Leader Discussion: Technology

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Figure 1: Business-IT Maturity Model

Level 0
- Chaotic
  - Ad hoc
  - Undocumented
  - Unpredictable
  - Multiple help desks
  - Minimal IT operations
  - User call notification

Level 1
- Reactive
  - Fight fires
  - Inventory
  - Desktop software distribution
  - Initiate problem management process
  - Alert and event management
  - Measure component availability (up/down)

Level 1 IT Supply
- Provide basic services / solutions
  - Stabilize operations & support
  - Improve business processes
  - Closed internal communications networks

Level 2
- Proactive
  - Analyze
  - Set three
  - Predict performance
  - Measure availability
  - Automate

Level 2 IT Supply
- Establish common infrastructure for operations, business processes and collaboration
  - Deliver on time, on budget
  - Build credibility
  - Improve service / solution delivery
  - Internal networks + Internet

Level 3
- Innovate
  - Inter-enterprise solutions
  - Business growth thru innovation & differentiation
  - Flexible, agile business capabilities
  - Business Intelligence

Level 3 IT Supply
- Open platform for innovation
  - Converge business & IT functions
  - Flexible & agile supply
  - Value realization

Supply

Demand

Value

Business Transformation

Level 1 Business Demand
- Foundation systems
- Cost savings
- Operational information
- Functional orientation

Level 1 IT Supply
- Provide basic services / solutions
  - Stabilize operations & support
  - Improve business processes
  - Closed internal communications networks

Level 2 Business Demand
- Enable business & partnerships
- Enable collaboration
- Consolidated management information
- Integrated process orientation

Level 2 IT Supply
- Establish common infrastructure for operations, business processes and collaboration
  - Deliver on time, on budget
  - Build credibility
  - Improve service / solution delivery
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Level 3 Business Demand
- Inter-enterprise solutions
- Business growth thru innovation & differentiation
- Flexible, agile business capabilities
- Business Intelligence

Level 3 IT Supply
- Open platform for innovation
  - Converge business & IT functions
  - Flexible & agile supply
  - Value realization

Time

Support

Operational IT

Tool Leverage

Source: Gartner (April 2006)
Who the Head of IT reports to

Source: CIO 4 Good Survey
Figure 1. Global and US CIO reporting structure

Who do you report to?

Global CIOs includes US

- 46% CEO
- 11% COO
- 28% CFO
- 6% Other
- 10% Board

US CIOs

- 51% CEO
- 17% COO
- 28% CFO
- 4% Other

Note: Numbers may not add up to 100 because of rounding. Global n=510, US n=76.
Source: Deloitte US CIO program analysis.
Figure 3. Reporting line for digital leaders vs. digital supporters

Leader n=220, Supporter n=54.
Source: Deloitte US CIO program analysis.
You don’t need a digital fundraising strategy, you need a modern fundraising strategy for the digital world.
Why did you select this session?

What questions are top of mind?
How would you describe your organization?
<table>
<thead>
<tr>
<th></th>
<th>Early</th>
<th>Developing</th>
<th>Maturing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy</strong></td>
<td>Aimed at cost reduction</td>
<td>Aimed at improving customer experience and decision making</td>
<td>Aimed at fundamental transformation</td>
</tr>
<tr>
<td><strong>Leadership</strong></td>
<td>Lacks awareness and skills</td>
<td>Digitally aware</td>
<td>Digitally sophisticated</td>
</tr>
<tr>
<td><strong>Workforce development</strong></td>
<td>Insufficient investment</td>
<td>Moderate investment</td>
<td>Adequate investment</td>
</tr>
<tr>
<td><strong>User focus</strong></td>
<td>Absent</td>
<td>Gaining traction</td>
<td>“Central” to digital transformation</td>
</tr>
<tr>
<td><strong>Culture</strong></td>
<td>Risk averse; disintegrated</td>
<td>Risk tolerant; accommodates innovation and collaboration</td>
<td>Risk tolerant; fosters innovation and collaboration</td>
</tr>
</tbody>
</table>
What are some key indicators?

