playing for teacher comment, and also for teachers to post files (video or written materials) for student download.

HOMWORK SUBMISSION #2

2. Audience will mostly be adult learners, but lessons are available for all ages. There will probably be some youth and children who also sign up. If enough younger folks are interested, classes and workshops can be created just for this age range. In general, youth and children learn faster than adults, and sometimes need a slightly different style of teaching.

3. Zoom is currently in wide use for music events: concerts, classes, workshops. It's easy and accessible for most folks. The audio can be tweaked to make it better for music, although it's not the ideal platform yet. Many students are familiar with it from school and work, and students do not need to have an account to participate. We are also looking at Google Classroom for students and teachers to exchange videos, class files, and questions.

HOMework SUBMISSION #2

4. We measure success by the number of students who sign up for classes, and the rate of increase or decrease over time.

We also measure success by the satisfaction of students and teachers according to surveys and other feedback.



INNOVATION IN PRACTICE

IDENTIFYING YOUR OPPORTUNITIES





FRAME THE OPPORTUNITY IN AN ACTIONABLE WAY

Is there a problem?

It is objective?

Is it descriptive?

IS THERE A PROBLEM?

“I need to create videos.”

...is a solution, not a problem.

The problem would be:

- Many people don't understand this topic
- People who aren't very literate are trying to understand this information





IS IT OBJECTIVE?

“The way we provide information isn’t working.”

...is an opinion that reasonable people could disagree with.

As opposed to:

- Only 100 people viewed our report last year
- 10 people in the past 2 weeks have told us they can’t understand our information

IS IT DESCRIPTIVE?

“We need to serve people better.”

...is so vague that you won't know where to start.

As opposed to:

- We need to be able to reach twice as many people with the same number of program staff.
- We need to improve client satisfaction.





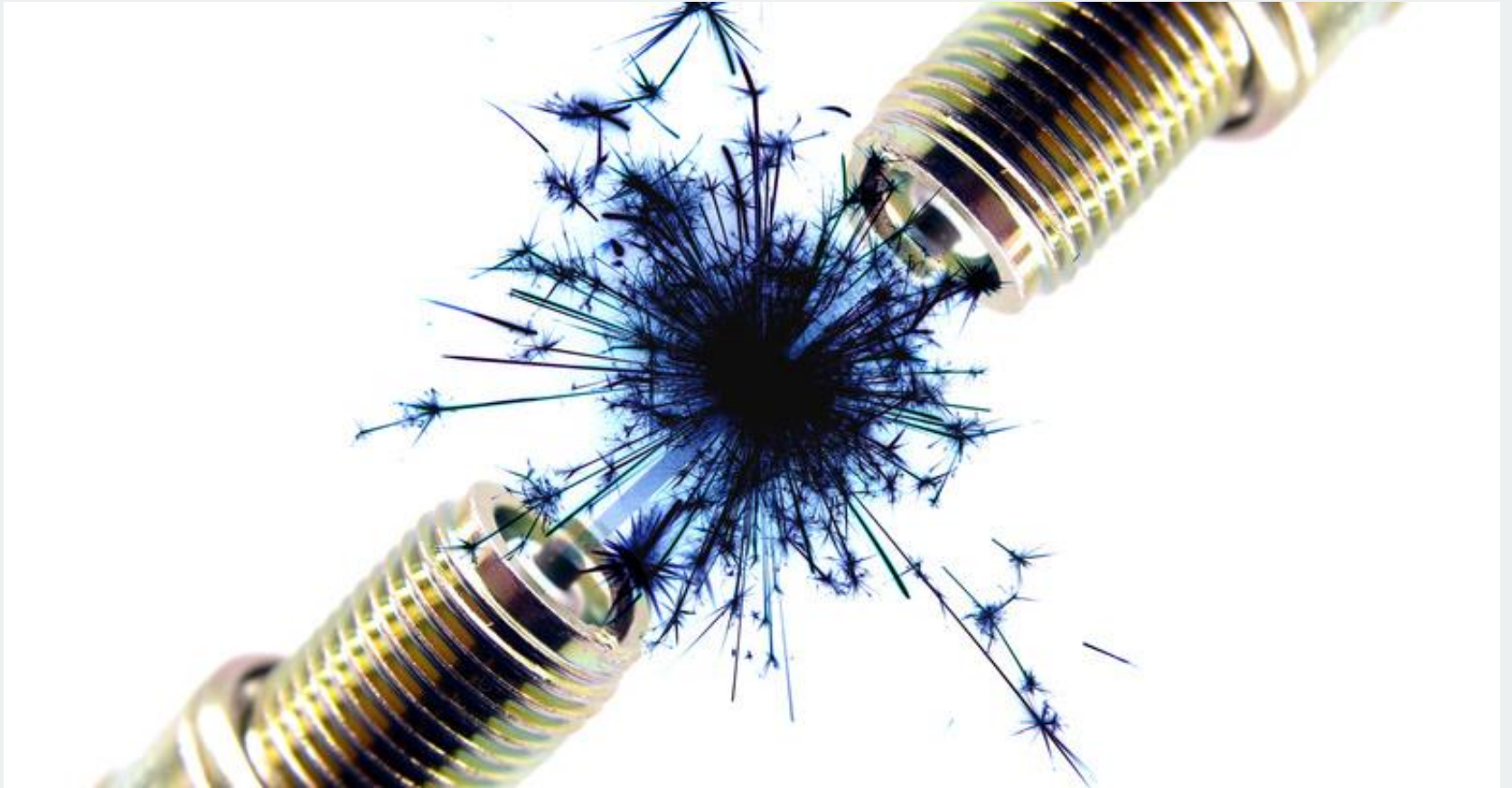
INVENTORY WHAT'S AVAILABLE

In addition to understanding your own issues, understand what technologies exist.

WHAT RESOURCES DO YOU ALREADY HAVE?



