

Leveraging Free

Creating an Electronic Communication Portfolio
for a non-profit organization

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Overview

- Establishing Needs and Functionality
- Finding Cheap solutions
- Implementing Solutions
- If you build it, will they come?

Basic Needs of Non-profits

- Organize around their mission
- Raise money to operate
 - Donations, Grants and Fees
- Recruit
 - Members, collaborators and clients
- Maintain relationships
- Educate

Some Challenges

- Displacement (temporally and spatially)
- Few full time members, mostly part time volunteers
 - Legacy vs. inclusion
- Information density and diversity
- Increasing competition for Dollars

Basics Functions for nonprofit

- Communicate
- Collaborate (operations)
 - Internal & External
- Marketing
 - Members & Collaborator recruitment
 - Public Relations
- Build Community
- Fund-raising

Basic Electronic Tools to Enable Functionality

- Email - Communicate, Collaborate, Marketing and Fundraising
- Web Site - Communicate, Marketing & fundraising
- Shared Documents - Communicate, Collaborate & Build Community
- Real Time Communications - Communicate, Collaborate, & Build Community
- Social Networks - Communicate, Collaborate, Marketing, Fundraising and Build Community

Differences Internal vs. External

Tools	Internal (Members)	External (Public)
Email me@nonprofit.org	(Asynchronous) Communicate Collaborate	Fundraising and Marketing
Web Site www.nonprofit.org	Communicate	Marketing
Shared Documents	(Asynchronous & Synchronous) Communicate Collaborate Build Community	Collaborate
Real-time	(Synchronous) Communicate Collaborate Build Community	Collaborate
Social Networks	Communicate Collaborate Build Community	Fundraising, Marketing Build Community

The importance of owning your Domain name

- Builds Brand
- Builds Credibility
- Builds Virtual Mobility
- Builds Discoverability
- Builds Identity
- **MYNonprofit.org**

Getting a Domain Name

- 3-Step Process
 - Find
 - Whois Search
 - <http://www.bustaname.com/>
 - Register
 - Domain Name Registrar
 - <http://www.godaddy.com> 12.99/yr
 - Deploy
 - Create entries on domain name server(s)

Finding Cheap Solutions for Email

- Free email is readily available but not with your domain name
 - me@gmail.com
- Free email with your domain name
 - Bundled with webhosting services
 - Google Apps for Non-profits

Finding Cheap Solutions for Web Site

- Two Costs to consider
 - Web Development and Maintenance
 - In-House or outsource
 - Open-source or commercial
 - Common open source packages → Joomla, Drupal and Word press
 - Web Hosting
 - In-House or outsource
 - Open-source or commercial
 - Common open source packages → LAMP, Linux, Apache, MySQL and PHP
 - Solutions
 - External hosting - Few dollars/month
 - Google Sites - free with Google Apps for Non-profits

Finding Cheap Solutions for Shared Documents

- Many Solutions exists

- Dropbox

- Shared documents and folders, limited collaborative features
- Free <-> Moderate pricing

- Microsoft SharePoint

- Feature Rich but only works with MS Office File
- Expensive

- Google Doc and Google Drive

- Feature Rich and cross platform capable
- Free with Google Apps for Non-profits

Finding Cheap Solutions for Real-time Communications

- Many Solutions integrating video conferencing and telephony
 - Microsoft Lync
 - \$2/user/month
 - Skype
 - Only some services are free for individuals
 - Accessing mobile platforms is NOT free
 - Google+ Hangouts
 - Free with Google Apps for non-profits

Finding Cheap Solutions for Social Networking

- Many solutions ...most are free
 - External Social Networking
 - Facebook
 - LinkedIn
 - <http://nonprofits.linkedin.com/>
 - Google+
 - YouTube
 - <https://www.youtube.com/nonprofits> (free with Google for Non-profits)
 - Twitter
 - <https://business.twitter.com/twitter-organizations-nonprofits>
 - Internal Social Networking
 - Open source solutions for web site
 - Community Builder

