



# Apparo

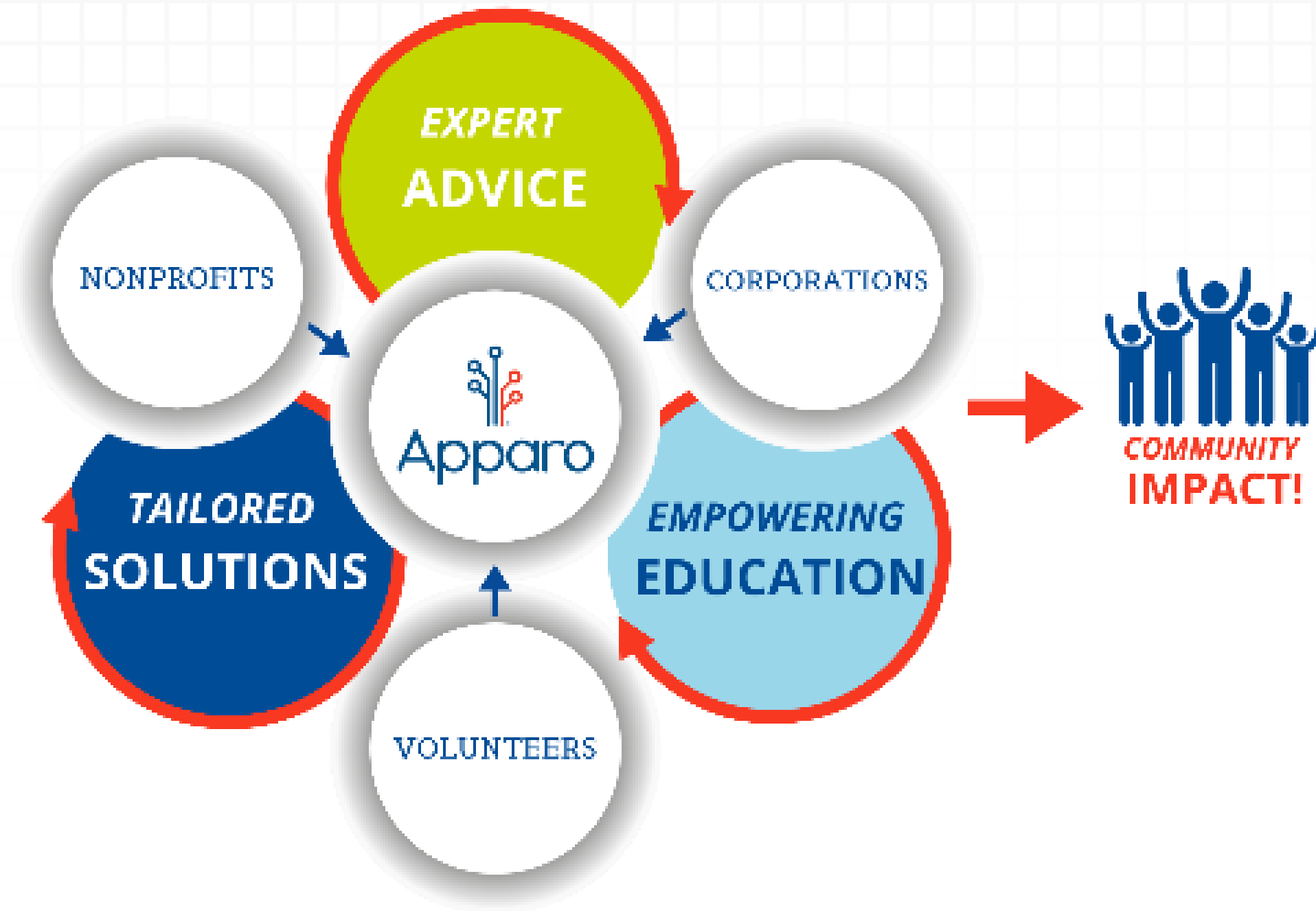
AMPLIFYING  
NONPROFIT  
IMPACT

Byte-Sized Maturity: Assessing and Advancing  
Your Nonprofit's Tech Readiness



We believe that  
technology and  
passion can change  
the world.

