



Remote Program Delivery

Building Communities

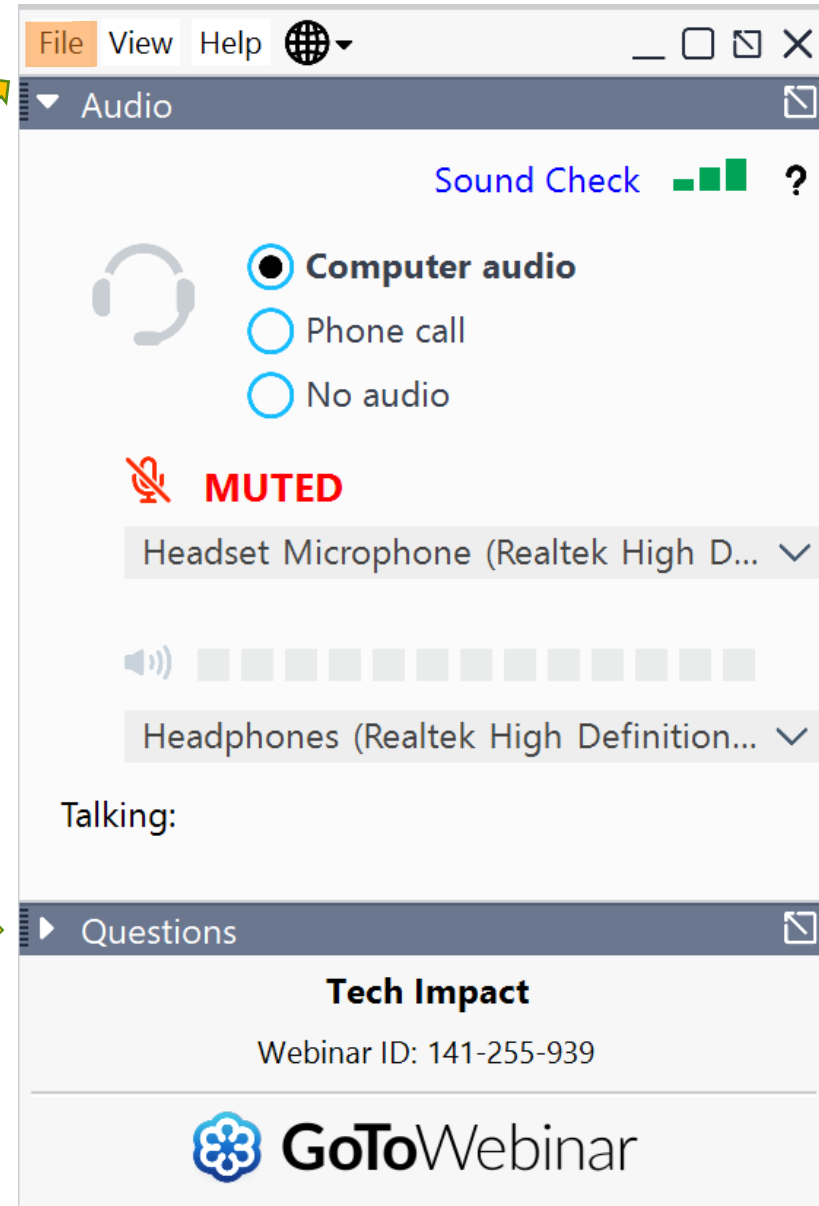


GOTOWEBINAR INTERFACE

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.



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 includes
the following:

- **Tuesday**
EST: 10:00 AM - 11:00 AM
- **Wednesday**
PM EST
- **Thursday**
EST: 10:00 AM - 11:00 AM

POLL

Typically, Tech Impact runs course sessions once a week for consecutive weeks. This course was run in 3 consecutive days.

How did you feel about this schedule?

1. I prefer consecutive days instead of consecutive weeks.
2. I prefer consecutive weeks instead of consecutive days.
3. Either schedule works fine for me.
4. Comments (into the Questions pane)





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

Building Communities



AGENDA

1. Homework Review
2. Envisioning Your Community
3. Choosing Your Platforms
4. Tending Communities
5. Case Studies
5. Determining & Measuring Success
7. Next Steps



HOMEWORK REVIEW



HOMework REVIEW

Think about which of your programs you might want to offer remotely *beyond the pandemic*.

- 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?

HOMEWORK SUBMISSION #1



Career Readiness Training (Dual) in class 2 times/week with the rest of class online.

- In the Career Readiness Training we use Google Classroom.
- We use it to help participants with expungements.
- We meet as a group to discuss what the week will be for the class and what project or assignments to be working on.

I would want this to be offered long term because this is training for the participants in Career Training because they are using technology.

HOMEWORK SUBMISSION #2



We are excited to continue this long term for a number of reasons:

- 1) Less stress on the ambassador animals. They now do not need to travel off-site and can remain in the comfort of their own home and familiar surroundings.
- 2) Less volunteers are needed when not traveling to locations.
- 3) Reach larger audiences when the video link is shared.
- 4) We can schedule multiple events on a single day now without fear of not making it to one.
- 5) Less expense for the organization on travel
- 6) Some programs developed now offer a behind the scenes look into our facility where we could not offer that before since we are closed to the public for the safety of the animals.

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A group of people are in a modern office or co-working space. In the center, a man in a yellow jacket and glasses is seated at a desk, gesturing with his hands while talking to a woman standing next to him. The woman is wearing a white shirt and a tan scarf. They are looking at a computer monitor. In the foreground, the back of a woman's head with red hair is visible on the left, and another person is partially visible on the right, also working at a desk. The room has large windows with black frames, a brick wall, and a radiator. The text "ENVISIONING YOUR COMMUNITY" is overlaid on a green banner in the lower-left corner.

ENVISIONING YOUR COMMUNITY

IN NORMAL TIMES...

Consider starting community building in-person.

You'd begin with supporters who are already active and create meet-ups or in-person events to gauge interest and solicit ideas.



OUTLINE YOUR GOALS

Examples:

- Create a space for people to talk to each other
- Create a space for supporters to talk to staff
- Provide resources for your community
- Provide opportunities for engagement with your organization



HAVE S.M.A.R.T. GOALS

S : Specific

M : Measurable

A : Attainable

R : Relevant

T : Timely

WHO WILL BE PART OF YOUR COMMUNITY?



There are many kinds of people in a community. Are you trying to foster communication among a small group? A large group? The general public?

WHO WILL BE IN CHARGE?

- Who will be managing the communities?
- Who will be responding to questions on behalf of the organization?
- Who will be representing the organization?

Make sure everyone's roles are clear and everyone knows their responsibilities.



INTO TO CHAT

What goals do you have for your online community?





**CHOOSE YOUR
PLATFORMS**



QUESTIONS TO ASK

- Which platforms/tools do our clients use?
- Are our clients typically tech savvy?
- How tech savvy are involved staff members and volunteers?
- Do we have staff who can provide tech support?
- What's our budget?
- What tools do we already have?
- How personal should the interaction feel?

SOFTWARE COST MAY NOT BE A BARRIER



Many collaboration software products—even quite powerful ones—are free or cost very little.

CONSIDER THE HIDDEN COSTS

It will cost more than the price of the tool.

Remember to think about time to test, set it up, make decisions, convince your colleagues, and manage the tool.

CONSIDER EASE OF SET-UP AND USE

Remember that setting up a system and process for using it can take a lot of effort.

