

## EMPOWERING NON-PROFITS TO LEVERAGE WEB 2.0 TECHNOLOGY

### The Issue

The past five years have witnessed a proliferation of Web-based programs that allow users to expand their social networks and interact with data and information. **Social networking sites** such as Facebook and MySpace offer non-profits an opportunity to reach new volunteers and to keep clients engaged. **Web-based databases** allow case managers to securely track all client records and report on program outcomes in seconds. **New fundraising services** empower volunteers and other supporters to establish their own mini-fundraising campaigns on the behalf of a non-profit, expanding that agency's development potential. Web-based **project management and group sites** allow non-profits to organize and share resources and track task completion internally or for a coalition of agencies. And finally, **virtual training platforms** enable non-profits to meet with and train program volunteers and staff remotely, reducing travel and logistical costs while retaining knowledge through recordings that can be easily accessed online. There are free and low-cost services available in each of these crucial categories – making them a valuable and cost effective option for many non-profits.

### Our Client's Challenge

Many non-profits simply do not have the time or the expertise to navigate the myriad Web 2.0 tools currently available, and determine which products meet their individual needs and budgets. Many of the Web sites and blogs that explore new Web 2.0 resources are written for people with extensive IT knowledge, and can be intimidating for a more casual user. Further, many non-profits have limited experience executing a successful IT project, including analyzing user requirements, leading change, and assuring user adoption.

### Enter Dare Mighty Things

Dare Mighty Things has designed a suite of live and Web-based trainings that allow non-profits to implement free and low-cost Web 2.0 tools to help make their work more effective and efficient. Training participants receive feature-by-feature product comparisons, along with a complete cost-benefit analysis for each product reviewed. Training and technical assistance are also offered for each phase of product adoption, including change leadership, risk management, and user training.

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“This presentation made the trip to DC and MCP Conference cost effective. I'm leaving with a “million dollar” product!”

*- Mentoring Children of Prisoners  
2008 National Conference Participant*

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### Web 2.0 Training and Technical Assistance currently available on:

- Fundraising
- Volunteer recruitment and management
- Cross-agency collaboration
- Project management
- Case management
- Virtual training and meetings