# Our Model Serves our Mission



Our mission is to transform communities by connecting nonprofits to technology expertise and resources that amplify their impact.

# Apparo Speakers



Jennifer Ray



Todd Reavis



# Workshop Goal



*Illustrate the value of  
tech assessments for  
strategic planning*

# Workshop Agenda

- ❖ Status of Tech in NPOs
- ❖ Case Study
- ❖ Tech Planning
- ❖ Assessments



# ● Poll

Do you generally manage tech questions & issues only as they occur?

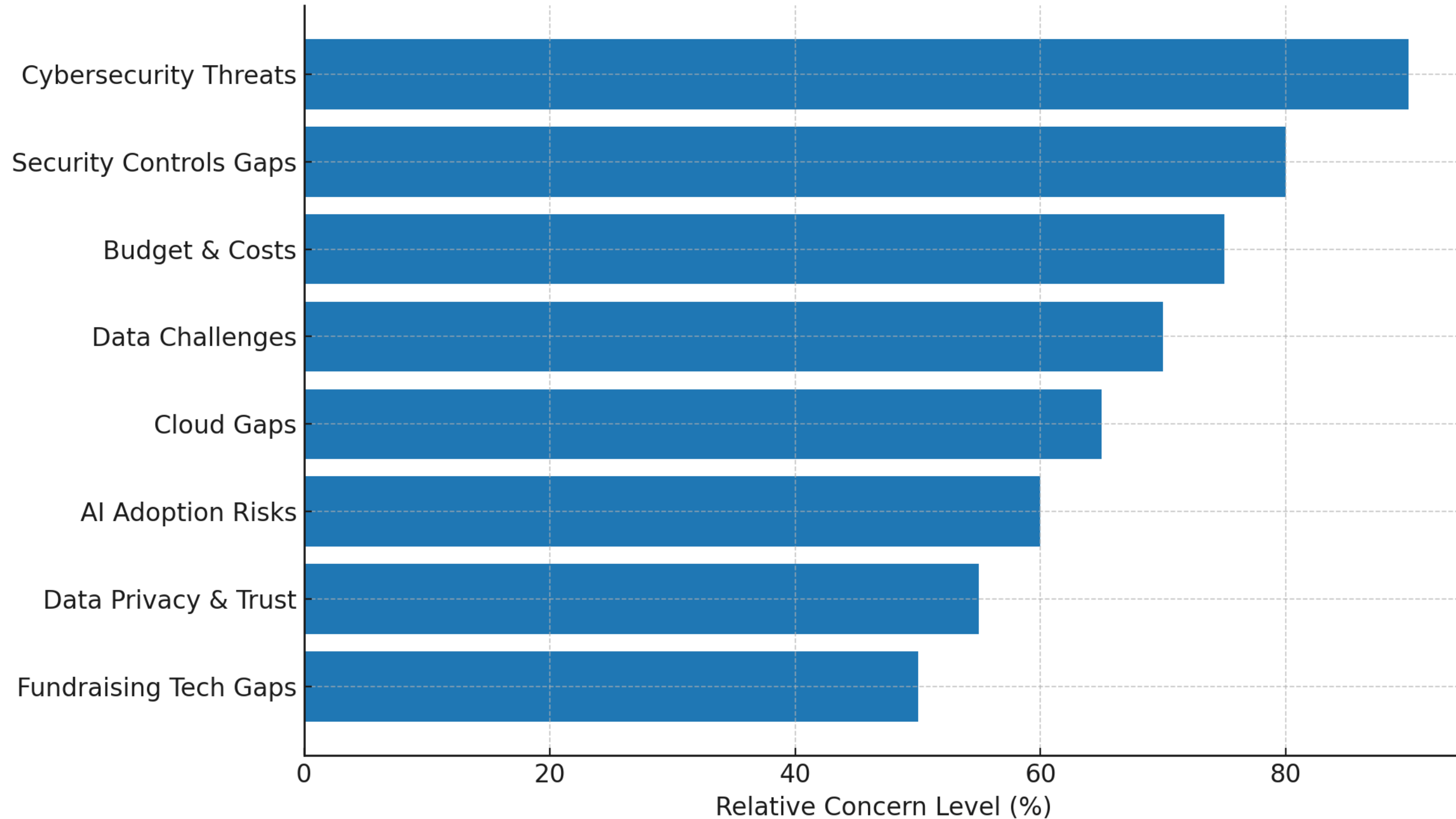
Have you taken any baseline tech questionnaires or assessments?



