

NGO 3.0

Fully digital impact

22 Mar 2023

MzN
International

About us



A social enterprise for NGOs to get better at doing good



Training is now free for partners



We help them be better
Funded, lead and organised



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Talking points



- Why it matters
- What matters
- How do you digitalized?
- What does it mean to digitalize funding / supply chain & operations?
- 5 practical steps towards digitalized NGO

Inspiration based slide desk for no more than 10-15 mins presentation. Then we talk.

Presentation with about 8 slides followed by Q&A and discussion. Content is free to share.

Why it matters



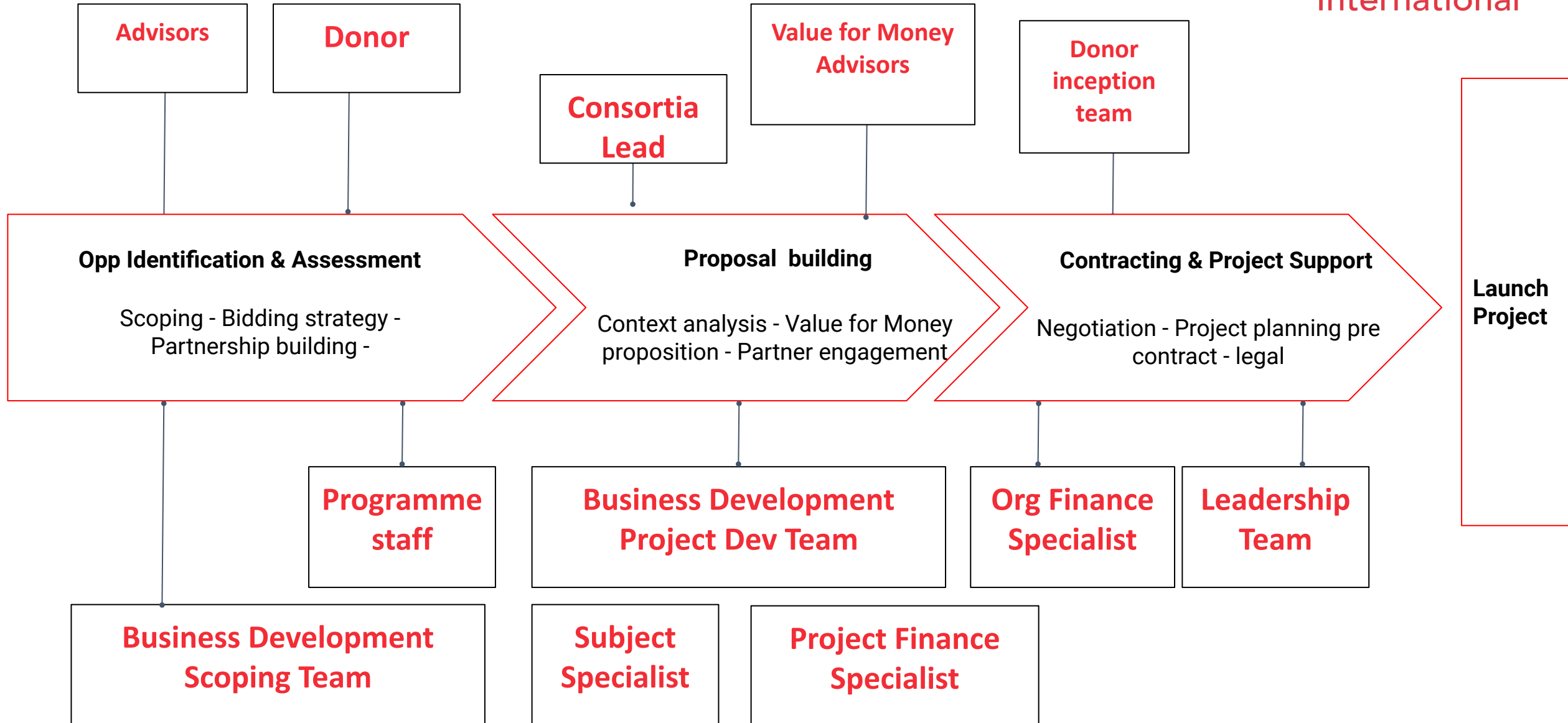
- Shifting the power / localisation
- Collaboration beyond teams, organisations and cultures
- Empathy & Fundraising went online!
- Employees work anytime, anywhere in their way!
- Speed in setting up new operations

Does this sound familiar?



1. Information is scattered across organisation, with different people and different platforms
2. Decision making is fragmented, often by (believed) consensus
3. Staff gets frustrated with slow progress and loses motivation
4. Some staff gets isolated - disconnected from purpose and main strategic goals of NGOs
5. Significant bottlenecks

Is DIY possible here? An example



Let's do it differently, together!



- Collaborative working drives more reach, increases funding, and improves service delivery - but only if everyone has specific tasks and objectives!
- Information needs to be centralise & democratised for access to be useful.
- Analysis and learning is key - the more you know, the better your impact.

Change perspective: Digital transformations at NGO often start with trying to improve internal processes. More important though are external perspectives:

Asking the right questions first



- How do we communicate with people over the horizon, en masse?
- How can users receive support without being there in person?
- How can we learn about what users are experiencing at scale?
- How can we open up our daily activity to donors & supporters without manual reporting?
- What self-service / self-support tools can we / should we offer?
- How can partner organisations integrate their financial reporting without additional staff?
- How can we support users in countries where we are not present?
- How could supporters engage with us beyond just reading our updates?

