

Why and How to Use e-Commerce Services for Sustaining Your NGO?

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Why and How to Use e-Commerce Services for Sustaining Your NGO?

- 1. Why is it vital for NGOs sustainability to be aware and capable of using e-commerce services ?*
- 2. What are these e-services and what are the latest trends ?*
- 3. Recommendations for your projects*

1. Why is it vital for NGOs sustainability to be aware and capable of using e-commerce services ?

Sustainability

time + energy

Collective work

Community-based endeavour

Not just about financial stability, but also

Audience/target group

Social support

Community participation

1. Why is it vital for NGOs sustainability to be aware and capable of using e-commerce services ?

ICT, Web 2.0, e-services

Low cost

Ubiquitous

Fast

Visible

Greater audience

Global outreach vs local outreach

Efficient

Effective

Innovative

1. Why is it vital for NGOs sustainability to be aware and capable of using e-commerce services ?

ICT, Web 2.0, e-services

Local digital content platform for national/regional/global

Information and communication platform

Network

Fundraising

Community engagement

Social support

Citizen participation

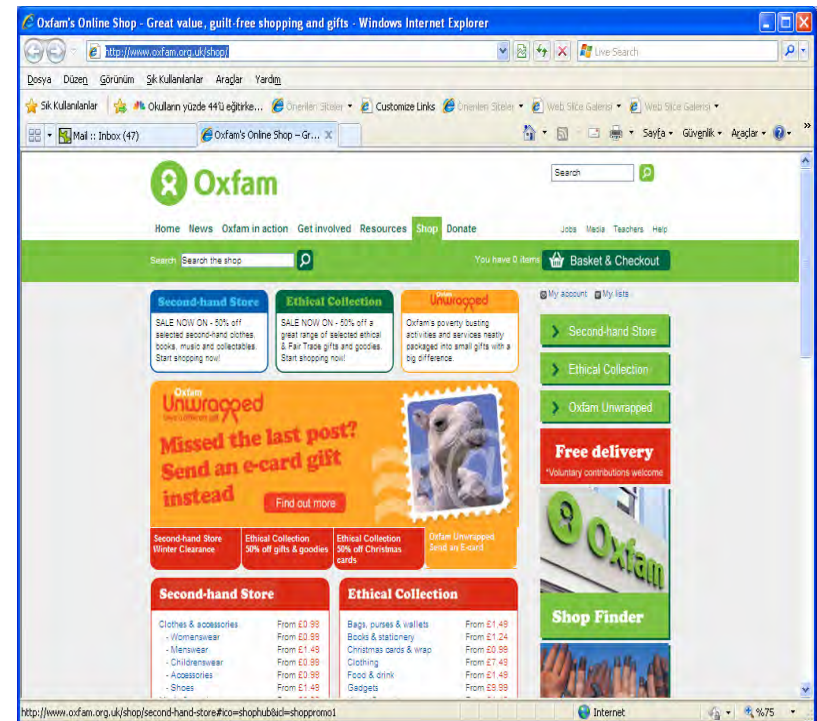
2. What are these e-services and what are the latest trends ?