# Nonprofit Tech Concerns



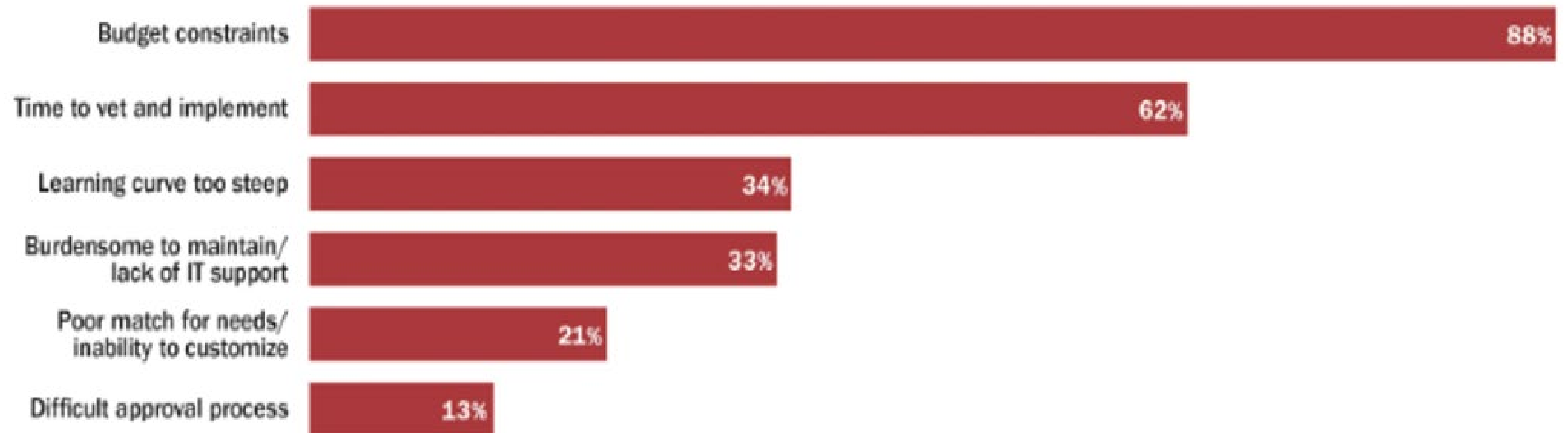
Key Technology Concerns for Nonprofits (2023-2025)