SPARK YOUR INNOVATION



INNOVATION CAN BE SPARKED IN-PERSON



BUT THAT LOOKS A LITTLE DIFFERENT RIGHT NOW

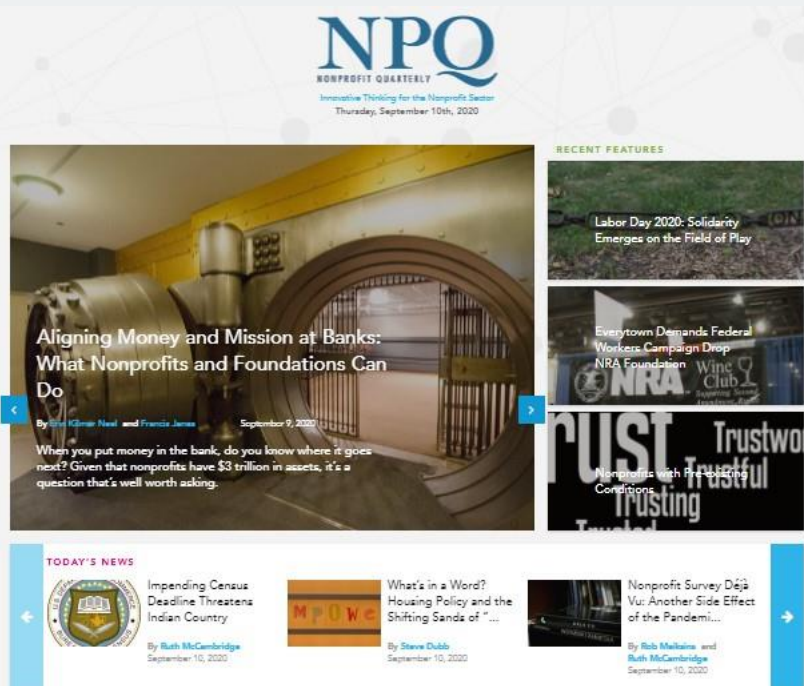


Source: Zoom

INTERNAL BRAINSTORMING



SEE WHAT OTHERS ARE DOING



NPO
NONPROFIT QUARTERLY
Innovative Thinking for the Nonprofit Sector
Thursday, September 10th, 2020

RECENT FEATURES

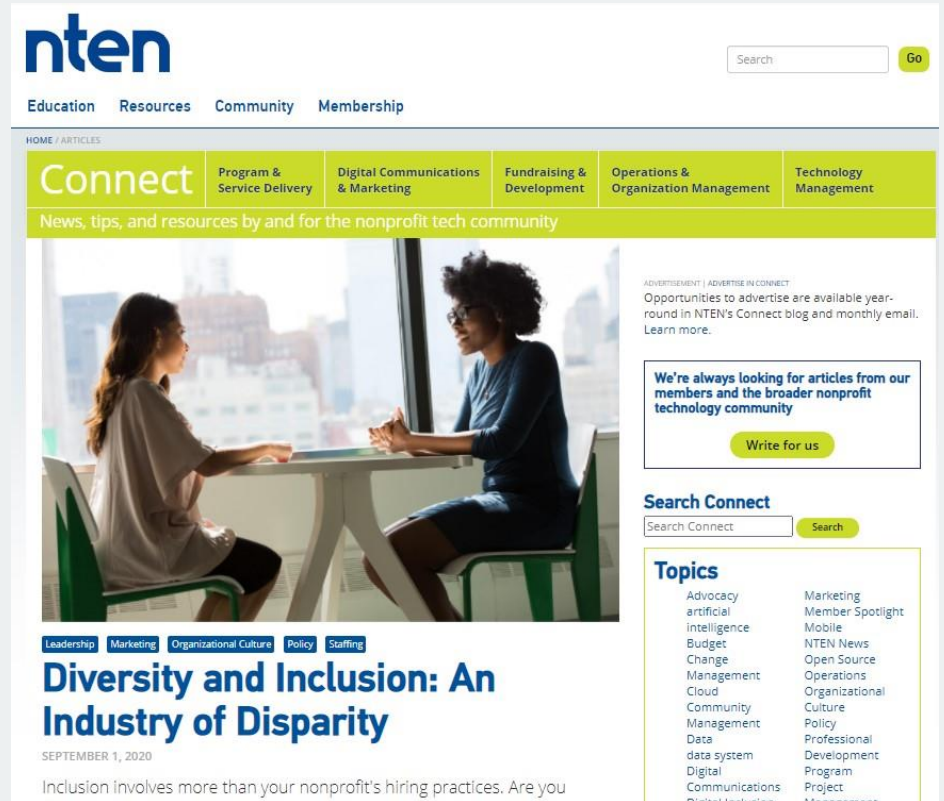
- Labor Day 2020: Solidarity Emerges on the Field of Play
- Everytown Demands Federal Workers Campaign Drop NRA Foundation Wine Club
- Nonprofits with Preexisting Conditions

Aligning Money and Mission at Banks: What Nonprofits and Foundations Can Do
By Bill Korman Neal and Francis James
September 9, 2020

When you put money in the bank, do you know where it goes next? Given that nonprofits have \$3 trillion in assets, it's a question that's well worth asking.

TODAY'S NEWS

- Impending Census Deadline Threatens Indian Country
By Ruth McCambridge
September 10, 2020
- What's in a Word? Housing Policy and the Shifting Sands of "..."
By Steve Dubis
September 10, 2020
- Nonprofit Survey Déjà Vu: Another Side Effect of the Pandemi...
By Rob Melkaine and Ruth McCambridge
September 10, 2020



nten

Education Resources Community Membership

HOME / ARTICLES

Connect Program & Service Delivery Digital Communications & Marketing Fundraising & Development Operations & Organization Management Technology Management

News, tips, and resources by and for the nonprofit tech community

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Opportunities to advertise are available year-round in NTEEN's Connect blog and monthly email. Learn more.