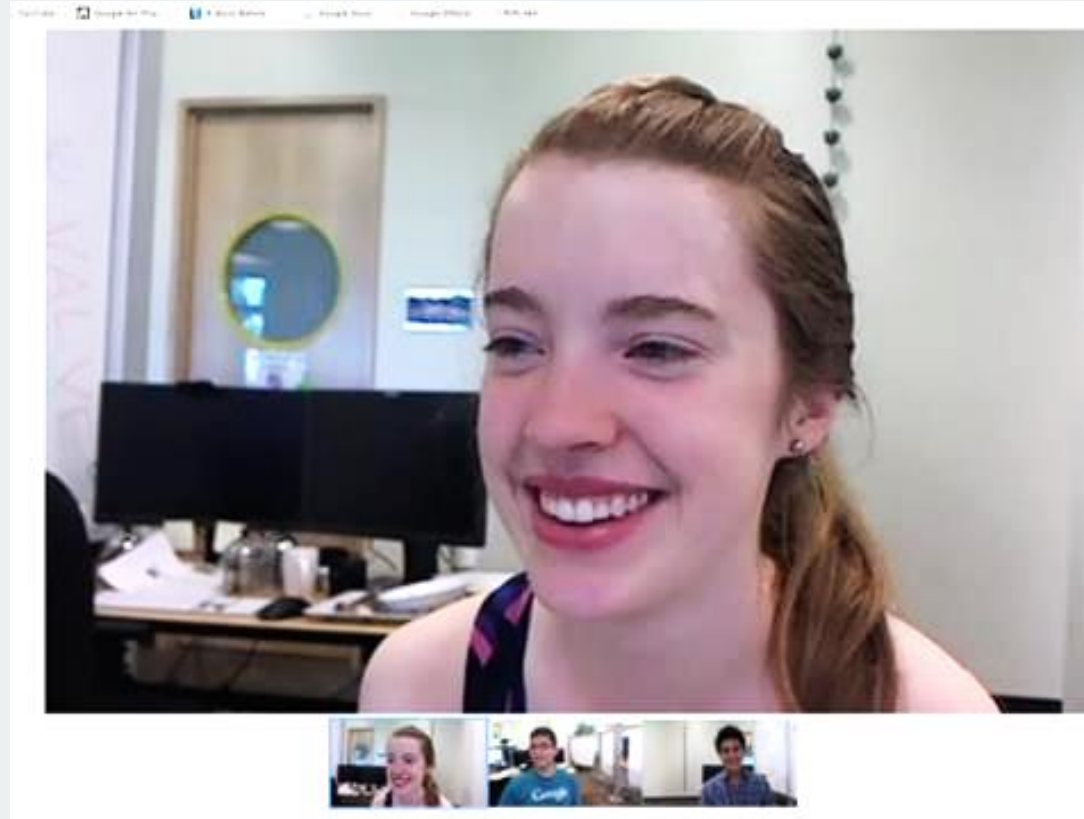


VIDEO CONFERENCING

Video conferencing can be a great way to bring groups of people together.

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

- Google Hangouts
- Microsoft Teams
- WebEx



EMAIL LISTSERVS

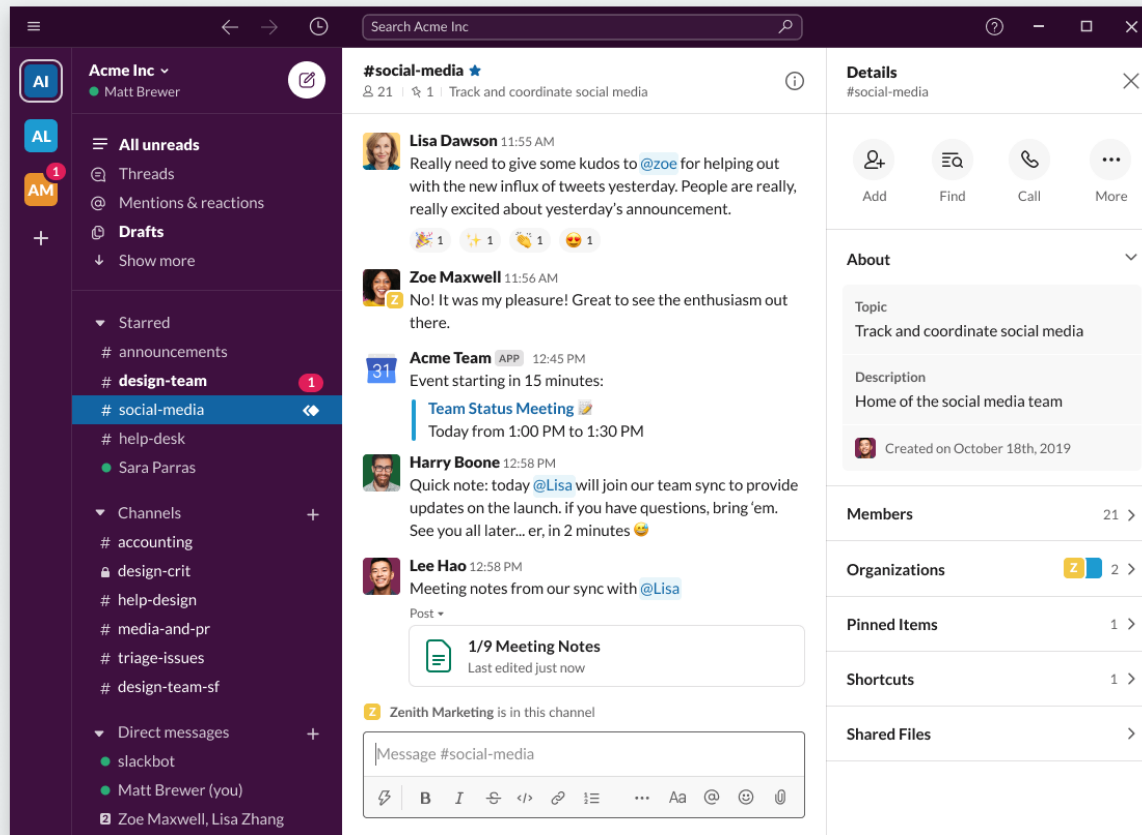
Email is still a useful option for people who check their email frequently.

Listservs can be used for:

- Job postings
- Volunteer opportunities
- Announcements
- Sharing ideas



SLACK



Slack is a popular community building platform. You can create different channels for different program areas.