Case 1: Oxfam online shopping

*“Leading NGO generates £5 million
in revenue with e-commerce
solution”*

www.oxfam.org.uk/shop

Microsoft Office Commerce Server
2007 program



2. What are these e-services and what are the latest trends ?

Case 1: Oxfam - online shopping

Fundraising

Platform that is easy to implement, maintain and customize

Scalability: focused shopping pages tailored to people with specific interests

Community building

Global outreach

Technical assistance and easier to find people skilled in MS software

Quick return on investment

More efficient business

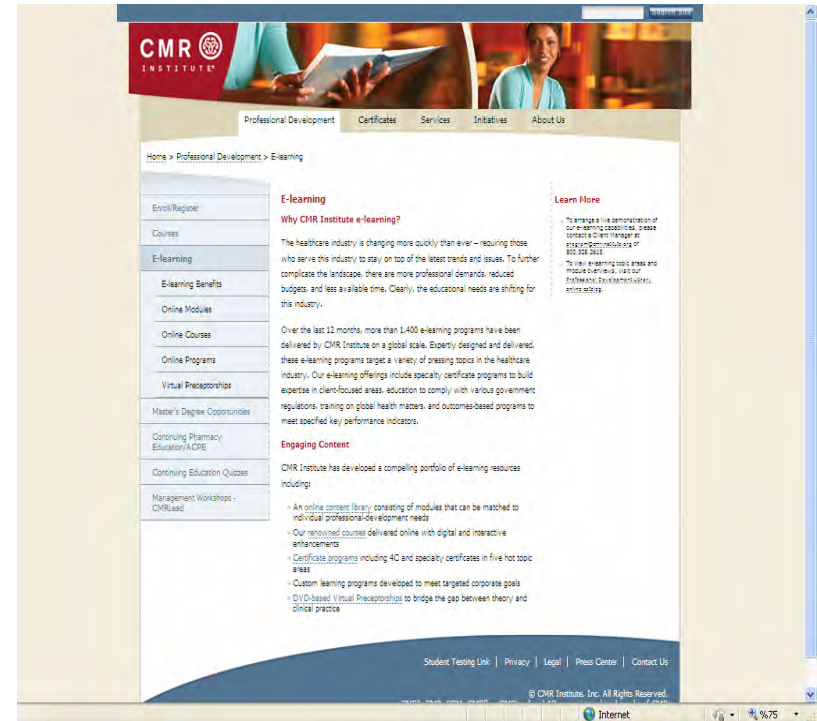
2. What are these e-services and what are the latest trends ?

Case 2: CMR Institute e-learning

“...what these clients have committed to purchase this year is closer to \$1.4 million”

<http://www.cmrinstitute.org/ProfessionalDevelopment/Courses/CourseList/Pages/DiseaseManagement.aspx>

e-learning solution based on Microsoft software, including Microsoft Office SharePoint® Server 2007, Commerce Server 2007, BizTalk® Server 2006 R2, and SQL Server® 2005 data management software



2. What are these e-services and what are the latest trends ?

Case 2: CMR Institute - e-learning

High availability and scalability

International

Reuse of existing course content in new ways: additional revenue

Flexibility in pricing model

Reaching new audience

\$550,000 off/year in inventory, printing, packing, and shipping costs

Office SharePoint Server support intranet, extranet, and Internet sites:

investing in learning on one pays the two other as they can be

leveraged: return of investment

2. What are these e-services and what are the latest trends ?

Case 3: FOOD Foundation on Occupational Development

Indiashop

“e-marketer”

guidelines for e-marketers

[http://xlweb.com/emarketers/guidelines.h
tm](http://xlweb.com/emarketers/guidelines.htm)



2. What are these e-services and what are the latest trends ?

Case 3: FOOD - “e-marketer”

Connecting small scale organizations, and rural women co-operatives
online audience

