

To App Or Not To App?

Presented by:

MILKCRATE

Morgan Berman

morgan@milkcrate.tech

Thanks to host: The North Carolina
Center For Nonprofits



Attendee Introductions In Chat

Name
Organization
Role
Location

Logistics

- Chat for intros
- Please ask in the moment so you don't forget, I'll keep an eye and either answer in the moment or at the end...
- And more time for Q&A at the end too!
- We're recording :)



Agenda

- MilkCrate Presentation
 - Meet Morgan
 - The Problem That Drives Me
 - Thinking about your organization's audiences, tools and metrics
 - Understanding the technology options and demographics of usage
 - How MilkCrate Works
 - How we help organizations decide if an app makes sense
 - Case Studies
 - Survey
- Discussion/Q&A

Morgan Berman



- Board Chair & Founder of MilkCrate
- Executive Director, Life Science Cares PHL
- President of Neighborhood Civic
- Board of Directors for: Philly Startup Leaders, Alma Links PHL, Energy Coordinating Agency
- Former Planned Parenthood & Maternity Care Coalition
- Contact: morgan@milkcrate.tech

The Opportunity for Funders

Only 16%

of foundations are successfully helping their grantees track program funding outcomes

*Based on research by nonprofit technology industry leader Blackbaud (\$800M ARR NASDAQ: BLKB).
<https://foundations.blackbaud.com/grants-management-2/exploring-impact-measurement-at-foundations>

Who do you serve?



Everyone in your CRM...



Volunteers



Participants



Members



Donors

What Digital Tools Are You Using For Communicating With Different Audiences?



[Blog: What Are Your Options Besides Social Media And Newsletters?](#)

Questions to Ponder

- What is the goal of your organization? Are you achieving it? How will you know?
- How do you know that what you are reporting is what your funders want to see?
- Is engagement and content sharing getting in the way? What about tracking participation?
- How are your current tools serving you? Is their performance ideal? What gaps do you have?

Determine Your Destination & Mode

Destination = goals of your org



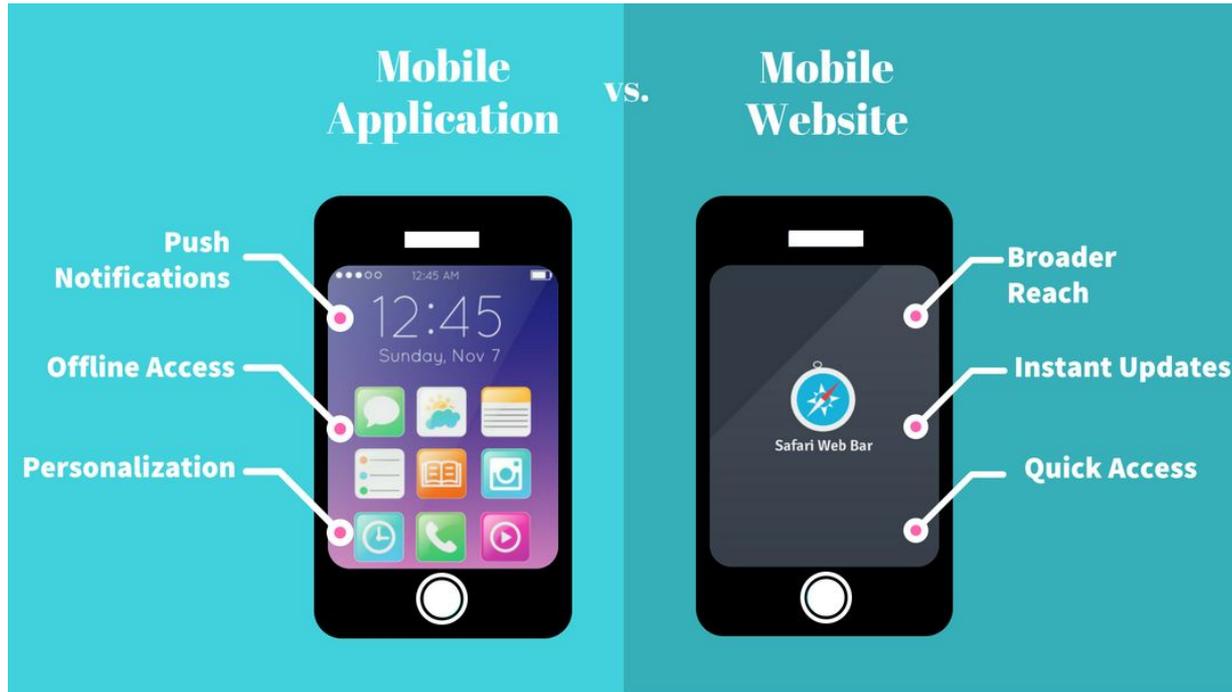
Mode of transport = medium (app, site, social, email, etc)