We're always looking for articles from our members and the broader nonprofit technology community

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Topics

- Advocacy
- artificial intelligence
- Budget
- Change Management
- Cloud
- Community Management
- Data
- data system
- Digital
- Communications
- Digital Inclusion
- Marketing
- Member Spotlight
- Mobile
- NTEN News
- Open Source
- Operations
- Organizational Culture
- Policy
- Professional Development
- Program
- Project
- Management

Diversity and Inclusion: An Industry of Disparity

SEPTMBER 1, 2020

Inclusion involves more than your nonprofit's hiring practices. Are you

Source: Nonprofit Quarterly, NTEEN

FOLLOW OTHER NONPROFITS FOR INSPIRATION



Ex. [The Kennedy Center](#)

The Kennedy Center had illustrator Mo Willems host live Lunch Doodles via YouTube videos shared on social media platforms.

INTO THE CHAT

How do you think of innovative ideas for your organization? What are your go-to resources?



TOOLS

post tv

#WOC
IN
TECH



LIVE CHAT CAN BE A LINK TO IMMEDIATE HELP

Live Chat Tools:

- HappyFox
- Hubspot Live Chat
- Olark

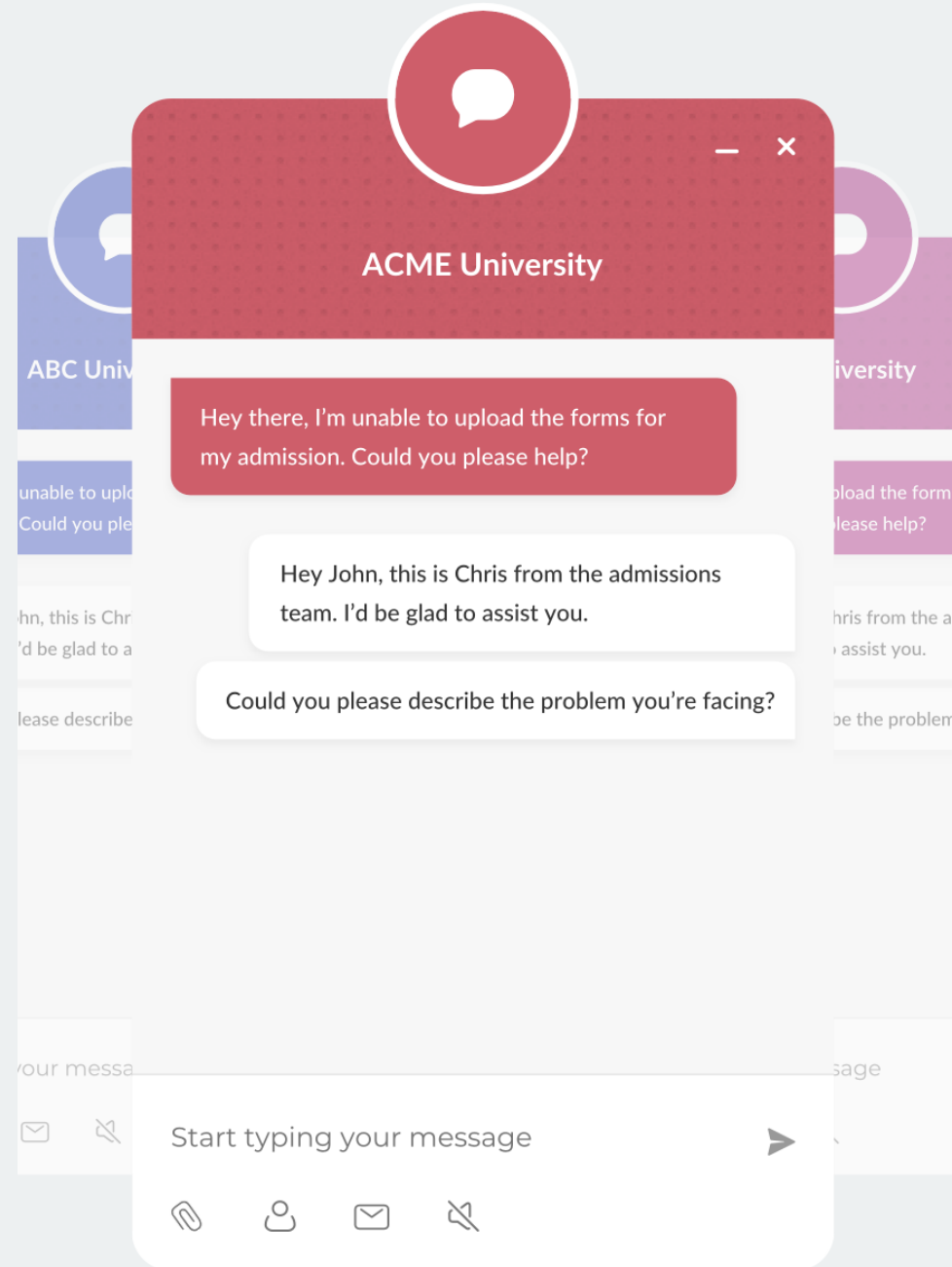
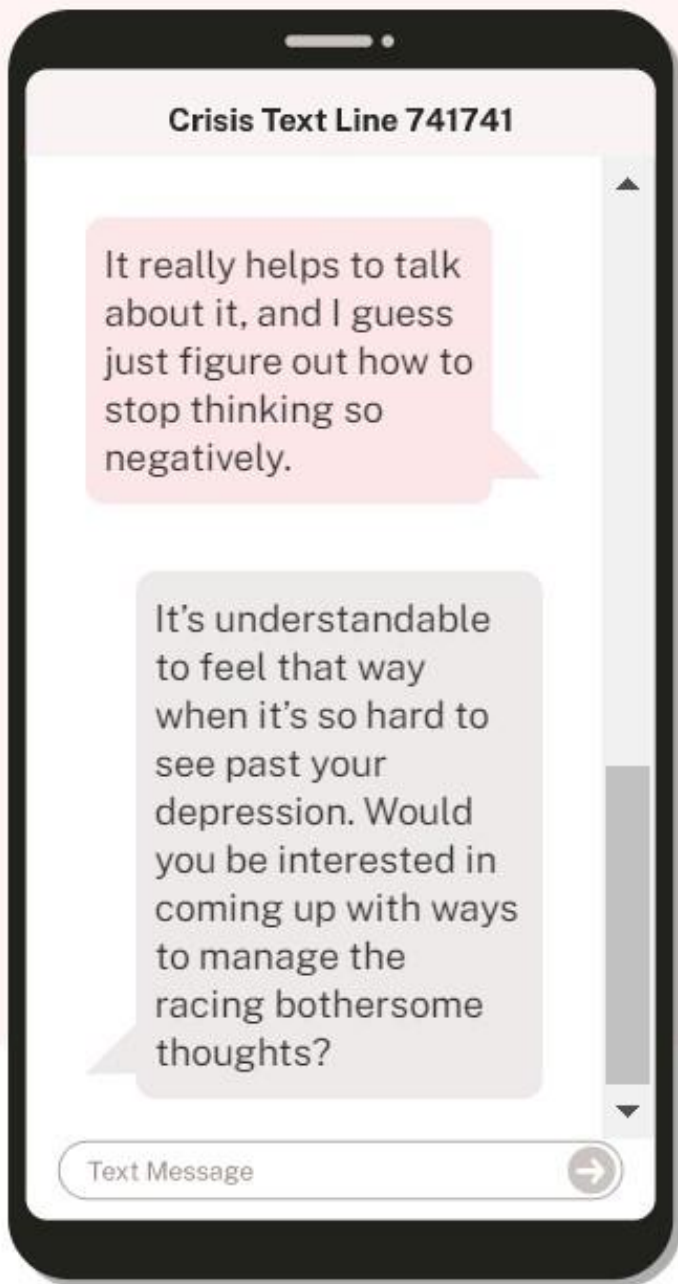