# Chronical of Philanthropy survey results

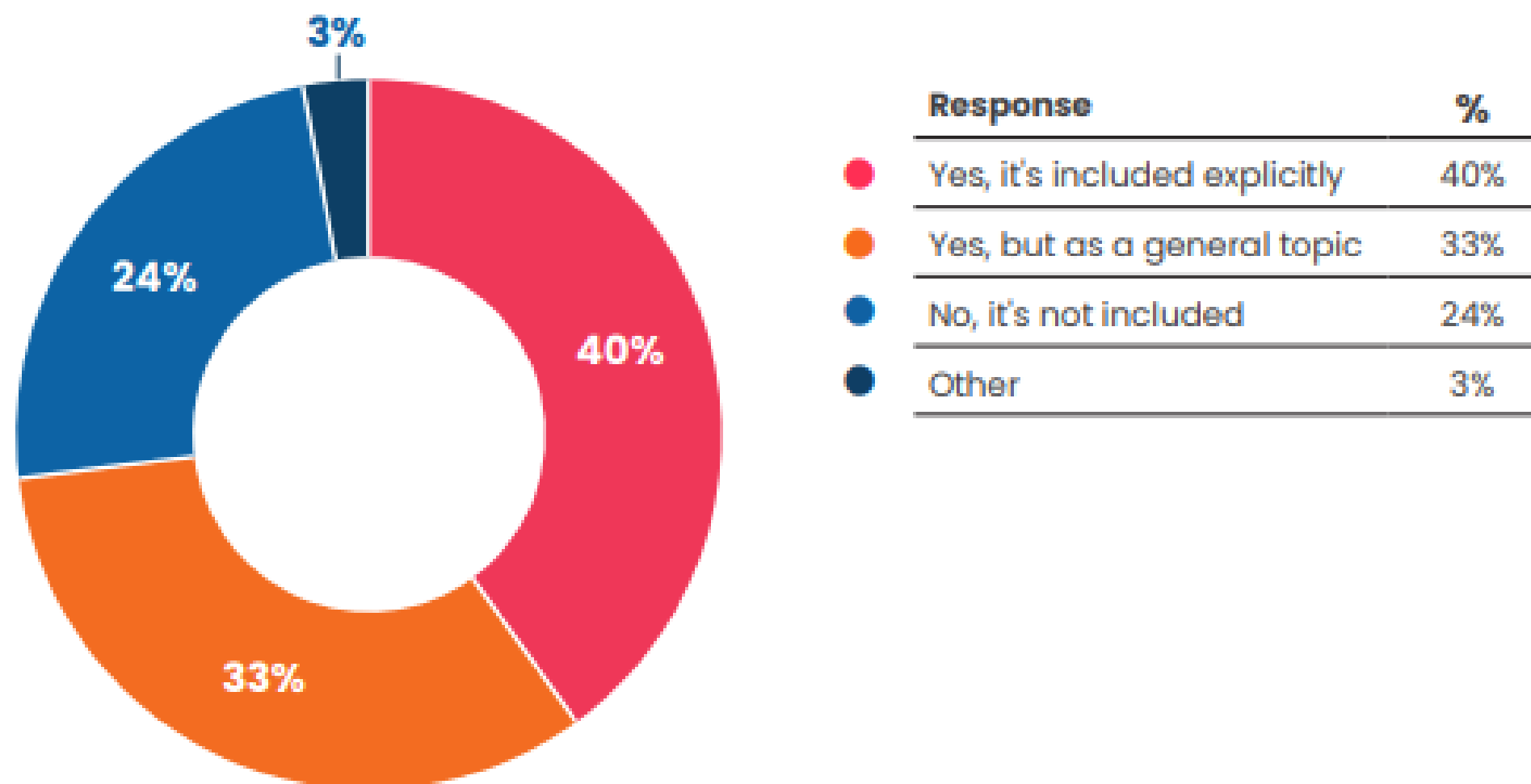
## What's Holding Nonprofits Back From Adopting New Technologies?



Source: 2025 Chronicle of Philanthropy Technology Leadership Survey

# Nonprofits with Strategic Approach

Is technology included in your organization's strategic plan?  
Strategic plan can mean different things, and may be a fiscal-year or multi-year plan.



2024 NTEN Nonprofit Digital Investments

# Nonprofit Strategic Tech Investments

In the U.S., 42% of nonprofit leaders list **digital transformation** among their **top three priorities** for the next 12 months (2024). [BDO](#)

