

Taking Control of Your Online Destiny

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What Are We Talking About?

- ▶ 4 Processes of online effectiveness
 - Audience Analysis, Publishing Matrix, Message Calendar, Listening/Metrics
- ▶ Methodologies for designing web and technology strategies
- ▶ How to properly establish and manage your organisation's online identity
- ▶ Mapping and sustaining your data universe

Who is Aspiration?

- ▶ We work with stakeholders across the nonprofit software supply chain:
 - We advise NGO technology decision makers on how to employ tech sustainably and affordably
 - We advise vendors and developers on how and what to build for NGO users
 - We advise grantmakers on technology strategies

Who is Aspiration?

- ▶ Most importantly, we support & advise
 - **Nonprofit and Foundation Staff**
on how to apply technology
 - **On Their Terms**
to
 - **Achieve Impact**
in their
 - **Program and Mission Work : ^)**

So How Do We Work?

- ▶ We focus on three poles of NPTEch
 - First People
 - Then Process
 - Last Technology
- ▶ And we follow these tenets
 - User needs should drive tech processes
 - Technology challenges are organizational development opportunities in disguise
 - It's all about value delivery
 - Communication is Job #1

What Do You Want to Talk About?

- ▶ Questions?
- ▶ Concerns?
- ▶ Confusions?
- ▶ Opportunities?
- ▶ Situations?
- ▶ We are here to serve your needs, not to flip slide decks :^)

Thank You!