Image Source: HappyFox



TEXTING (SMS)

Texting can be a great way to provide support for people who are more comfortable texting than calling or emailing.

- Twilio
- Avochato
- SimpleTexting

PHONE SUPPORT

You can have a hotline staffed by volunteers or staff to provide support remotely.

Depending on your services, it could be available 24/7.

Customer Service Software:

- Zendesk
- Salesforce Service Cloud
- CallShaper



EXAMPLE: THE TREVOR PROJECT LIVE SUPPORT

Need help? We are here for you 24/7: **1-866-488-7386** | Text | Chat



Get Help

Education

Resources

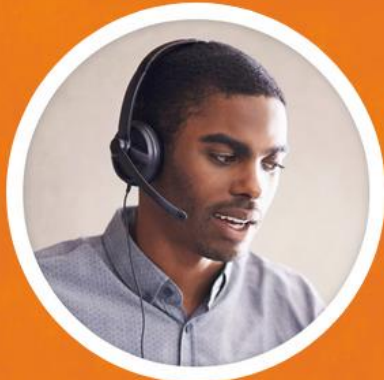
Get Involved

About

Blog & Events

Donate

We Are Hiring



TrevorLifeline

1-866-488-7386

TrevorLifeline is a crisis intervention and suicide prevention phone service available 24/7/365.



TrevorChat

Confidential online instant messaging with a Trevor counselor, available 24/7.

Access through a computer, as you may have technical difficulties if using a smartphone or tablet.



TrevorText

Text START to 678-678.

Confidential text messaging with a Trevor counselor, available 24/7/365.

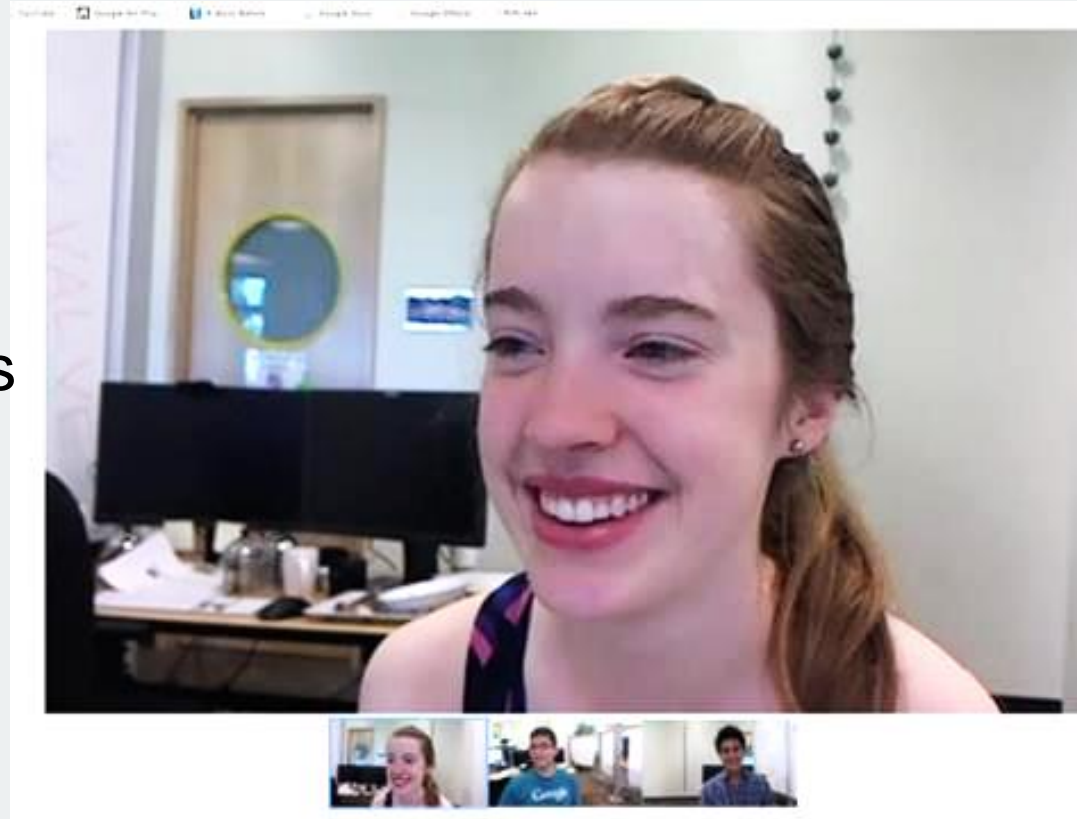
Standard text messaging rates apply.