Image Source: Slack

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

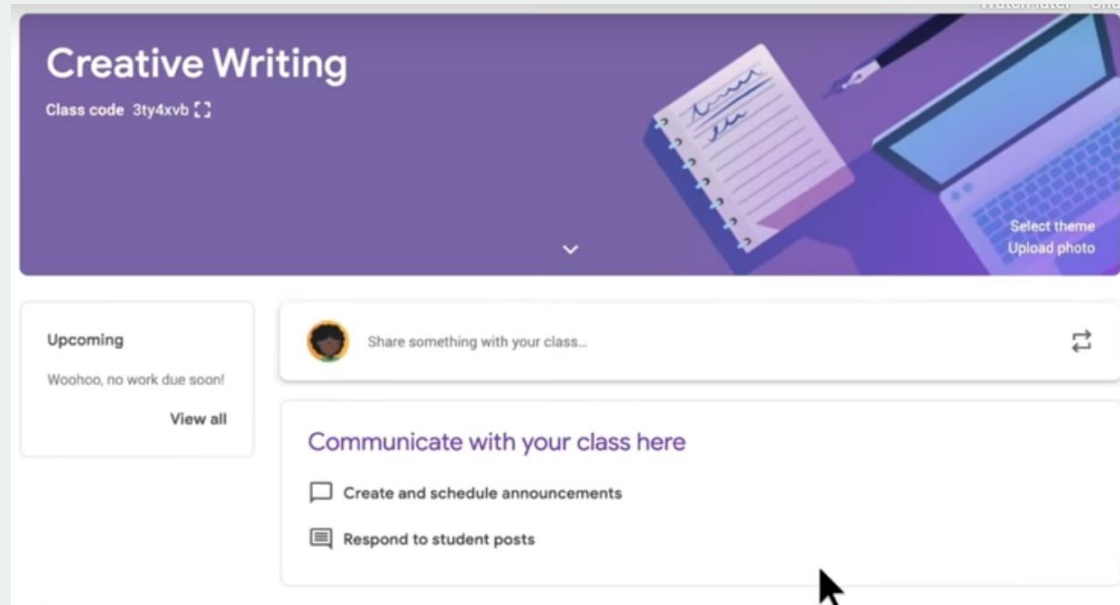
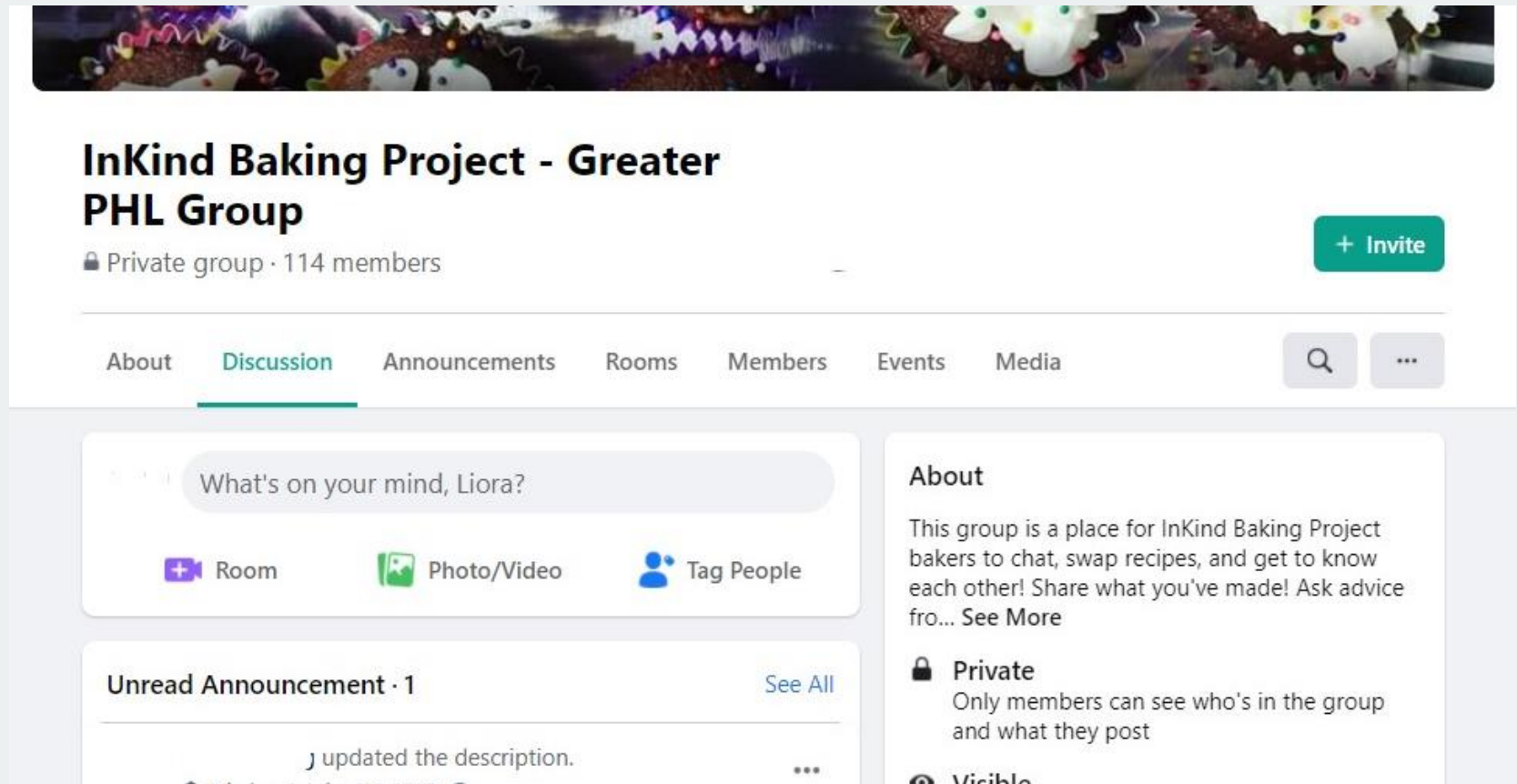


Image Source: Google Classroom

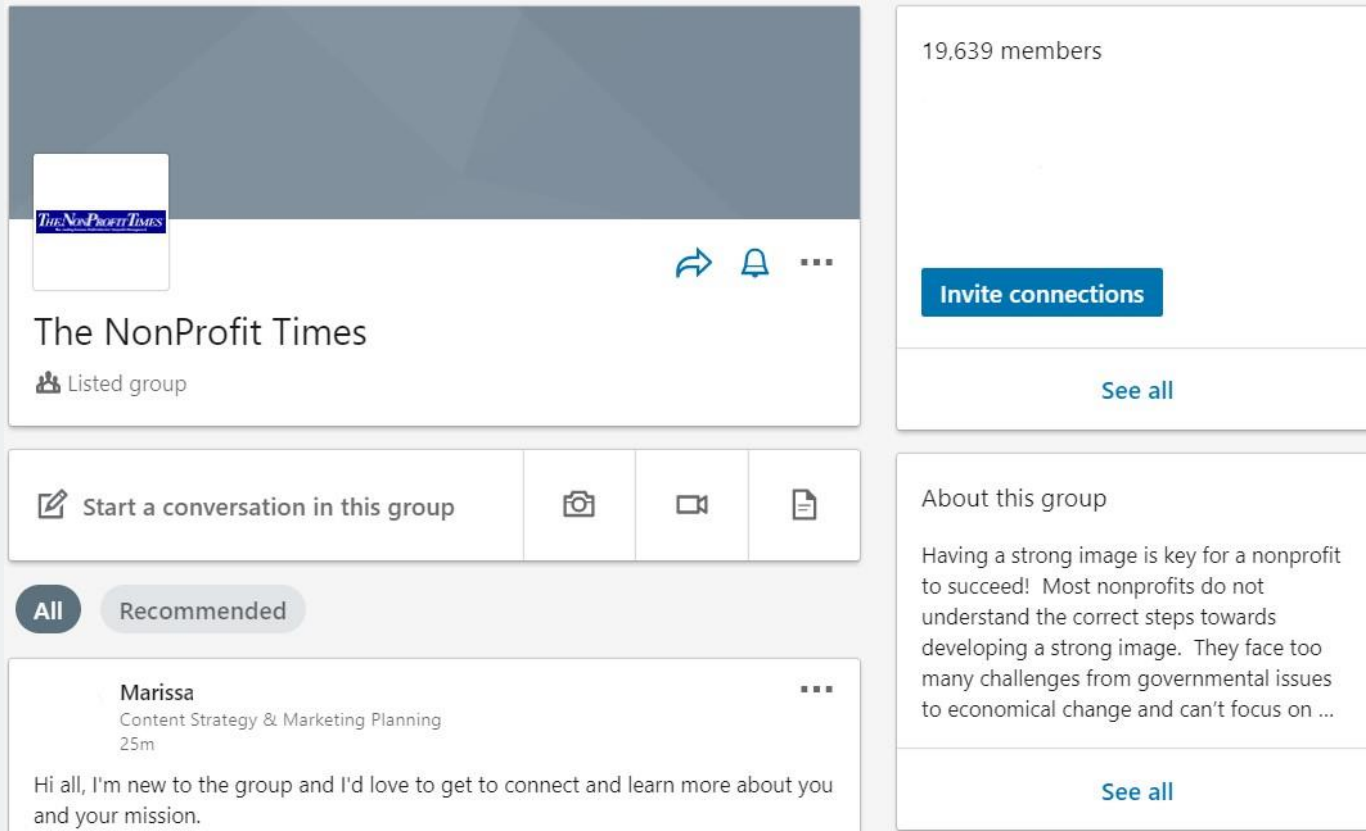
FACEBOOK GROUPS



Most clients are likely on Facebook already and groups can be made private, allowing them to discuss sensitive topics.