Some examples



Zipline 2023

- **Chatbots** (soon AI powered) integrations into the Social Media presence of NGOs helped increase audience engagement by average of 65% during 2020 and 2021 (Source: LinkedIn)
- **Text message bots** support Cash-based interventions targeting and help unbanked households manage budgets better. This also enabled real-time reporting to donors.
- **Fully autonomous** drone-based delivery of medical supplies by Zipline reduced child-mortality
- **Cross-border** citizen journalists held local authorities to account in Yemen, powered by map-based data sets

Example: what digitalising funding work looks like...

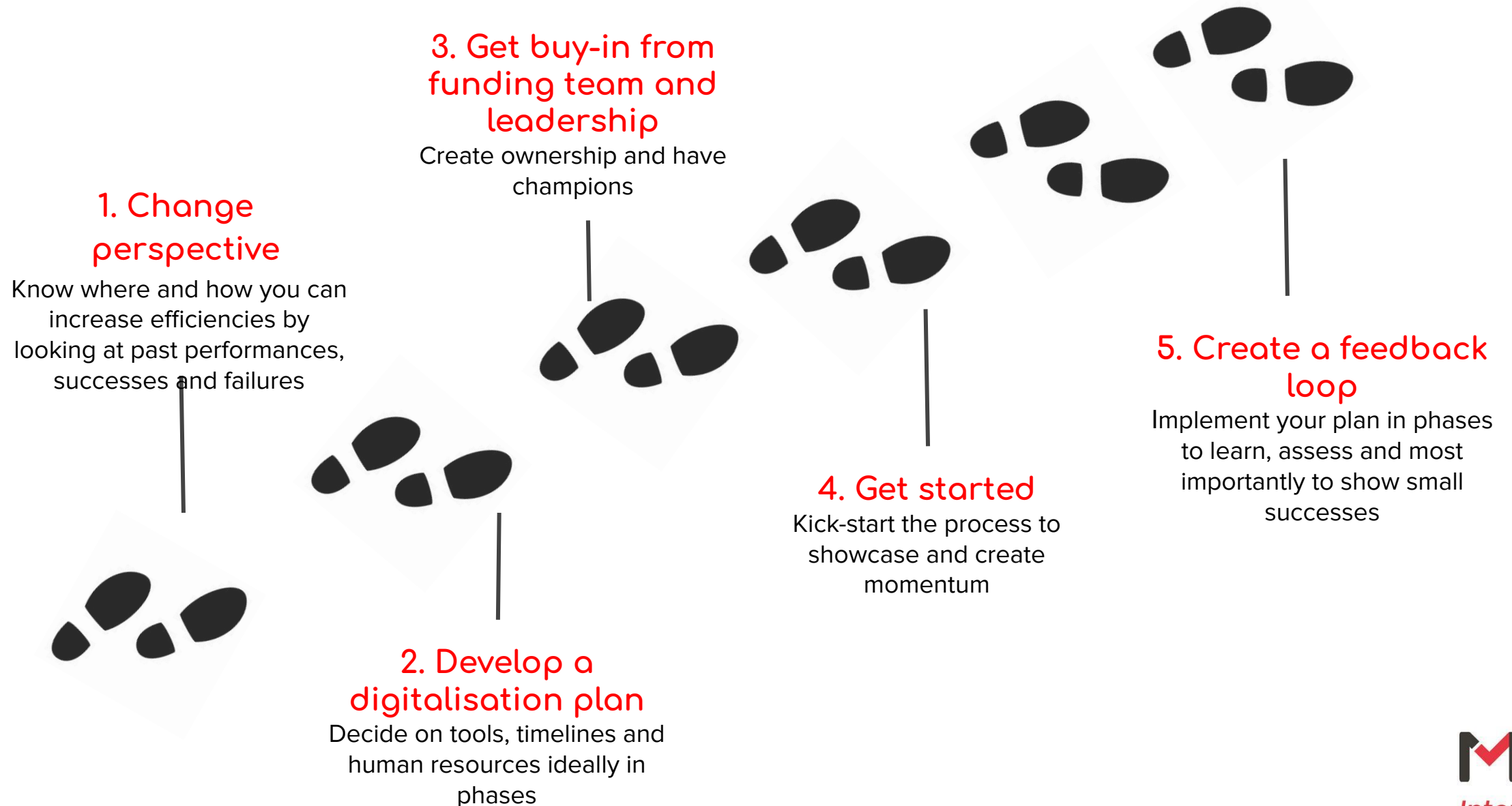
Systems:

- Digital transformation in funding can bring exponential growth
- Introduction of platform based systems and processes
- All work processes are performed in virtual spaces & asynchronous, for each target
- Each opp-data is available at the press of a button for all

Culture:

- Shifting the organizational or departmental culture to more transparency, accountability and trust
- More flexible ways of working
- Speed of proposal writing increases

5 Steps to a digitalized funding operation



Thank you!

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JOIN OUR FREE WEBINAR

Funding Briefing & Donor Update

19 April 2023

3-4 pm CET

www.mzninternational.com