

# DIGITAL ECOSYSTEM MAP

## \*INSTRUCTIONS\*

Think about the systems your nonprofit organization to uses to power digital engagement - online actions like fundraising, email marketing, and advocacy. Most of the time, no one really has their arms around it all or understands how things are connected. This handy dandy worksheet will help you gather some key info about your platforms and software. Once you've filled it out, share it with your boss and start talking about what's working (and what isn't!).



### STEP ONE:

**STARTING WITH THE CRM SECTION, COMPLETE THE LEFT SIDE OF THE WORKSHEET FIRST.**



### STEP TWO:

**GOT OTHER SYSTEMS? THERE'S A SPOT FOR THEM ON THE TOP RIGHT SIDE OF THE WORKSHEET.**



### STEP THREE:

**ASSIGN EACH SYSTEM A HEALTH GRADE BASED ON YOUR EXPERIENCE AND PRO/CON NOTES.**



### STEP FOUR:

**DRAW YOUR OWN ECOSYSTEM MAP ON THE OTHER SIDE OF THE WORKSHEET.**



### STEP FIVE:

**SHOW THE DATA CONNECTIONS BETWEEN SYSTEMS.**  
- DOTTED LINES SHOW MANUAL IMPORT/EXPORT  
- SOLID LINES SHOW DATA INTEGRATION



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# DIGITAL ECOSYSTEM MAP

ORGANIZATION:



## CRM/DATABASE

PRODUCT NAME  
OWNER  
PROS  
CONS



## CMS/WEBSITE

PRODUCT NAME  
OWNER  
PROS  
CONS



## EMAIL MARKETING

PRODUCT NAME  
OWNER  
PROS  
CONS



## FUNDRAISING

PRODUCT NAME  
OWNER  
PROS  
CONS



## EVENT MANAGEMENT

PRODUCT NAME  
OWNER  
PROS  
CONS



## OTHER SYSTEMS

PRODUCT NAME  
OWNER  
PROS  
CONS

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PRODUCT NAME  
OWNER  
PROS  
CONS

---

PRODUCT NAME  
OWNER  
PROS  
CONS

---

PRODUCT NAME  
OWNER  
PROS  
CONS



## HEALTH GRADES

**CRM:** A B C D F

**CMS:** A B C D F

**EMAIL:** A B C D F

**FUNDRAISING:** A B C D F

**EVENTS:** A B C D F

**OTHER:** A B C D F



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