Image Source: InKind Baking Project

LINKEDIN GROUPS



Consider LinkedIn closed or listed (open) groups if most of your clients are professionals and active on LinkedIn.

Image Source: The NonProfit Times

CUSTOM ONLINE COMMUNITY

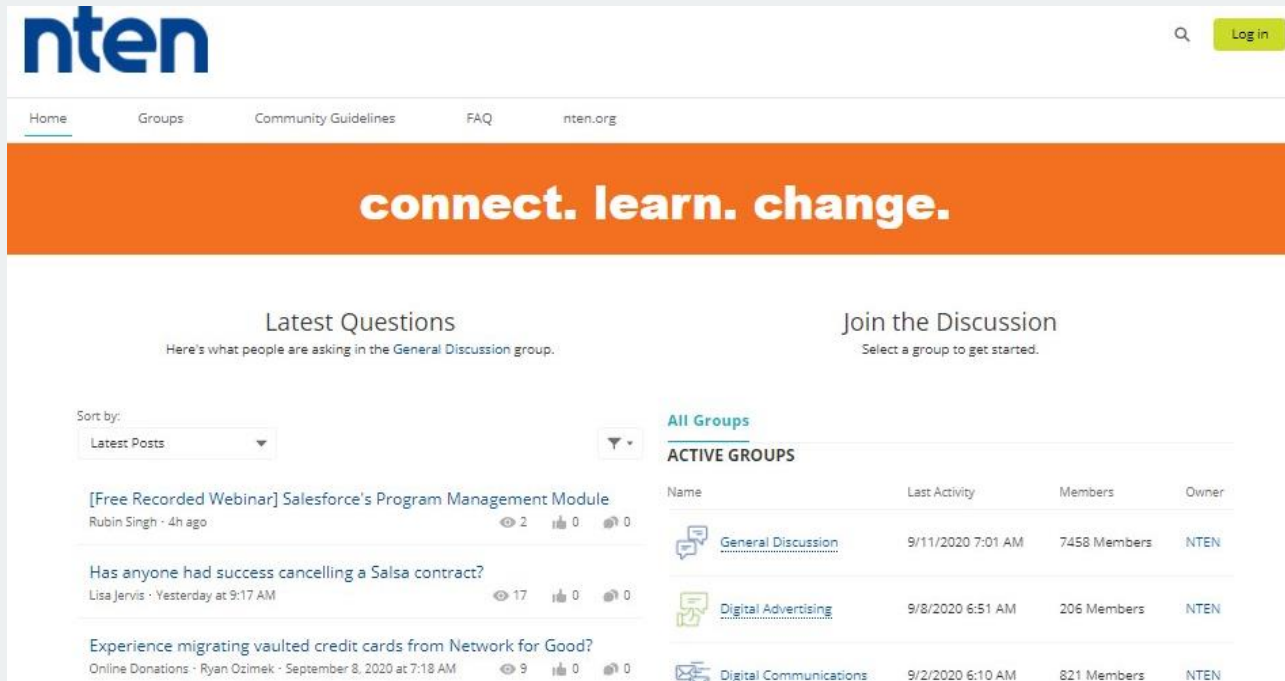


Image Source: NTEN

It's hard to get people to join a new social media platform where there aren't already a lot of people.

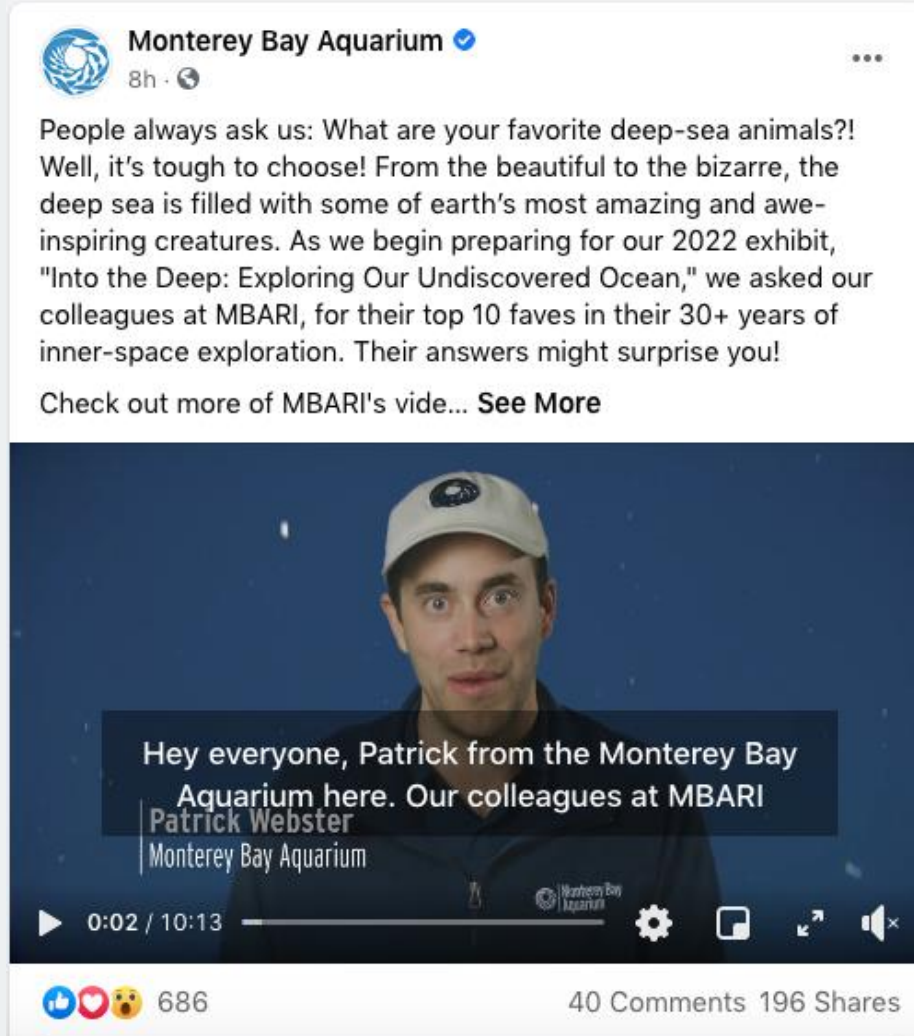
But if you have the resources, this can be a successful way to engage people.

EXAMPLE: THE TREVOR PROJECT ONLINE COMMUNITY



Image Source: Trevor Project

YOUR ORGANIZATION'S FACEBOOK PAGE



Monterey Bay Aquarium ✓
8h · 🌐

People always ask us: What are your favorite deep-sea animals?! Well, it's tough to choose! From the beautiful to the bizarre, the deep sea is filled with some of earth's most amazing and awe-inspiring creatures. As we begin preparing for our 2022 exhibit, "Into the Deep: Exploring Our Undiscovered Ocean," we asked our colleagues at MBARI, for their top 10 faves in their 30+ years of inner-space exploration. Their answers might surprise you!