VIDEO CONFERENCING

Video conferencing is a personal way to connect.

There are a ton of platforms out there, such as:

- Google Meets
- Microsoft Teams
- WebEx
- Zoom



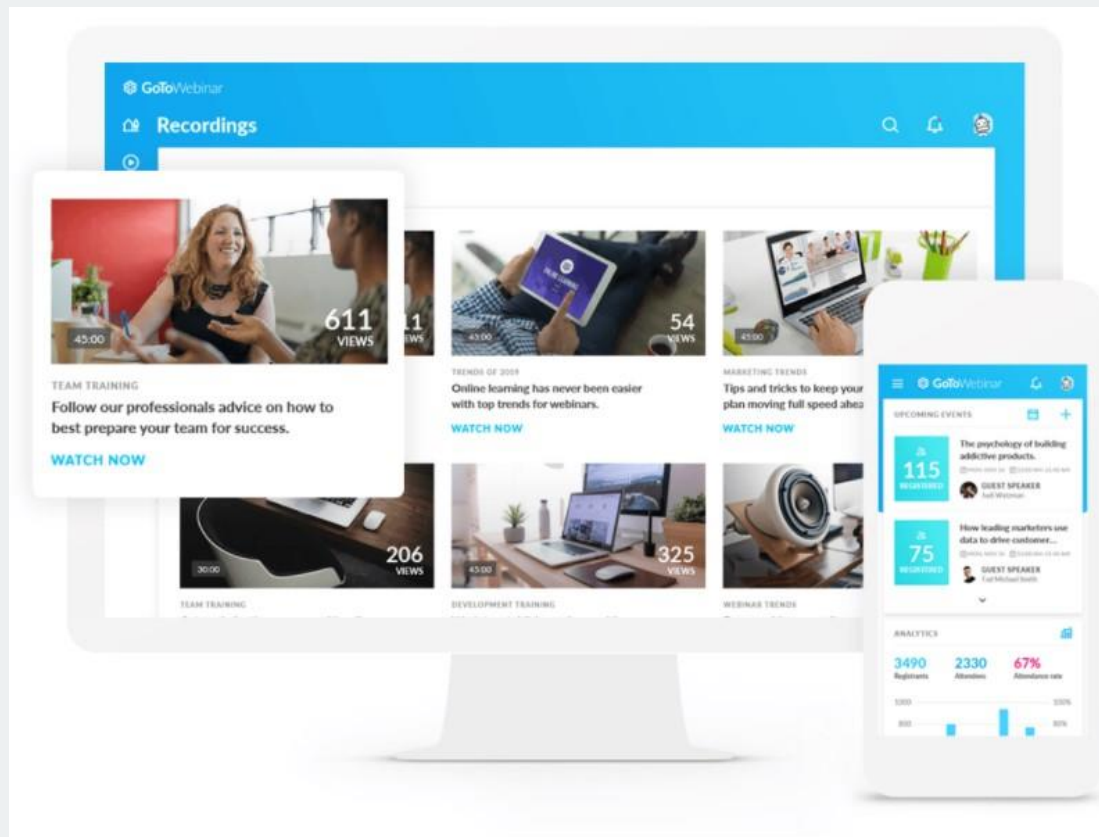
WEBINARS

You can reach anyone, anywhere.

Your content can be viewed repeatedly and on-demand.

They are low cost and can offer big results.

- GotoWebinar
- Zoom
- BlueJeans



KIOSKS FOR FREE HELP

Legal Kiosks and Court Help Connect Stations

MLSA partners with the Montana Supreme Court / Court Help Program to provide legal kiosks and Court Help Connect stations at various locations across Montana. The kiosks and stations provide links to legal information, forms, and resources to help users find answers to their legal problems, while the Court Help Connect stations also allow users to video chat directly with a trained court staff person. These kiosks and stations are intended to help people representing themselves in court answer basic questions about filling out legal forms and the court process.

Kiosk Locations

- **Livingston** - Park County Courthouse
- **Wolf Point** - Roosevelt County Public Library
- **Butte** - Butte-Silver Bow Public Library

Court Help Connect Station Locations:

Video chat is available by appointment only. Call the State Law Library at 406-444-9300 during regular business hours to schedule an appointment with a staff member.

- **Anaconda** - Hearst Free Library
- **Dillon** - Beaverhead County Courthouse
- **Hamilton** - Bitterroot Public Library
- **Polson** - North Lake County Public Library
- **Havre** - Havre-Hill County Library

EXAMPLE: MLSA KIOSKS FOR LEGAL HELP (1/2)



Montana Legal Services Association provides kiosks in courthouses with access to free online legal help and forms for those who choose to self-represent



EXAMPLE: MLSA KIOSKS FOR LEGAL HELP (2/2)

Kiosks were strategically placed to reach people in the most remote parts of the state.

TEACHING & LEARNING TOOLS

Education tools can help you teach, engage students, and build community remotely.