Innovative – e-marketer

Capacity building

Job creation for young people

Umbrella website: network opportunity

Bypassing the commissioner

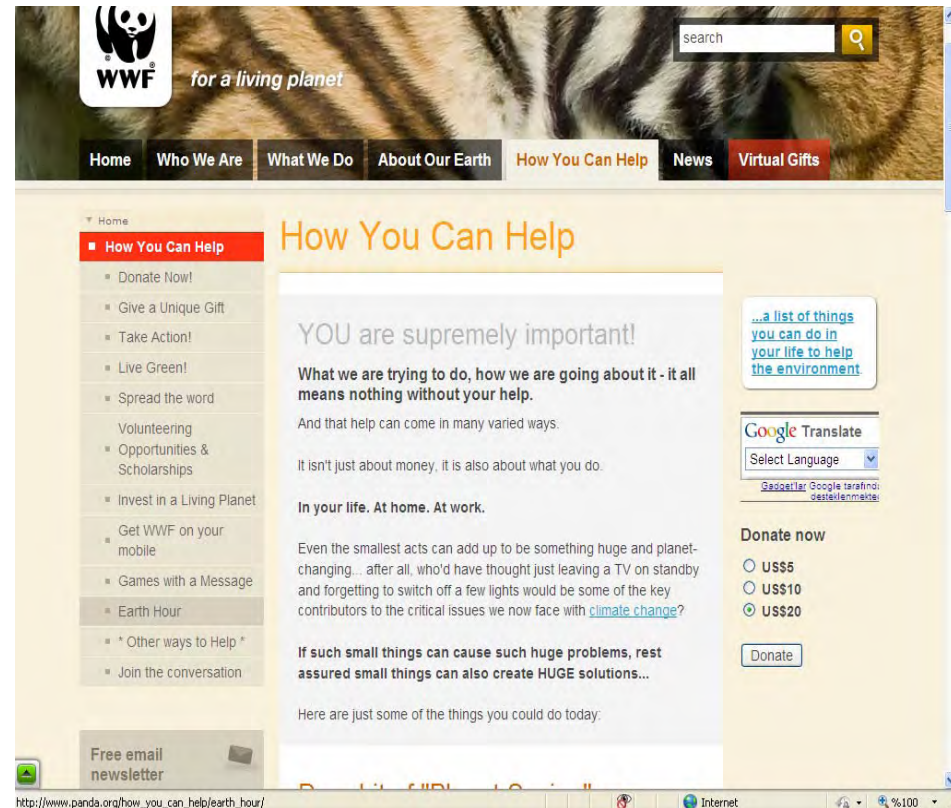
Higher revenue

2. What are these e-services and what are the latest trends ?

Case 4: WWF

“how you can help”

http://www.panda.org/how_you_can_help/



2. What are these e-services and what are the latest trends ?

Case 4: WWF - how can you help?