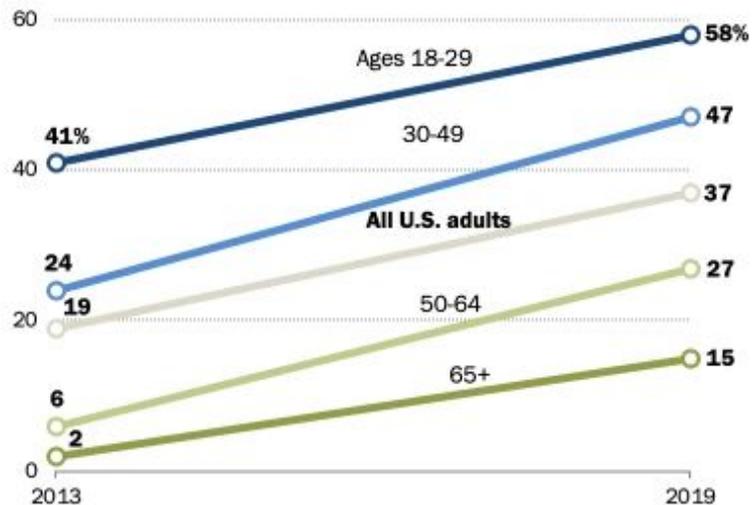
RESPONSIVE VS. NON-RESPONSIVE

Mobile Application Vs Websites



Americans of all ages are increasingly likely to say they mostly go online using their smartphone

% of U.S. adults who say they mostly go online using a cellphone



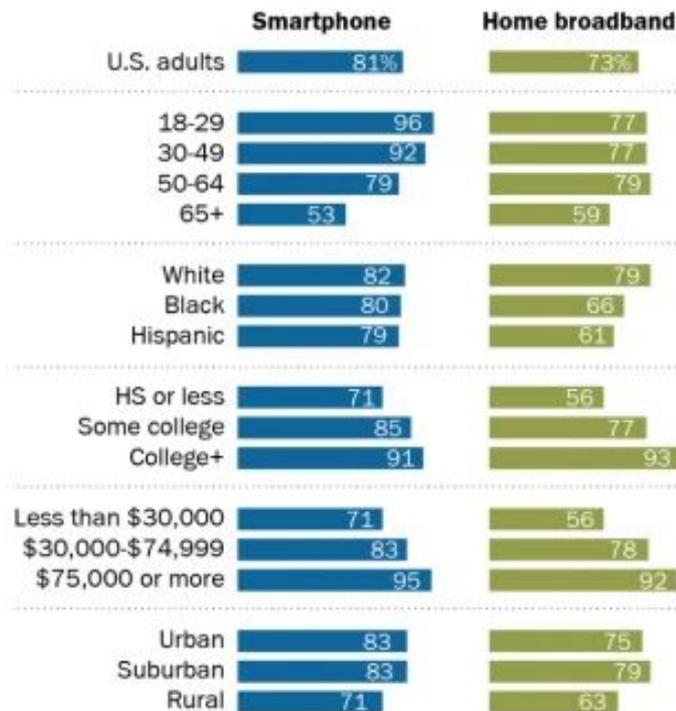
Note: Respondents who did not give an answer or gave other responses are not shown.
Source: Survey of U.S. adults conducted Jan. 8-Feb. 7, 2019. Trend data from previous Center surveys.

"Mobile Technology and Home Broadband 2019"

PEW RESEARCH CENTER

Majorities of Americans have a smartphone, subscribe to broadband, but this varies by education, income

% of U.S. adults who say they have or own the following



MilkCrate's Nonprofit Mobile App Platform

What do we do?