Google For Non-profits

- Qualify once to includes many products
 - Google Apps for Non-profits
 - Gmail, Google Docs and Drive, Google Calendar, Google Sites, Google Hangouts, Google+, Google Groups
 - Google Ad Grants
 - YouTube Nonprofit Program
 - Google Earth Outreach
 - Google Analytics
 - Google One Today

Qualifying For Google for Non-profits

- Eligibility Guidelines

- Based in United States, England, Wales, Canada or Japan
- Registered as Charitable Organization
 - For US must be 501(c)(3) Confirmed by Employer ID (EIN)

- US Application

- <https://www.google.com/nonprofits/account/signup/us>
- Takes a few days (up to 14) for application to be confirmed

Deploying Google for Non-profits

- Request Administrative access
 - After receiving confirmation of acceptance
 - Login with an existing Google account and “request administrative privileges”
 - Fill out form and submit
 - Email sent to account owner asking for conformation
 - After confirmation, you will have access to administrative sections

Admin.google.com

The screenshot shows the Google Admin console dashboard. At the top, there is a search bar with the Google logo and a search icon. Below the search bar, the text "Admin console" is displayed. The dashboard is organized into a grid of tiles, each representing a different administrative function:

- Users:** 210 users, 0 invites sent.
- Company Profile:** Community Development Society.
- Billing:** View charges and manage subscriptions.
- Google Apps:** Manage the way Google Apps works for you.
- Support:** Need help with a task?
- Admin Roles:** 5 admin roles.
- Security:** Enable security features.
- Groups:** Manage groups of users and mailing lists.
- Domains:** Active domain-comm-dev.org.

At the bottom of the dashboard, there is a link for "More controls".

The screenshot shows the Google sign-in page. The URL in the browser is <https://accounts.google.com/ServiceLogin?continue>. The page features the Google logo and the text "Please re-enter your password". Below this, there is a profile card for Anthony Gauvin, with the email address tonyg@comm-dev.org. A password input field is present, followed by a blue "Sign in" button. A link for "Need help?" is located below the button. At the bottom of the sign-in area, there is a link for "Sign in with a different account".

Enabling Applications

The screenshot shows the Google Admin console interface. At the top, there's a navigation bar with the Google logo, a search bar, and the user name '+Anthony'. Below this, the 'Google Apps' section is visible, showing a list of 8 services. Each service has a checkbox, an icon, a name, a brief description, and a status. The status for most services is 'On for everyone', while 'Mobile' is 'Always on'. At the bottom of the page, there's a footer with copyright information and a 'SEND FEEDBACK' button.

<input type="checkbox"/>	SERVICES	STATUS
<input type="checkbox"/>	Calendar Organize your schedule and share events with friends	On for everyone
<input type="checkbox"/>	Contacts Manage your contacts	On for everyone
<input type="checkbox"/>	Drive With Google Drive, you can create, share and keep all your stuff in one place. Share files with others, and edit them together in real time.	On for everyone
<input type="checkbox"/>	Gmail Get a fresh start with email that has less spam	On for everyone
<input type="checkbox"/>	Groups for Business Create mailing lists and discussion groups	On for everyone
<input type="checkbox"/>	Mobile Google Sync for Mobile	Always on
<input type="checkbox"/>	Sites Create, share and publish websites	On for everyone
<input type="checkbox"/>	Talk/Hangouts Talk, IM, and share files with your friends for free	On for everyone

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SEND FEEDBACK

2 Key Gotchas

- Verifying Domain

- You must prove you own the domain you are registering

1. Add entry to DNS server
2. Add an specific HTML to web site
3. Add a <meta> tag to home page

- Re-Point MX records for emails

Name/Host/Alias	Time to Live (TTL*)	Record Type	Priority	Value/Answer/Destination
Blank or @	3600	MX	1	ASPMX.L.GOOGLE.COM.
Blank or @	3600	MX	5	ALT1.ASPMX.L.GOOGLE.COM.
Blank or @	3600	MX	5	ALT2.ASPMX.L.GOOGLE.COM.
Blank or @	3600	MX	10	ALT3.ASPMX.L.GOOGLE.COM.
Blank or @	3600	MX	10	ALT4.ASPMX.L.GOOGLE.COM.