Fundraising

+

Outreach

Community building

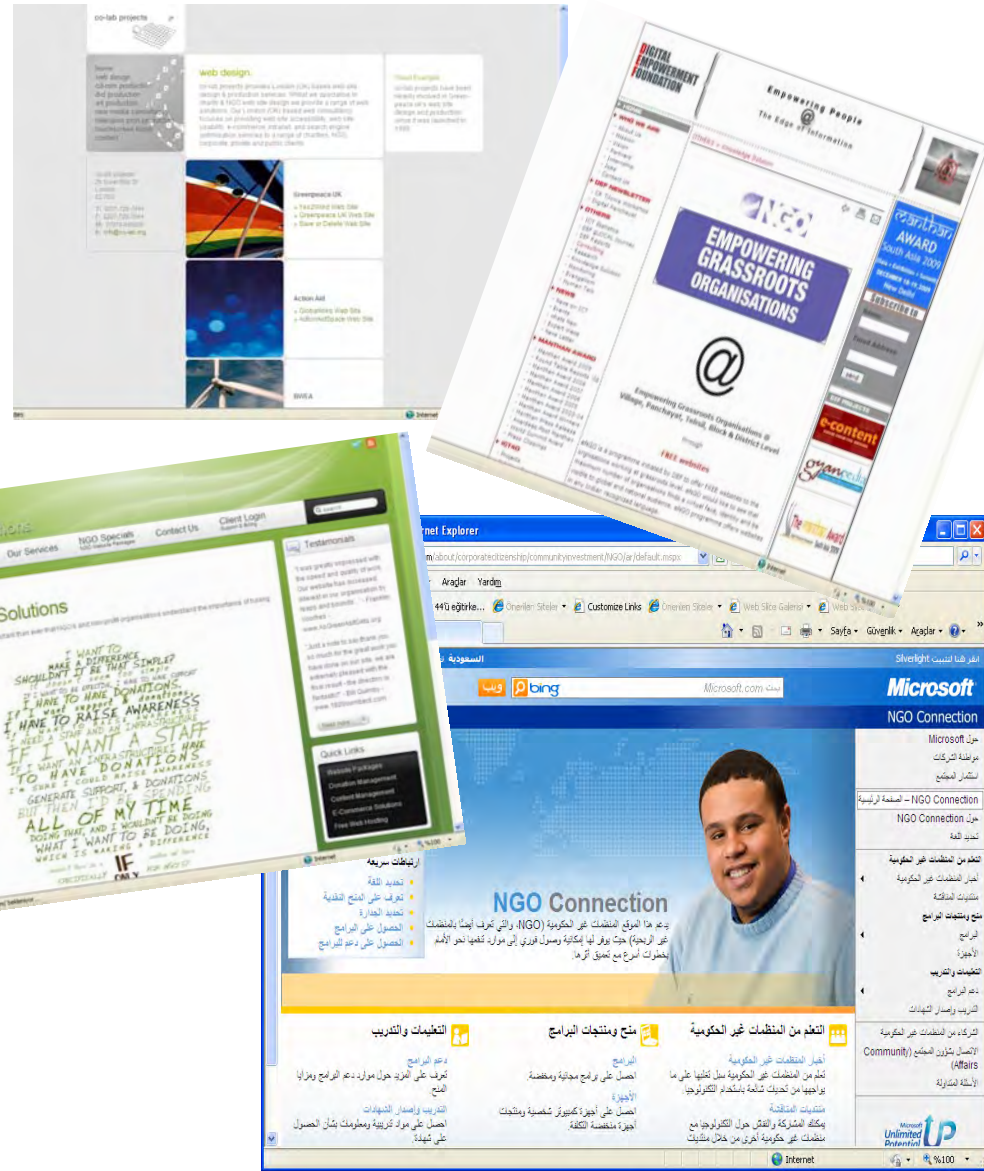
Engagement

Participation

2. What are these e-services and what are the latest trends ?

Professional e-commerce support for NGOs

Professional
Technical assistance
Skills
Cost



<http://www.geniewebs.com/>

<http://www.thecodingstudio.com/>

http://www.co-lab.org/web-design/web_site_design.html

<http://www.ngowebsolutions.com/>

www.ironworks.com

<http://www.mediaforce.ca/industry/non-profit.php>

<http://www.yeah.co.in/dev/index.php?page=summary&proid=5>

www.microsoft.com/ngo

2. What are these e-services and what are the latest trends ?

Social Media

Free of charge

Large global audience

Different languages

Strong Network

Participatory

Produser: producer + user:

Develop your own application

www.twitter.com
www.facebook.com
www.flickr.com
www.youtube.com
www.blogspot.com
www.wordpress.com



2. What are these e-services and what are the latest trends ?

Free online shopping sites and mobile commerce

Free of charge

Large global audience

Different languages

Strong Network

Participatory

Basic SMS message for donations, surveys, participation

Mobile phone more diffused than

PC/Internet



3. Recommendations for your projects

Recommendations: in principle

Coordination	local/national/regional/global level
Knowledge sharing	
Networking	

Prioritise your communities and societies' needs before/during implementing your projects

Develop & deliver e-services for citizens (youth) capacity building

Partner with different stakeholders – public sector, private sector, academia, media, unorganized citizens

Have staff/volunteers skilled in ICT and Web 2.0 or train them

3. Recommendations for your projects

Recommendations: Website (e-branding)

Outline

Membership

Free services

HTML

Visibility /outreach: Search engine optimization, search engine marketing (SEO/SEM)

Participatory:

Blog/commenting, forums, regular feed-back, polls, chat

Multi-user access control capability

Link to social media/ social networking sites

Micro-site capability for smaller/ sub- campaigns by the members

3. Recommendations for your projects

Recommendations: Website

Design

Usability

Accessibility

Searchability

Up-to-date (news, events, e-newsletter, RSS)

Statistics (to improve your website, Google analytics (free software)

Open source Content Management System

Free Online sources

Tutorial for beginners <http://www.2createawebsite.com/>

The sitewizard <http://www.thesitewizard.com/gettingstarted/startwebsite.shtml>

3. Recommendations for your projects

Recommendations: e-commerce

Know and study/understand your audience

Decide on the goods/services to sell them

Make sure your “customers” know about your NGO and its products

Mother tongue

High level Security (and information about it)

Easy to use donation application

3. Recommendations for your projects

Recommendations: e-commerce

Easy to use and secure online payment function

Ship the good/service immediately after it is placed on your website

e-Card function

Campaigns/promotions during gift giving/greeting days

m-donation (SMS)

Study different cases and apply them to your needs