- Org chart (as discussed)
- % of total $ online
- Cost of IT / Total Revenue
- What is outsourced, and what is kept in-house?
Which organizations could you benchmark?
Top 30 Peer-to-Peer Campaigns in Canada

Source: PeerToPeer Fundraising Canada
Rate of Growth or Decline
Dollars / Age as proxy for “innovation”
Amazon

The Institutional “NO”
## Forbes Most Innovative Companies - 2018

<table>
<thead>
<tr>
<th></th>
<th>Company</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>servicenow®</td>
<td>IT company focused on outsourced IT management.</td>
</tr>
<tr>
<td>2</td>
<td>Workday</td>
<td>HRIS Cloud Provider</td>
</tr>
<tr>
<td>3</td>
<td>Salesforce®</td>
<td>CRM Cloud Provider</td>
</tr>
<tr>
<td>4</td>
<td>Tesla</td>
<td>Automotive</td>
</tr>
<tr>
<td>5</td>
<td>Amazon</td>
<td>Retail</td>
</tr>
</tbody>
</table>
Characteristics of Benchmarks

➢ Seamless Experience Across Platforms
  ○ Phone, Mail, Email, Web, Face-to-Face, etc

➢ Data Driven
  ○ New opportunities are identified & exploited

➢ The basics are very healthy
  ○ CRM, Finance, Web/Mobile
Make your team and process fit new tech, or pick tech to fit your existing systems?
Three Elements for Successful Organization

- Technology
- People
- Process
High Level Project Opportunities

- Unclear Process
- Differing P&P
- Duplication

Best Practices

(Data) Governance
- Standards
- Controls

Training

Learn the Technology
You invested in technology to change; embrace it!
Let’s End with some Tech MegaTrends
Mobile & Increased Screen Time
Daily Hours Spent with Digital Media per Adult User

<table>
<thead>
<tr>
<th>Year</th>
<th>Hours Spent per Day, USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>2.7 0.3 0.2</td>
</tr>
<tr>
<td>2009</td>
<td>3.0 0.3 0.3</td>
</tr>
<tr>
<td>2010</td>
<td>3.2 0.4 0.4</td>
</tr>
<tr>
<td>2011</td>
<td>3.7 0.8 0.4</td>
</tr>
<tr>
<td>2012</td>
<td>4.3 2.6 0.3</td>
</tr>
<tr>
<td>2013</td>
<td>4.9 2.3 0.3</td>
</tr>
<tr>
<td>2014</td>
<td>5.1 2.6 0.3</td>
</tr>
<tr>
<td>2015</td>
<td>5.4 2.8 0.4</td>
</tr>
<tr>
<td>2016</td>
<td>5.6 3.1 0.4</td>
</tr>
<tr>
<td>2017</td>
<td>5.9 3.3 0.6</td>
</tr>
</tbody>
</table>

Legend:
- Blue: Other Connected Devices
- Light Gray: Desktop / Laptop
- Green: Mobile
Crowd-led vs Charity-led Fundraising
Over $1 Billion Has Been Raised via Facebook’s Fundraisers Feature, Donate Button Since 2015

The company will match up to $7 million in donations to U.S. nonprofits on Giving Tuesday

By David Cohen  |  November 14, 2018
$1 billion is impressive, but which for-profit crowdfunding platform is 9 years old and has raised over $5 billion?
About GoFundMe
YOU GIVE A TAX-DEDUCTIBLE DONATION TO A CAUSE.

GOFUNDME.ORG DELIVERS TO VERIFIED FUNDRAISERS.

YOU RECEIVE UPDATES ABOUT THOSE YOU’VE HELPED.

GOFUNDME.ORG CAUSES
THE NEW WAY TO GIVE TO MANY—AND GET MORE IN RETURN.

When you make a tax-deductible donation to a GoFundMe.org Cause, you help many individuals and organizations who have started related fundraisers on GoFundMe®. GoFundMe.org verifies every fundraiser and organization to which it gives, ensuring that your donation goes where you intended. GoFundMe.org sends you regular thank yous and updates about the individuals and organizations you’ve helped.
It’s becoming a Subscription World
Why Every Business Will Soon Be a Subscription Business

Everything you purchase — from transportation to entertainment to groceries — will soon come with a monthly plan, says Zuora CEO Tien Tzuo.