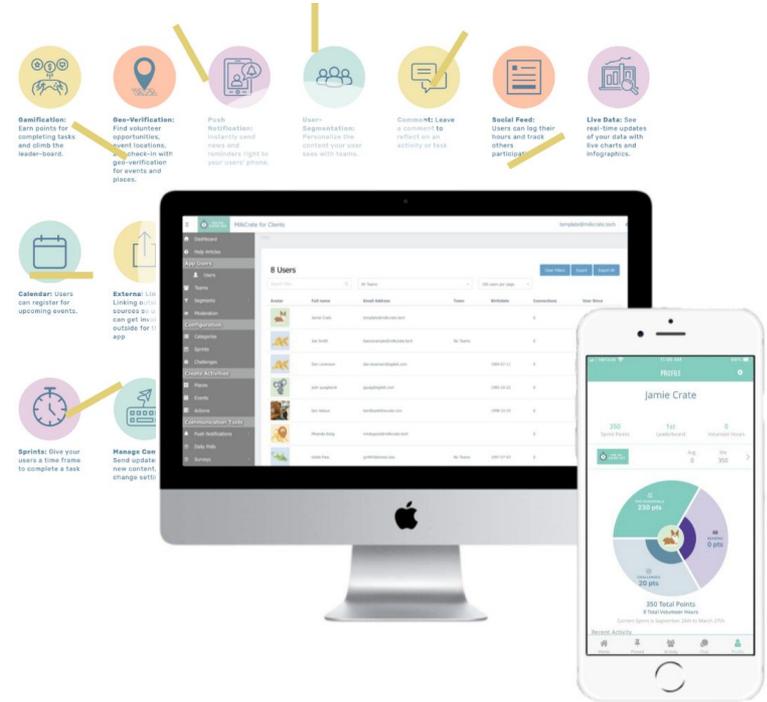
We help nonprofit organizations to boost engagement and track their program's impact.

How do we do it?

Our platform launches affordable mobile apps for nonprofit program audiences with an admin dashboard for program staff.

Why do we do it?

We know what it's like to work at a nonprofit and struggle to reach your goals with limited resources - our mission is to help you achieve yours!



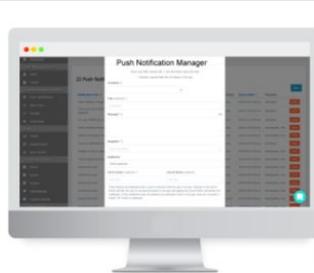
MilkCrate Clients



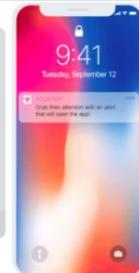
What Can MilkCrate Apps Do?