Check out more of MBARI's vide... [See More](#)

Hey everyone, Patrick from the Monterey Bay Aquarium here. Our colleagues at MBARI

Patrick Webster
Monterey Bay Aquarium

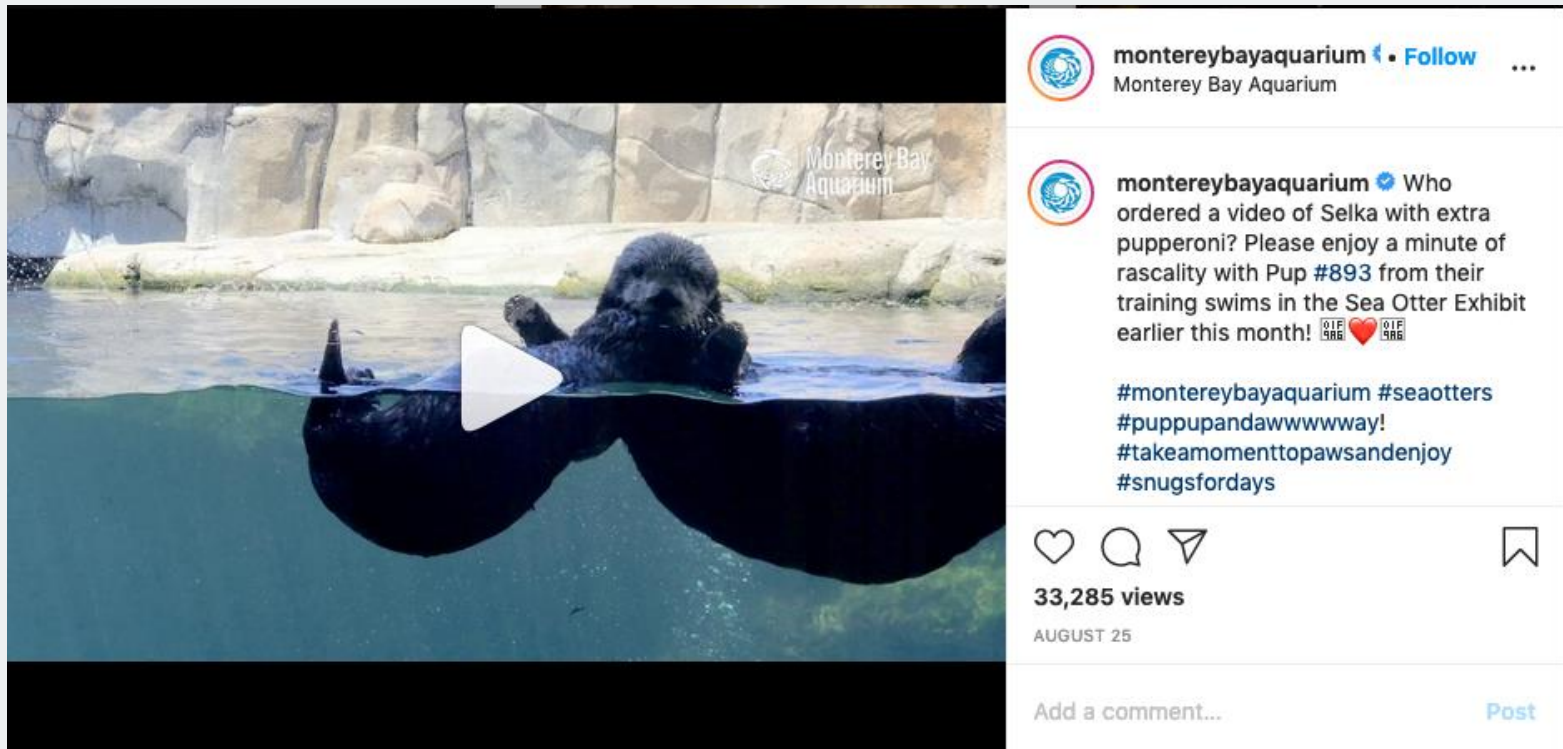
0:02 / 10:13

686 40 Comments 196 Shares

TWITTER



INSTAGRAM



INTO THE CHAT

Which tools would your organization consider using?





TENDING COMMUNITIES

PLAN TIME TO TEND TO THE COMMUNITY



SEED THE COMMUNITY

Ask questions to get things rolling.

Provide valuable content.

Answer questions.

Be engaging and engaged.





WHAT KINDS OF INFORMATION?

What do your supporters want/need? How can you provide that?

What information do you want people to engage with?
Stories? Questions?
Resources? Moral support?

Make a plan for the types of content you'll share.

BEWARE THE “EMPTY PARTY SYNDROME”



No one will ask a question in a community that isn't active.

RECRUIT PEOPLE TO HELP



Ask specific clients to participate and consider creating a team or committee that's charged with fostering the community.



EMBRACE THE EXPERIMENT!

Ask your clients what they want, then try some different methods of providing that.

You never know what will work for your organization until you try.

LONGER TERM: FOSTERING RELATIONSHIPS OVER TIME



Blend in-person meetings of peer groups with more frequent conference calls, webinars or other ways to interact.



CASE STUDIES

ONLINE COMMUNITY EXAMPLES

The screenshot displays the nten online community interface. At the top, the nten logo is on the left, and a search icon and a green 'Log in' button are on the right. Below the logo is a navigation bar with links for Home, Groups, Community Guidelines, FAQ, and nten.org. A large orange banner with the text 'connect. learn. change.' spans the width of the page. The main content area is divided into two columns. The left column, titled 'Latest Questions', includes a sub-header 'Here's what people are asking in the General Discussion group.' and a 'Sort by:' dropdown menu set to 'Latest Posts'. It lists three questions with their respective details and engagement metrics. The right column, titled 'Join the Discussion', includes a sub-header 'Select a group to get started.' and a section for 'All Groups' and 'ACTIVE GROUPS'. This section contains a table with four columns: Name, Last Activity, Members, and Owner, listing three active groups.

nten Log in

[Home](#) [Groups](#) [Community Guidelines](#) [FAQ](#) [nten.org](#)

connect. learn. change.

Latest Questions

Here's what people are asking in the General Discussion group.

Sort by: Latest Posts

[Free Recorded Webinar] Salesforce's Program Management Module
Rubin Singh · 4h ago 2 0 0

Has anyone had success cancelling a Salsa contract?
Lisa Jervis · Yesterday at 9:17 AM 17 0 0




Experience migrating vaulted credit cards from Network for Good?
Online Donations · Ryan Ozimek · September 8, 2020 at 7:18 AM 9 0 0

Join the Discussion

Select a group to get started.

All Groups

ACTIVE GROUPS

Name	Last Activity	Members	Owner
 General Discussion	9/11/2020 7:01 AM	7458 Members	NTEN
 Digital Advertising	9/8/2020 6:51 AM	206 Members	NTEN
 Digital Communications	9/2/2020 6:10 AM	821 Members	NTEN

IMMIGRATION ADVOCATES NETWORK

⊘ Community forum

✓ Weekly update +
Webinars + Podcasts

The screenshot shows the homepage of the Immigration Advocates Network. At the top, there is a navigation bar with links: Home, About, Our Projects, Sign In, Join, and Donate. The main header features the organization's logo and a large image of a diverse group of people clapping. To the right of the image is a teal box with the text "Nonprofit Resource Center" and a subtext "Sign up to access resources, trainings, and information to support your nonprofit's immigrant services." Below this is a "Join" button. The main content area is titled "Supporting nonprofits & pro bonos with immigration legal needs" and includes a paragraph about the Nonprofit Resource Center. Below this are six cards, each with an icon and a title: Library (access training materials), Calendar (join local and national immigration trainings), Alerts (get the latest immigration resources), Webinars (learn from experts), Podcasts (listen to interviews), and Jobs (explore opportunities). Each card has a "LEARN MORE" link.