August 17, 2018 | by Jenny Luna
<table>
<thead>
<tr>
<th>Online Subscription Services</th>
<th>Representative Companies</th>
<th>Subscribers 2017</th>
<th>Growth Y/Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netflix</td>
<td>Video</td>
<td>118MM</td>
<td>+25%</td>
</tr>
<tr>
<td>Amazon</td>
<td>Commerce / Media</td>
<td>100MM</td>
<td>--</td>
</tr>
<tr>
<td>Spotify</td>
<td>Music / Audio</td>
<td>71MM</td>
<td>+48%</td>
</tr>
<tr>
<td>Sony PlayStation Plus</td>
<td>Gaming</td>
<td>34MM</td>
<td>+30%</td>
</tr>
<tr>
<td>Dropbox</td>
<td>File Storage</td>
<td>11MM</td>
<td>+25%</td>
</tr>
<tr>
<td>The New York Times</td>
<td>News / Media</td>
<td>3MM</td>
<td>+43%</td>
</tr>
<tr>
<td>Stitch Fix</td>
<td>Fashion / Clothing</td>
<td>3MM</td>
<td>+31%</td>
</tr>
<tr>
<td>LegalZoom</td>
<td>Legal Services</td>
<td>550K</td>
<td>+16%</td>
</tr>
<tr>
<td>Peloton</td>
<td>Fitness</td>
<td>172K</td>
<td>+173%</td>
</tr>
</tbody>
</table>
Number of active subscriptions, overall and by gender, % of subscribers

Men
- 1 subscription: 40
- 2 subscriptions: 12
- 3 or more subscriptions: 18

Women
- 1 subscription: 44
- 2 subscriptions: 29
- 3 or more subscriptions: 11

Overall
- 1 subscription: 42
- 2 subscriptions: 24
- 3 or more subscriptions: 13

Note: Figures may not sum to 100%, because of rounding.

1When was the most recent time you subscribed to the following online subscription-box service? Count of respondents by gender and overall selecting “currently subscribe” from a list of 34 subscription-box companies, including Blue Apron, Dollar Shave Club, Ipsy, and Stitch Fix. Overall n = 435; men n = 179; women n = 250.
why don’t people donate to you?
why don’t people subscribe to you?
Join the team

One of the most important viability metrics for us on this exploratory committee is the number of folks who invest their time and resources in this project.

Invest in our bold vision for the future, and help prove that this new generation of leaders belongs in the conversation:

1) Amount  2) Details  3) Payment

Your contribution will benefit Pete Buttigieg.
Complete your $10 contribution:

*Make it monthly!*

Yes, count me in!  
No, donate once

Credit card number

04 - Apr  
2019

Campaign finance law requires us to collect your occupation and employer.

Are you currently employed?  
○ Yes  ○ No

Donate
Please leave us a tip

ActBlue is a nonprofit fundraising platform that thousands of Democrats and millions of grassroots donors are counting on.

Will you support our work in this crucial time with a tip?

10% tip  20% tip

$ Leave no tip

Continue

Contribution rules

1. I am a U.S. citizen or lawfully admitted permanent resident (i.e., green card holder).
2. This contribution is made from my own funds, and funds are not being provided to me by another person or entity for the
Can we count on you?

Double down on your support and sign up for a recurring donation!

By clicking "Make it monthly", you are signing up for a monthly contribution. You can cancel anytime.

Make it monthly  Skip for now
Thanks for kicking off our campaign! The most helpful thing you can do right now is commit to donating once a month. Can we count on you?

WILL YOU JOIN BETO?
Show your support, and make your donation monthly.

Yes, please create a $4.00 monthly recurring contribution in addition to my gift.

No, I’d prefer just to make a one-time gift.

The $4.00 monthly donation would start...
Stand With Bernie

No candidate, not even the greatest candidate you could imagine, is capable of taking on the billionaire class alone. There is only one way: together.

Be one of the first to donate to our historic campaign. It is so important that we start strong.

ActBlue Express Donate

Hi Philip!

We already have your card (VISA ending in 7711) on file. Change card
Make it monthly!

Yes, count me in!  No, donate once

Donate immediately:

Donate $3 →
Donate $27 →
Donate $50 →
Donate $100 →
Donate $250 →
Donate $500 →
Donate $1,000 →
YES! Thank you so much! That's YUUUUGE!

Thank you for making a contribution!

Please take the last step -- one that only a small percentage of Bernie's top supporters take -- click below to make it.

Yes, please create a $3.00 monthly recurring contribution in addition to my gift.

No, I'd prefer just to make a one-time gift.

Please wait
Control over Personal Data
I agree
THE FABRIC OF FUNDRAISING

MADE WITH 100% PASSION

CELEBRATING 25 YEARS