

NONPROFIT TECHNOLOGY QUICK & DIRTY ACTION PLAN

- 1** Do you have these essential systems inside your organization?
Write the name of the products if you know them.

**DONOR DATABASE/CRM
EMAIL MARKETING
WEBSITE**

**ONLINE FUNDRAISING
SOCIAL MEDIA
EVENT MANAGEMENT**

2 ANSWER THESE FIVE QUESTIONS

Are any essential systems missing?
Is there duplication (ex. more than one email tool)?
Has your organization invested in technology in the past two years?
What are your organizational goals for the next 6 months?
How will your technology help you reach these goals?

3 PICK A SYSTEM TO FOCUS ON FIRST

Thinking about your goals for the next 6 months, review the essential systems list. Which system is most critical to meeting your goals (or is the easiest to improve)? You can't do everything, so settle on one for now. **Circle the system in the list above.**

4 MAKE A 90 DAY PLAN

Start by **writing down the end result** for your plan. What will you learn, fix, or improve? Next, **write down the 3 big steps** you'll need to take to get the end result you're looking for.

Now, take those 3 big steps and **focus on getting one done every month for the next 90 days.** Look ahead in your calendar and block out 2-3 hours every week to work on your technology improvements.

Keep it moving - even if things go more slowly than you'd planned, you're making progress to get a better return on your technology investments!



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