Solutions for Community Development Society

- Email

- Google for non-profits
- <http://mail.google.com/a/comm-dev.org>

- Website

- Outsource development → <http://breakingeveninc.com/> using open source Joomla
- Outsource webhosting → <http://svaha.com/> using a shared LAMP server
- www.com-dev.org

Solutions for Community Development Society

- Shared Documents
 - Google for non-profits
 - For Calendar → <http://www.google.com/calendar/hosted/comm-dev.org>
 - For Document Storage → <http://docs.google.com/a/comm-dev.org>
- Real Time Communications
 - Google for non-profits
 - Google Hangouts → <https://plus.google.com/hangouts>

Solutions for Community Development Society

- Social Networking

- External

- <https://www.facebook.com/groups/CommunityDevelopmentSociety/>
- <https://www.linkedin.com/groups/Community-Development-Society-4583787?home=&gid=4583787>
- Twitter (future)
- Google+ (future)
- YouTube (future)

- Internal

- Members sections on www.comm-dev.org
- Profiles, directory, Calendar and Forum

If you build it, will they come?

- Comm-dev.org
 - 263 registered members -17 members logged in
 - 6.5% acceptance
- Google for Non-profits
 - 13 invitation were sent on a test run on January 8, 3 responded
 - 210 Accounts created June 27, 7 were activated
 - 3.3% acceptance

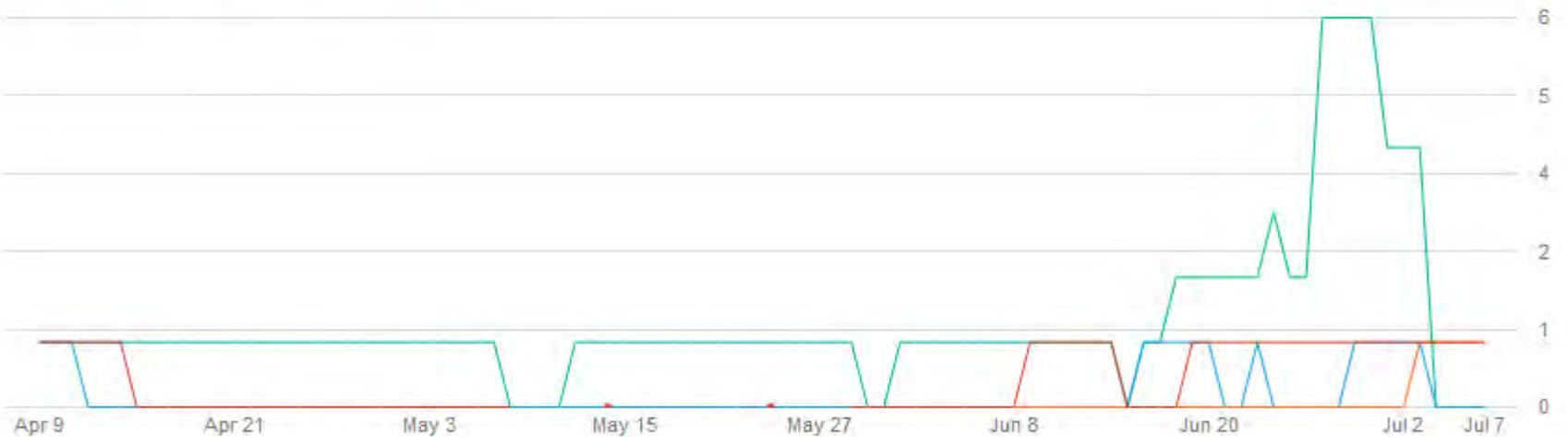
Google Apps Activity

Apps Usage Activity

Last 3 Months

Gmail Drive Calendar Google+

Weekly Active Users



56 +6 (12%)
Total Emails

1
Files Owned

0
Video Hangouts

Comm-dev.org activity