Immigration Advocates
NETWORK

Home About Our Projects Sign In Join Donate


Nonprofit Resource Center

Sign up to access resources, trainings, and information to support your nonprofit's immigrant services.

Join

Supporting nonprofits & pro bonos with immigration legal needs


The Immigration Advocates Network's Nonprofit Resource Center connects the advocate community to trainings and materials from national experts. Browse our materials, sign up for alerts, and join fellow immigrant allies and advocates. Our Pro Bono colleagues are welcome to join, for full access to our shared library and webinar resources!



Library

Access training materials and manuals to guide your legal advocacy.


LEARN MORE



Calendar

Join local and national immigration trainings, events, and webinars.


LEARN MORE



Alerts

Get the latest immigration resources and information.


LEARN MORE



Webinars

Learn from the experts at our free, high-quality recorded trainings.


LEARN MORE



Podcasts

Listen to interviews with national experts on timely topics.

LEARN MORE



Jobs

Explore opportunities to join our field or advance your career.

LEARN MORE

GIRL UP (1/3)



GIRL UP: LOCAL ACTION ON GLOBAL ISSUES (2/3)



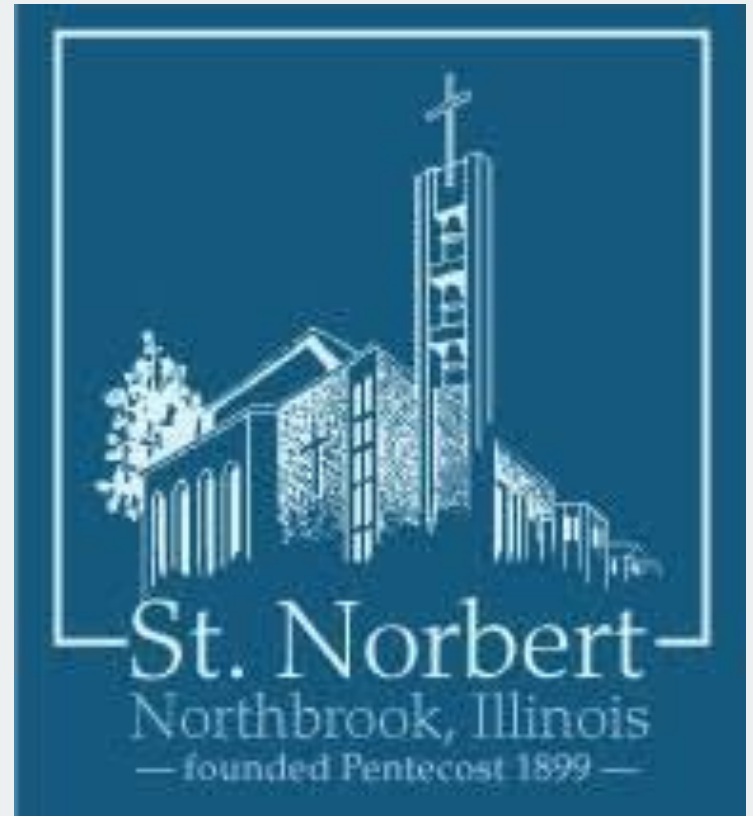
GIRL UP: FAST-GROWING COMMUNITY (3/3)

Word of mouth was one of the strongest drivers of community growth.



CATHOLIC COMMUNITY OF NORTHBROOK (1/2)

Religious institutions are almost always focused on in-person community events. With COVID-19, communities have had to adapt.



CATHOLIC COMMUNITY OF NORTHBROOK (2/2)



How did they adapt?

- Live streamed Mass
- Recorded video for additional prayer experiences
- E-giving opportunities (including Sunday offering)
- E-news
- Car mass
- Limited in-person opportunities

INTO THE CHAT

Who at your organization would be responsible for keeping a community engaged?





CASE STUDY: TECH FORWARD

TECH FORWARD

Tech Forward is Tech Impact's annual conference, typically held in-person.

This year, the conference was scheduled to take place in Denver, Colorado.

Due to COVID-19, Tech Forward would not be able to proceed as scheduled.





TECH FORWARD

Instead of canceling entirely, Tech Impact decided to go virtual. Some factors that influenced the decision included:

- Staying relevant
- Still providing value, even on a virtual platform

WHAT TO CONSIDER?

- What is our budget?
- Live or recorded video?
- What do we want to give the community?
- What does the community want from us?
- What do we prioritize?





PRIORITIES SHIFT

The priorities of a virtual conference are different than for an in-person conference.

For example, networking is typically a main priority of Tech Forward. With a virtual platform, networking is difficult, so priorities had to shift.

CHOOSE YOUR PLATFORM WISELY

Originally, Tech Impact was going to use GoToWebinar. Ultimately, we shifted to using Microsoft Teams platform.

We realized we wanted to prioritize participant engagement, and Teams had better tools to do so.



RECORDED OR LIVE VIDEO?

Tech Forward included a mixed use of recorded and live video.

- Recorded lightning talks for the main event
- Live webinar workshops for the paid experience





KEEP IT ENGAGING

It can be harder to keep people's attention through a computer, so Tech Impact opted to shorten the conference to a half day, and to present a series of brief lightning talks.

TAKEAWAYS

- We are confident that we chose the right platform
- We were able to offer a free/low-cost opportunity to participate in Tech Forward
- We had a significantly greater reach with a virtual option (Over 850 registrants).



THE FUTURE OF TECH FORWARD

In the future, we would like to move back to in-person conferences, but still include virtual aspects.





DETERMINING & MEASURING SUCCESS

MEASUREMENT IS IMPORTANT

- Learn what's working and what isn't.
- Decide how to invest resources.
- Prioritize information delivery methods.
- Show value to staff and funders.



WHAT CAN YOU MEASURE?

- Number of people reached
- Engagement
- Participation (e.g. event attendees)
- Who you reached (demographics)
- Whether clients found the program valuable

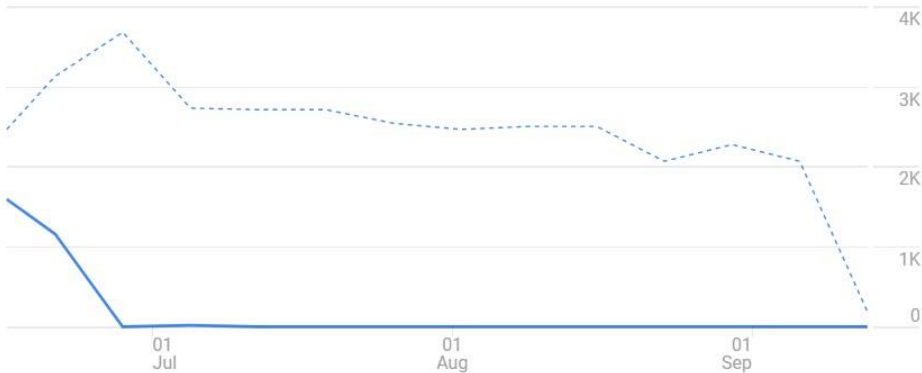


PARTICIPATION

Google Analytics

Google Analytics Home

Users	Sessions	Bounce Rate	Session Duration
2.7K	2.9K	86.75%	0m 38s
↓ 91.6%	↓ 92.2%	↑ 4.3%	↓ 27.4%