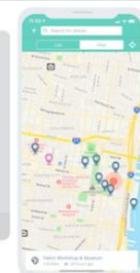
Events Calendar



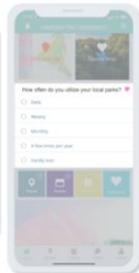
Push Notifications



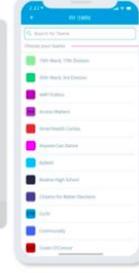
Location Checkins by GPS



Polls & Surveys



Segmented User Groups



Share Content & Track Participation



Types of Nonprofit Programs We Support



**Civic
Initiatives**



**Volunteer
Programs**



**Education
& Training**



**Membership
Programs**



**Youth
Groups**



**Social
Services**

The Virtuous Cycle of Funding, Boosting Capacity, and Impact Tracking

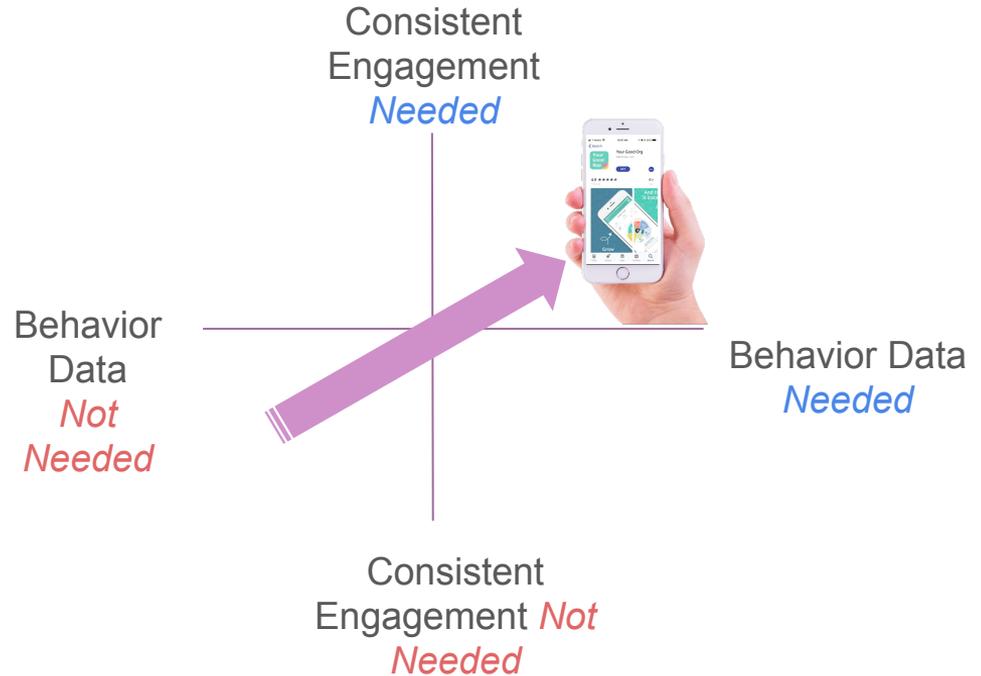


Where are we all in this process?

1. What is “impact” for your organization?
2. How, if at all, do you track it?
3. What do you wish was possible?
4. How would this help your work?

When Are Apps A Good Fit?

- **Goal:** better engage program participants & track data
- **Value to users:** complete activities, consume content, 1 & 2 way communication
- **Value to staff:** tool for program management
- **Value to funders:** transparent success data



When Are Apps A Good Fit?



Link: [Questions to ask blog](#)

How COVID Shined A Light On Sector Challenges Around Capacity & Impact Data



Nonprofit Sector Challenges: Community Engagement

*“At PFF, we view ourselves not only as a funding source but also as a thought partner for the organizations we support. **I believe that offering our grantee partners the opportunity to develop and enhance their technology platforms will improve their capacity to serve their clients while also organizing data to increase other funding opportunities.**”*



- Danielle Y. Scott,
Executive Director



*“MilkCrate has done a tremendous job of walking us thoughtfully through the App development process and has always been willing to 'hold our hands' as we built the App, posed questions and now as we learn how to make the most of **the App for the benefit of our organization and our visitors.**”*

-- Jim Neal, Smith Memorial Playground



Nonprofit Sector Challenges: Volunteer Tracking & Reporting Efficiency



“Everything has been working great - the customer service, the way you guys respond, that goes a long way. We were really under pressure to get it done- I appreciate you guys stepping up and helping us out!”

— Michele Epifani, Vice President of Programs for Jersey Cares

App launched in
3 weeks and
\$40,000
saved per year!



Be The Change. Volunteer.



Nonprofit Sector Challenges: Volunteer Resource Delivery

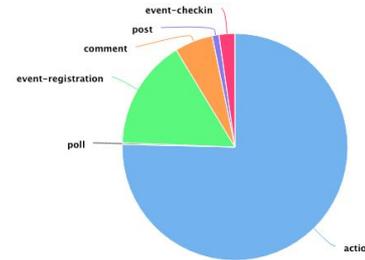


“Incredible
and groundbreaking.”



Jenny Bogoni
Executive Director, READ By 4th

Activity By Type
Earned by all Reading Captains



Free
LIBRARY OF
PHILADELPHIA

MilkCrate Client:



“We now more than ever need an engagement platform. How nice that we already have a digital platform!”

- Diego Portillo Mazal, *Director*,
Inner City Capital Connection



Nonprofit Sector Challenges: Behavior Change Efficacy



Output: 450 instances of voters viewing the voter guide in an election cycle.

Outcome: App users were 50% more likely to vote after downloading the app at least 1 week before the election.

“Builds and reinforces the culture of voting and civic engagement in Philadelphia.”



David Thornburgh,
Executive Director of
Committee of Seventy

What can you change?

Examples:

1. No more paper training materials
2. No more manually entering paper volunteer forms



Thank you! Questions?

Survey & Learn More Form

<https://forms.gle/QzRYopdqgDB2q9w16>

Notes

1. Insert here :)