There are a ton of tools out there, such as:

- Google Classroom
- Seesaw
- Canvas

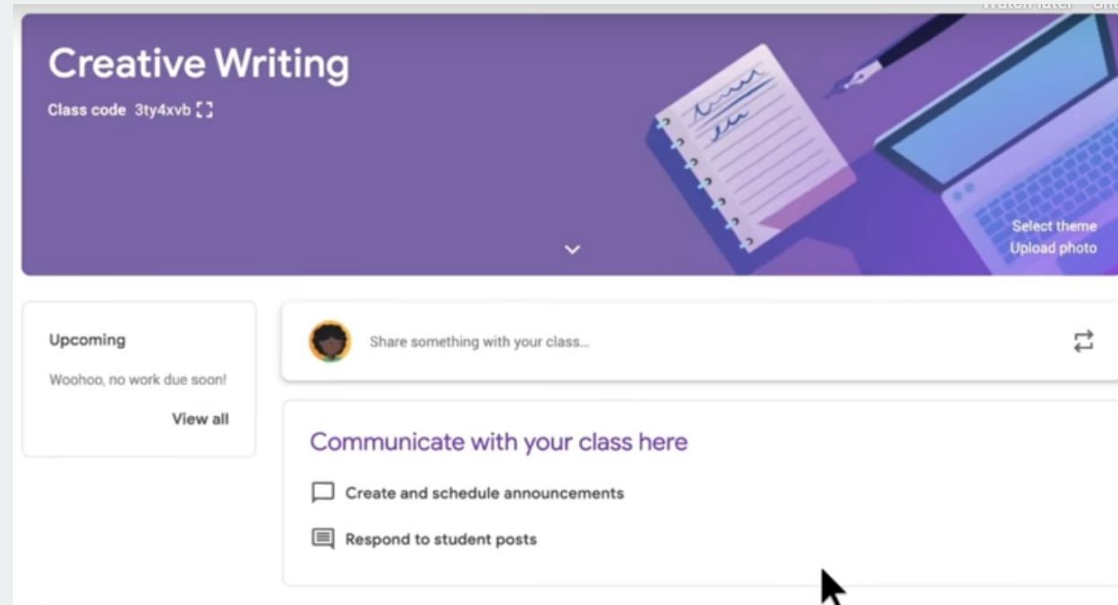


Image Source: Google Classroom

SOCIAL MEDIA

- Meet people where they are.
- Reach a targeted audience (especially with paid social/advertising).
- Provide video resources, interviews, Q&As, presentations community support, tips, and more.
- Free to use and post except for your own time investment.



Source: Whitman-Walker Health Instagram



HOW TO CHOOSE TOOL(S)

- Think about what you want to accomplish
- Think about the type of content that would help you accomplish that
- Consider your clients' demographics and how comfortable they are with technology
- Consider your resources (financial and staff)

INTO THE CHAT

What tools do you think your organization should use to help clients remotely?





**CASE STUDY:
EDEN VILLAGE
CAMP**

EDEN VILLAGE CAMP

Eden Village Camp is a summer camp with a working farm that focuses on sustainability, nature, and Jewish education.



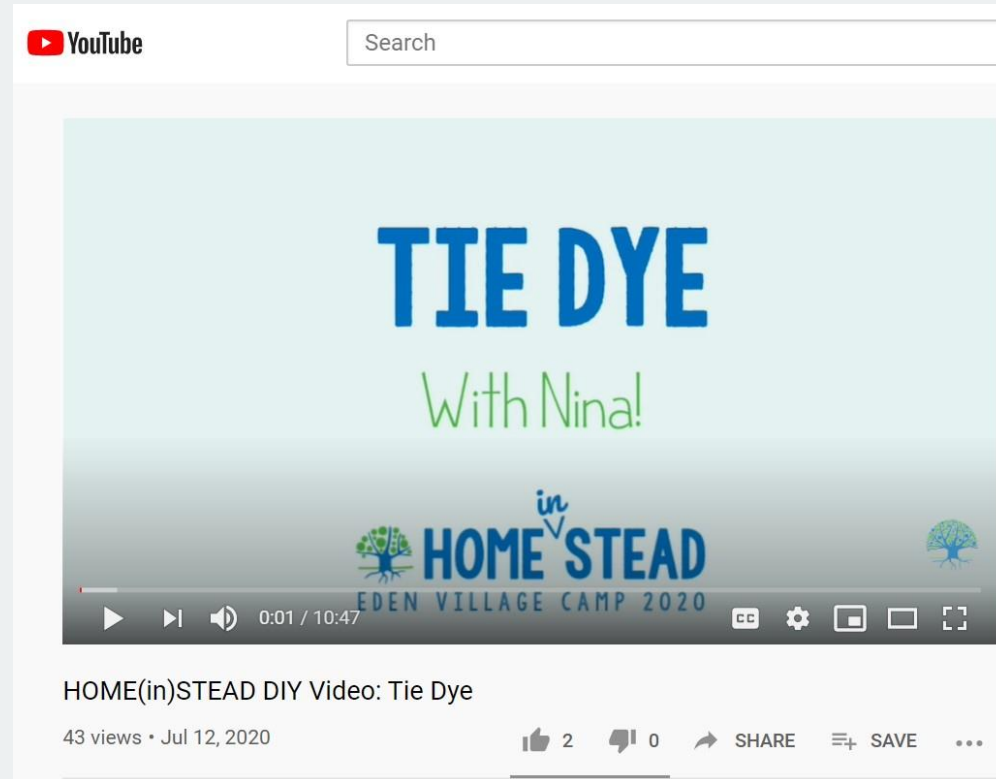


EDEN VILLAGE CAMP

With the COVID-19 pandemic, in-person summer camp was unable to happen this year.

HOW DID THEY ADAPT?

While EVC couldn't completely recreate the experience of camp remotely, they wanted to keep their camper community engaged and promote camp values.



GOAL



EVC set a goal of three weeks of virtual programming, with four programs each day.

EVC had a goal of inspiring kids to participate in offline activities in their own time.

PROGRAMMING

Programs included:

- Camp meal cook-a-long
- DIY activity videos
- Virtual bunk meetups
- EVC Radio Show
- Tuesdays with Teens
- Investigative journalism project for the older campers



Eden Village Camp was live.
July 13 · 🌐

Chef Tom with the Food Tour
Time to make Tamale Pie and Mexican Coleslaw!

Tom Hidas

11:47 / 56:58

9 Comments 1 Share 324 Views

The image shows a Facebook post from Eden Village Camp. The post features a live video of Chef Tom, a man with a beard and glasses wearing a red t-shirt with a bee graphic, in a kitchen setting. He is standing at a counter, possibly preparing ingredients. The video player shows a progress bar at 11:47 / 56:58. Below the video, there are 16 reactions (likes, hearts, and emojis) and engagement statistics: 9 Comments, 1 Share, and 324 Views. The Zoom logo is visible in the bottom right corner of the video player.