Last 90 days ▼

AUDIENCE OVERVIEW >

Channel analytics

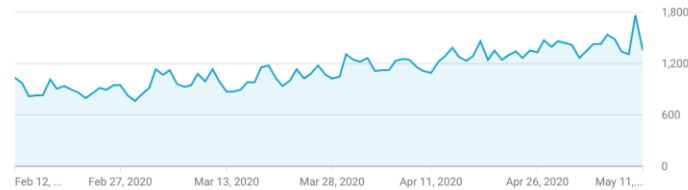
Overview Reach Engagement Audience Revenue

Feb 12 – May 11, 2020

Last 90 days

Your channel got 102,198 views in the last 90 days

Views	Watch time (hours)	Subscribers	Your estimated revenue
102.2K	3.4K	+257	\$196.67



SEE MORE

Realtime

Updating live

4,019

Subscribers

2,675

Views - Last 48 hours



Top videos Views

	Learn Latex in 5 minutes	1,763
	Latex Tutorial How to write...	498
	Latex Video Tutorial: How to...	110

SEE MORE

YouTube Analytics

HOW MANY PEOPLE ENGAGED WITH YOUR CONTENT?

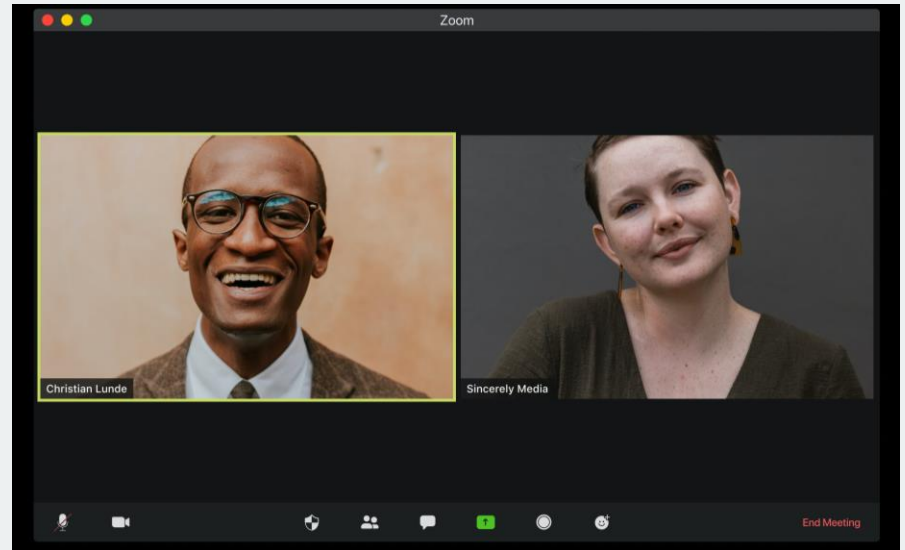
- Video conference attendees and views afterward
- Webinar attendees
- Community members
- Engagement with content on social media (e.g. likes, shares, retweets)



HOW MANY PEOPLE DID YOU SERVE REMOTELY?

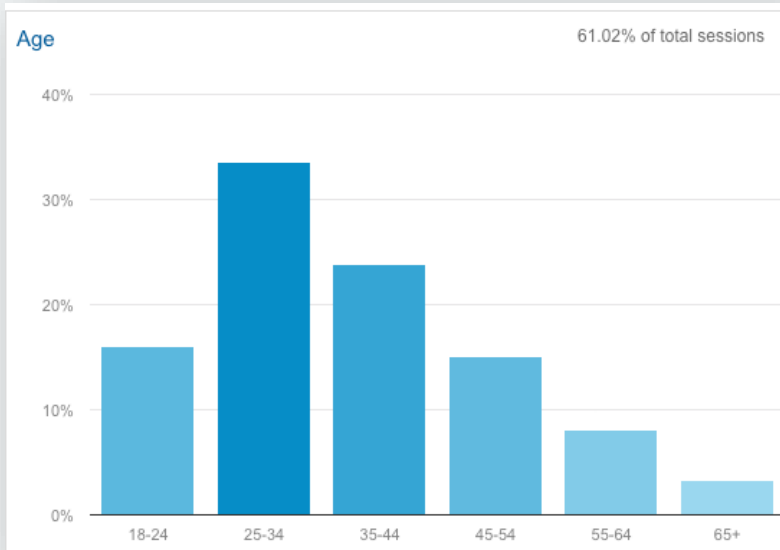


Live chat threads



Video conferencing
consults

WHAT WERE THE DEMOGRAPHICS?



Google Analytics
(with specific settings)



Facebook Insights

You're not going to be able to get perfect data, but you can gain some general insights.

CONDUCT INTERVIEWS

Conducting a round of interviews—perhaps six clients who have used a resource—can provide useful insight into what works, what doesn't, and what impact it had on behavior.



COLLECT FEEDBACK THROUGH SIMPLE SURVEYS

It's easy to solicit feedback with survey tools like:

- SurveyMonkey
- Typeform
- JotForm
- Formstack
- Google Forms

Customer Satisfaction Survey

1. How likely is it that you would recommend this company to a friend or colleague?

Not at all likely Extremely likely

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Multiple Choice Question

2. Overall, how satisfied or dissatisfied are you with our company?

EDIT OPTIONS LOGIC MOVE COPY

Q2 Enter your question Multiple Choice

Enter an answer choice

Enter an answer choice

Enter an answer choice

BULK ANSWERS

Score this question (enable quiz mode)

Use previous answer choices (carry forward responses)