SCAVENGER HUNTS

Join the fun! Below you'll find three weeks of scavenger hunts to bring the spirit of kindness, love, and spirituality into your home.

WEEK 1

WEEK 2

WEEK 3

TOOLS

EVC used the following tools to run their programs:

- Social Media
- Facebook Live
- Resources on their website
- YouTube (recorded videos)

ANALYSIS

Engagement was mixed, some kids participated a ton, some not at all.

- Produced 60 programs
- 300 views/day average on recorded videos (views per individual videos ranged from 40-600)



edenvillagecamp • Follow



edenvillagecamp HOME(in)STEAD

Gratitude gives way to feelings of happiness and both have shone brightly this summer. HOME(in)STEAD was unlike any program we have ever created, and at the same time, it had everything that makes Eden Village so special: silliness, skill-sharing, community building, and of course, bushels of love. Thank you all for joining us on the journey, and check out our YouTube channel to revisit your favorite programs!

4d



193 views

4 DAYS AGO



TAKEAWAY

- Virtual programs ultimately do not replace camp
- Not all campers were engaged with virtual programs.
- Virtual programs gave EVC exposure to new audience and potential campers
- EVC was able to remain authentic and true to their mission

INTO THE CHAT

Any questions for Eden Village Camp?





CASE STUDY: JVS

JEWISH VOCATIONAL SERVICE (JVS)

The logo for Jewish Vocational Service (JVS) consists of the letters 'JVS' in a bold, white, sans-serif font, centered within a dark blue rounded square background.

JVS

JVS provides support to individuals seeking employment.

Pre-COVID-19, job search workshops were held each month in-person, five days/week for two weeks, 8 hours a day.

Now, JVS has shifted to remote learning and an adjusted schedule.

JVS USES VIDEO CONFERENCING

JVS transitioned to video conferencing for their workshops.

They transitioned to a three week course, where classes on Zoom take place for four hours a day.

Resources

Is JVS for Me?

Apply Today



Online Learning



Job Search Workshops



CHOOSING A PLATFORM

JVS chose to use Zoom because it was a platform they were already using.

They purchased additional accounts, and instructors utilize tools such as breakout rooms to maintain engagement.

Another staff member is available for troubleshooting.

TECHNOLOGY BARRIERS

Not all participants are well-versed in technology or have access to the tools they need.

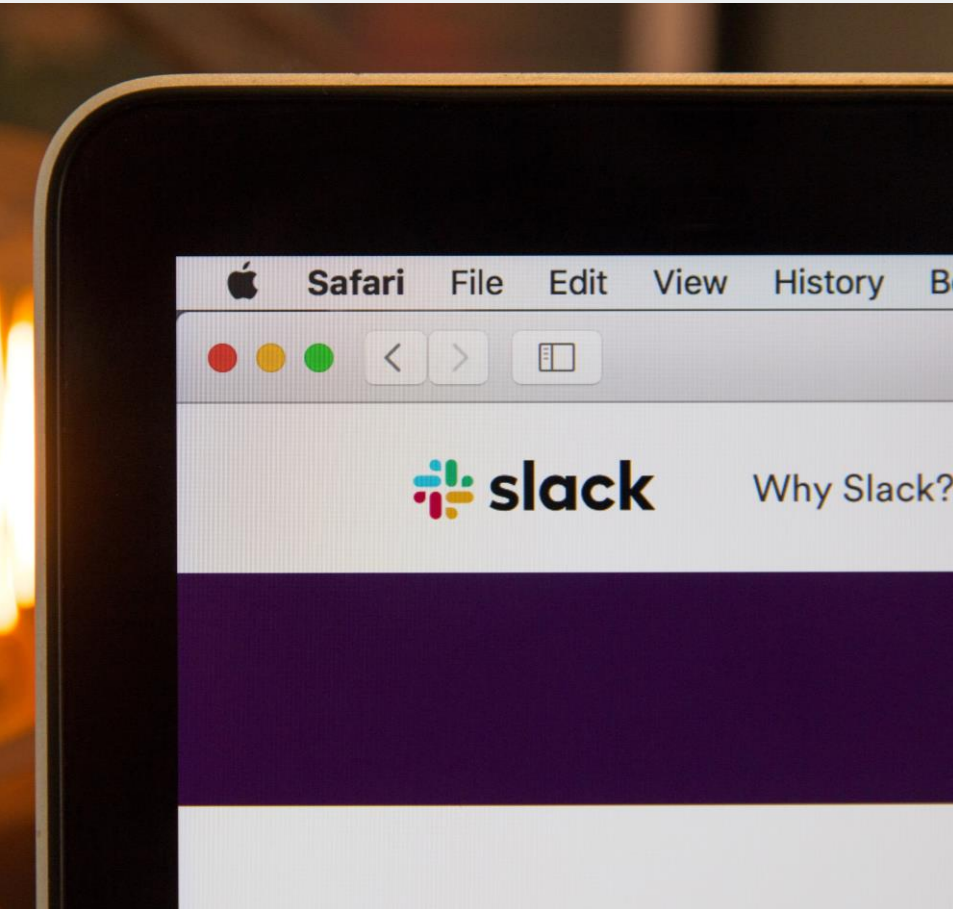
JVS provides webcams to those who need them and are planning on creating video tutorials on how to use Zoom.



ADDITIONAL TOOLS

JVS also utilizes Google Classroom.

They are working on creating a Slack channel to create a stronger sense of community for each cohort.



TAKEAWAYS

Registration numbers have not changed significantly (20-30 per cohort).

JVS adapted quickly to meet their clients' needs, but they are looking to send out survey evaluations to make sure their methods are effective.

JVS is prepared to adapt further to meet the changed needs of the job market.





TIPS & CHALLENGES

OUTREACH IS A KEY STEP

It's not enough to just show up online. You need to figure out how you'll spread the word and build trust.

Consider partnering with those who already built relationships in the community.