Add an "Other" Answer Option or Comment Field

NEXT QUESTION CANCEL SAVE

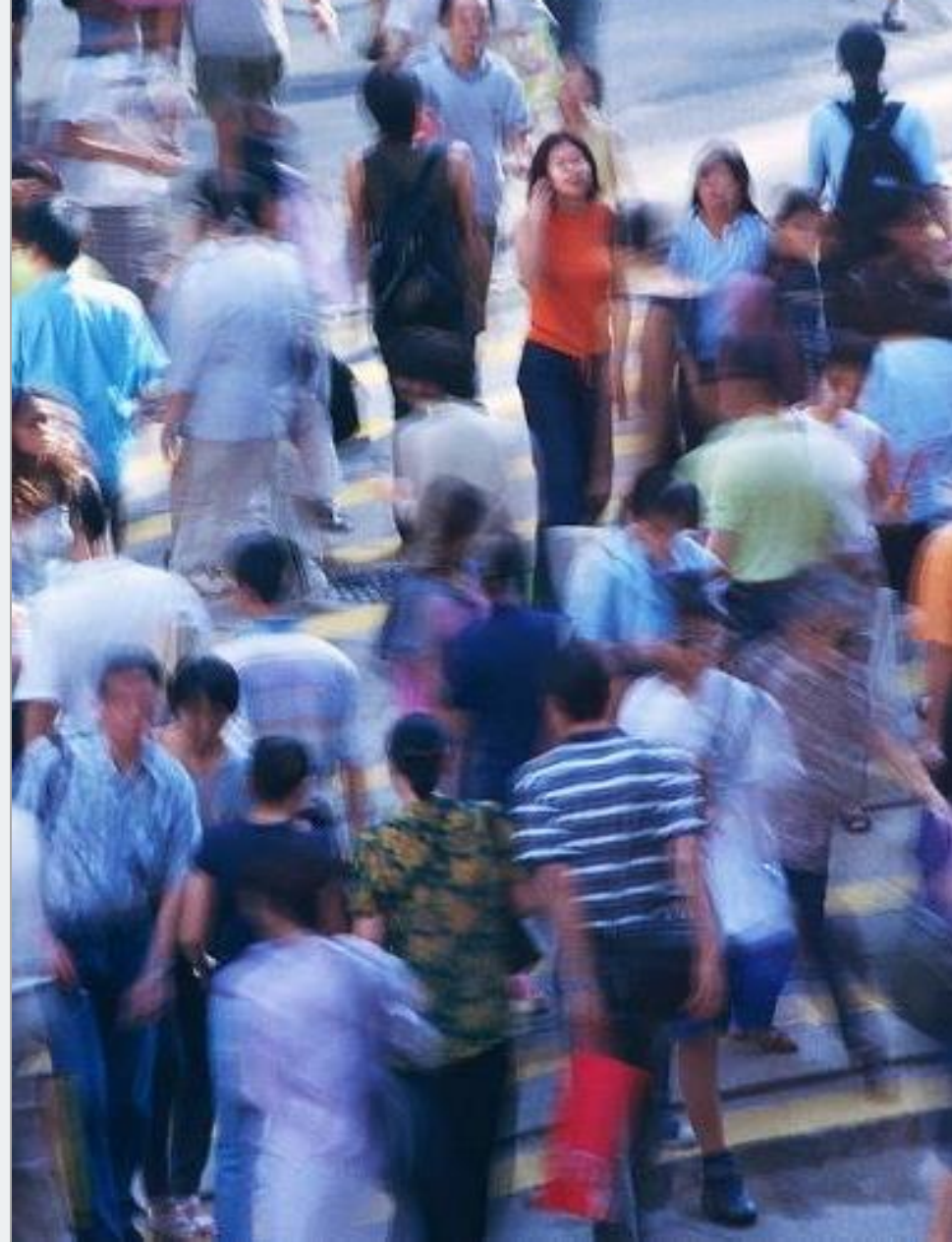
Source: SurveyMonkey

CONSIDER WHO WILL ANSWER THE SURVEY

Make sure questions are relevant and clear for your participants.

Do you want to slice & dice the results? You may need “identifier” questions.

Don't forget the benefits of using consistent questions.



KEEP IT SHORT AND EASY TO READ



- The shorter the survey, the better the response rate.
- Can participants fill it out in less than five minutes?
- Make sure you're only collecting data you'll actually use

NEXT STEPS

posttv

#WOC
IN
TECH

EVERY JOURNEY BEGINS WITH A FIRST STEP



BENEFIT VS. COST

- To what degree will it increase your ability to serve your mission?
- Reduce time or cost?
- Avoid catastrophe?



- How much will it cost?
- How complex is the project likely to be?
- How much outside expertise will you need?

WHO DO YOU NEED TO GET BUY-IN?



Form a committee to determine your plan.



WHAT NEEDS MORE THOUGHT?

What parts of your plan require additional thought?

What should you have a meeting about?

What will you need to allocate budget to achieve?

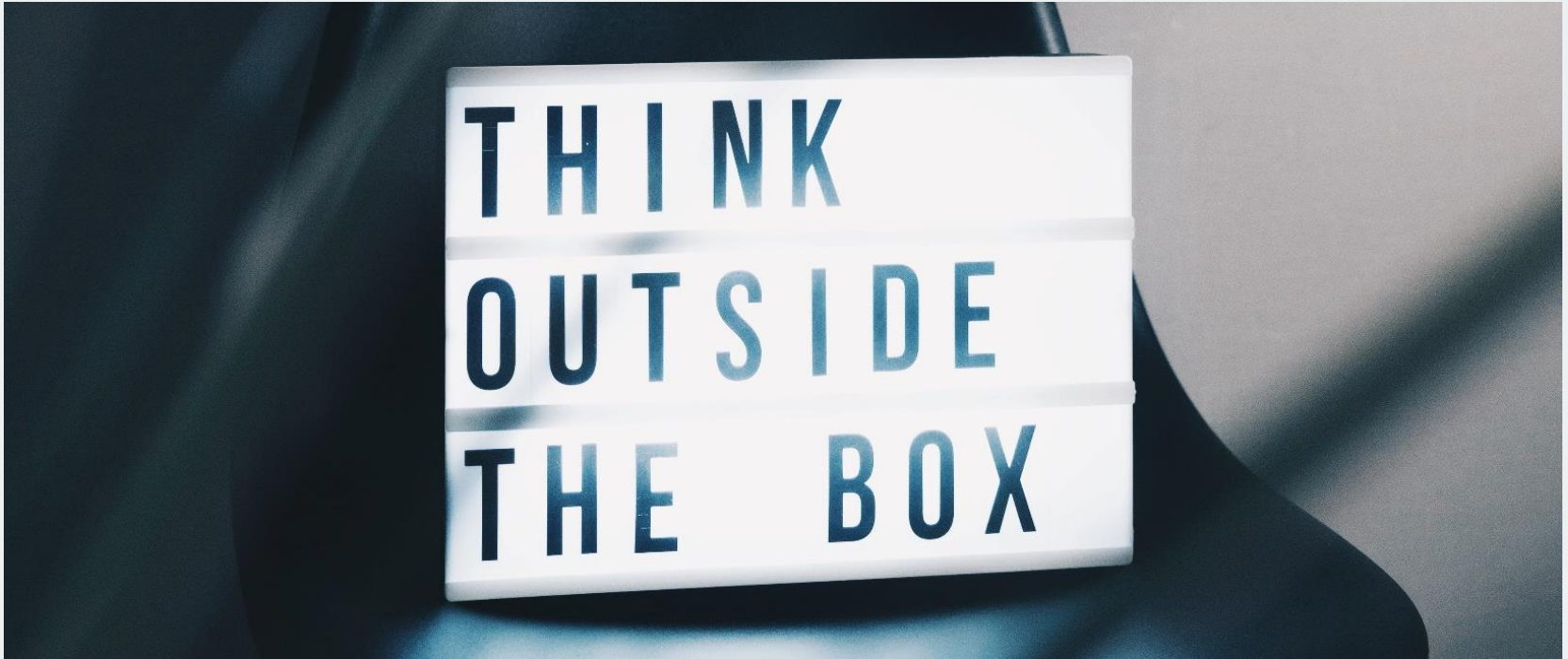
Should you bring external expertise into your organization?

START SMALL & MAKE A PLAN

Fostering community is hard. Trying it out yourself or with a small pilot group will be easier—and will provide valuable learnings.



GIVE YOURSELF TIME TO EXPERIMENT



It's hard to know what will work best without using the tools yourself.



IN CONCLUSION



GETTING STARTED (1/2)

- Define your audience.
- Set your goals.
- Determine how you'll measure success.
- Decide which type(s) of remote delivery are right for you (self-serve, directly helping clients, building community).

GETTING STARTED (2/2)

- Choose your tools.
- Make a plan.
- Decide who will be involved.
- Launch, advertise, and maintain your program.
- Think long-term, beyond the pandemic.





QUESTIONS?

Next Course

Selecting a Donor Management System Series

Starts October 1st, Demonstrations from October 8-29th.

Sign up for free at techimpact.org/events/

TECHIMPACT CODE

1234567

A photograph of a man and a woman in an office. The man, on the right, is wearing a grey blazer over a brown shirt and is smiling while looking at a laptop. The woman, on the left, has long dark hair and is wearing a striped shirt, also smiling and looking towards the man. They are in a modern office with large windows in the background. A third person's arm is visible on the right side of the frame.

THANK YOU

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