DEFINE YOUR TECHNOLOGY PLAN B

If you're going to rely on technology, you always need a Plan B in case things don't work as you thought they were going to.





WEIGH QUALITY VS. REACH

It can be harder to ensure remote services are always top quality and exactly what's needed.

- When is quality paramount?
- When is some help better than no help?
- How will you get feedback so you can improve?

KEEP IT INTERESTING

It's too easy to offer something without good content or any training design.

Make sure your content is valuable and engaging.





MARKETING YOUR PROGRAM

“

You can have the best program in the world, but without a marketing plan, no one will know about it.

HOW WILL YOU SPREAD THE WORD?

- Email
- Website (homepage, splash page)
- Direct mail (e.g. newsletter or postcard)
- Advertising (digital and/or print)
- Earned media
- Word of mouth
- Social media (organic and paid)



SOCIAL MEDIA ADVERTISING EXAMPLE (1/3)



Minneapolis Institute of Art

Sponsored · 🌐

Join us for Virtual Family Day on September 13, and be dazzled by the strength and brilliance of metal arts in Mia's collection. Hear music played on metal... [Continue Reading](#)



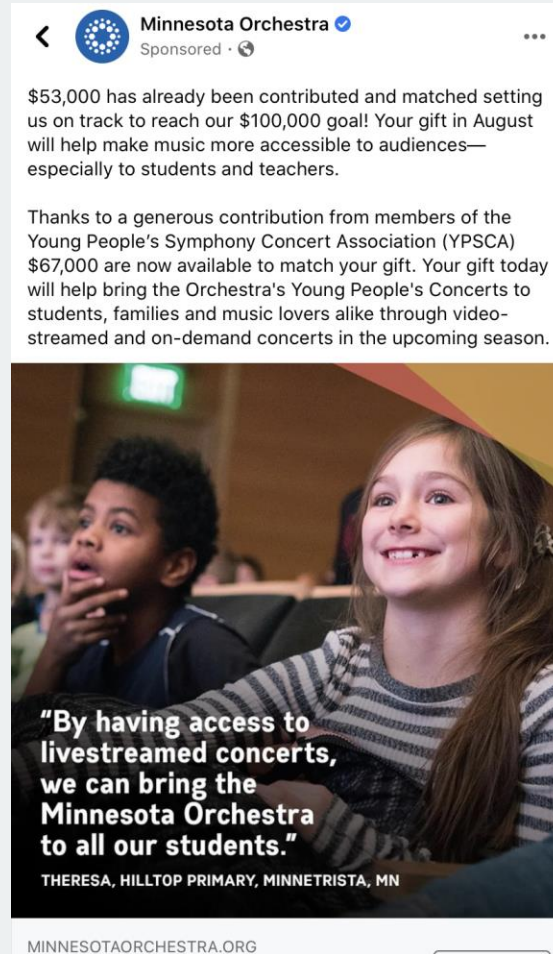
SUN, SEP 13 AT 10 AM



Virtual Family Day: Shine On

Online Event

INTERESTED

SOCIAL MEDIA ADVERTISING EXAMPLE (2/3)



Minnesota Orchestra 
 Sponsored · 

\$53,000 has already been contributed and matched setting us on track to reach our \$100,000 goal! Your gift in August will help make music more accessible to audiences—especially to students and teachers.

Thanks to a generous contribution from members of the Young People's Symphony Concert Association (YPSCA) \$67,000 are now available to match your gift. Your gift today will help bring the Orchestra's Young People's Concerts to students, families and music lovers alike through video-streamed and on-demand concerts in the upcoming season.






**"By having access to
livestreamed concerts,
we can bring the
Minnesota Orchestra
to all our students."**


THERESA, HILLTOP PRIMARY, MINNETRISTA, MN

MINNESOTAORCHESTRA.ORG





SOCIAL MEDIA ADVERTISING EXAMPLE (3/3)


 **Minnesota Zoo** 
Sponsored · 

Now Extended to July 12! Members receive a 50% discount on admission. Renew or join today! [#MNZooMember](#) [#FamilyFun](#) [#NatureNurtures](#) [#ExploreMN](#) [#OnlyInMN](#) [#MNZoo](#)




MNZOO.ORG
June 24–July 12, Beastly Boulevard - MN Zoo's drive-thru experience [Learn More](#)

  mnzoo.org  



BEASTLY BOULEVARD
MN Zoo's Drive-Thru Experience
NOW EXTENDED TO JULY 12!
DAILY 10 AM-4 PM

Presented by **think BANK** Supported by 

Welcome to Beastly Boulevard, Minnesota Zoo's limited drive-thru adventure! Experience a window into the natural world while viewing some of the most majestic animals at the Zoo - all from the comfort and safety of your own car. By driving through Beastly Boulevard, you are supporting the Zoo and the thousands of animals that call the Zoo home. Register today and see the Zoo like never before!



MAKE A MARKETING PLAN

- What is your goal?
- What is your budget?
- Who are you trying to reach?
- How will you reach your audience?
Which channels are best for you?
- How will you measure success?



THINKING BEYOND THE PANDEMIC

COVID-19 HAS MADE REMOTE PROGRAMMING ESSENTIAL

But reaching more people could be beneficial for your organization longer term.

Can you reach more rural clients? People who aren't comfortable coming into your office, or aren't able to?

Are your services more accessible to more people now?



THINK LONG TERM

- Are you reaching the same audience as you do with your regular programs or a different audience?
- What programs might you offer remotely long-term?
- What can you learn from remote programming to apply to your program strategy?





HOMEWORK

HOMWORK ASSIGNMENT

Think about which of your programs you might want to offer remotely *beyond the pandemic*, then send the following information to training@techimpact.org by 10:00 AM EST Thursday.

- Brief description of the program
- Why do you want to offer this program remotely longer term?
- What value will it provide your organization or your clients?



QUESTIONS?

Next Session

Building Communities Remotely

Tuesday, September 24, 2020
1-2:30 PM EST



THANK YOU

[TECHIMPACT.ORG](https://techimpact.org)