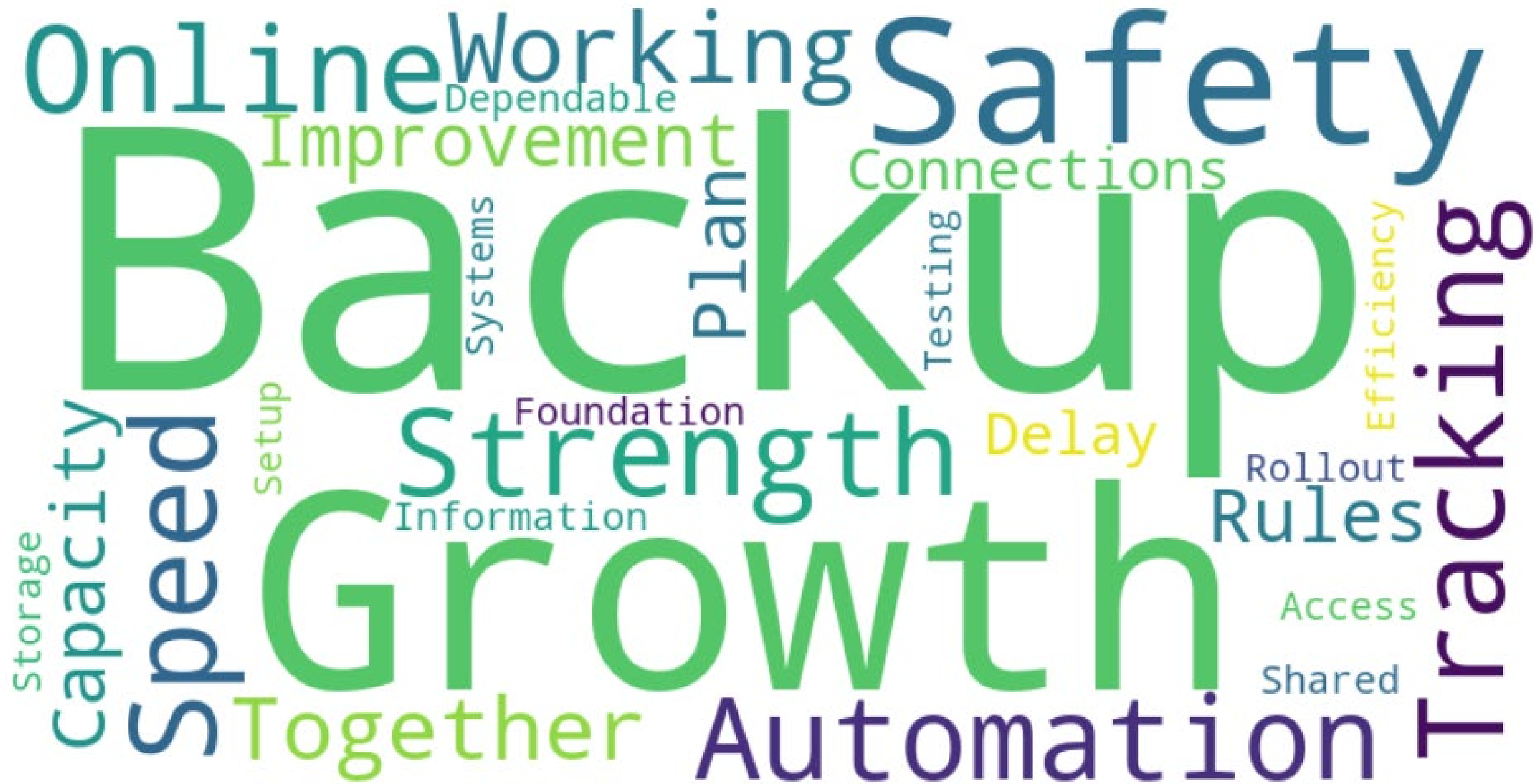
The **largest share (54%)** of tech budgets goes to **hardware/equipment**; training is 1%. (2024) [NTEN](#)

**Data & data systems** are the **highest focus** for current tech investments (2024). [NTEN](#)

Only 19% of organizations feel confident that they're currently **using technology in advanced ways** (2025). [The Chronicle of Philanthropy](#)

**48%** of organizations experienced **increased requests** from donors and funders for information about their **cybersecurity strategy** or material cyber risks (BDO, Feb 2024). [BDO](#)

# Elements of Tech Planning





# Technology Considerations

- ✓ Use assessments to determine current tech state
- ✓ Identify risks, gaps & areas for improvement
- ✓ Establish tech policies
- ✓ Potential cost savings
- ✓ Establish processes for procurement, reassigning, & refreshing tech tools
- ✓ Prepare for growth
- ✓ Develop a strategic tech plan
- ✓ Goal is proactive over reactive tech management



# Nonprofit Case Study

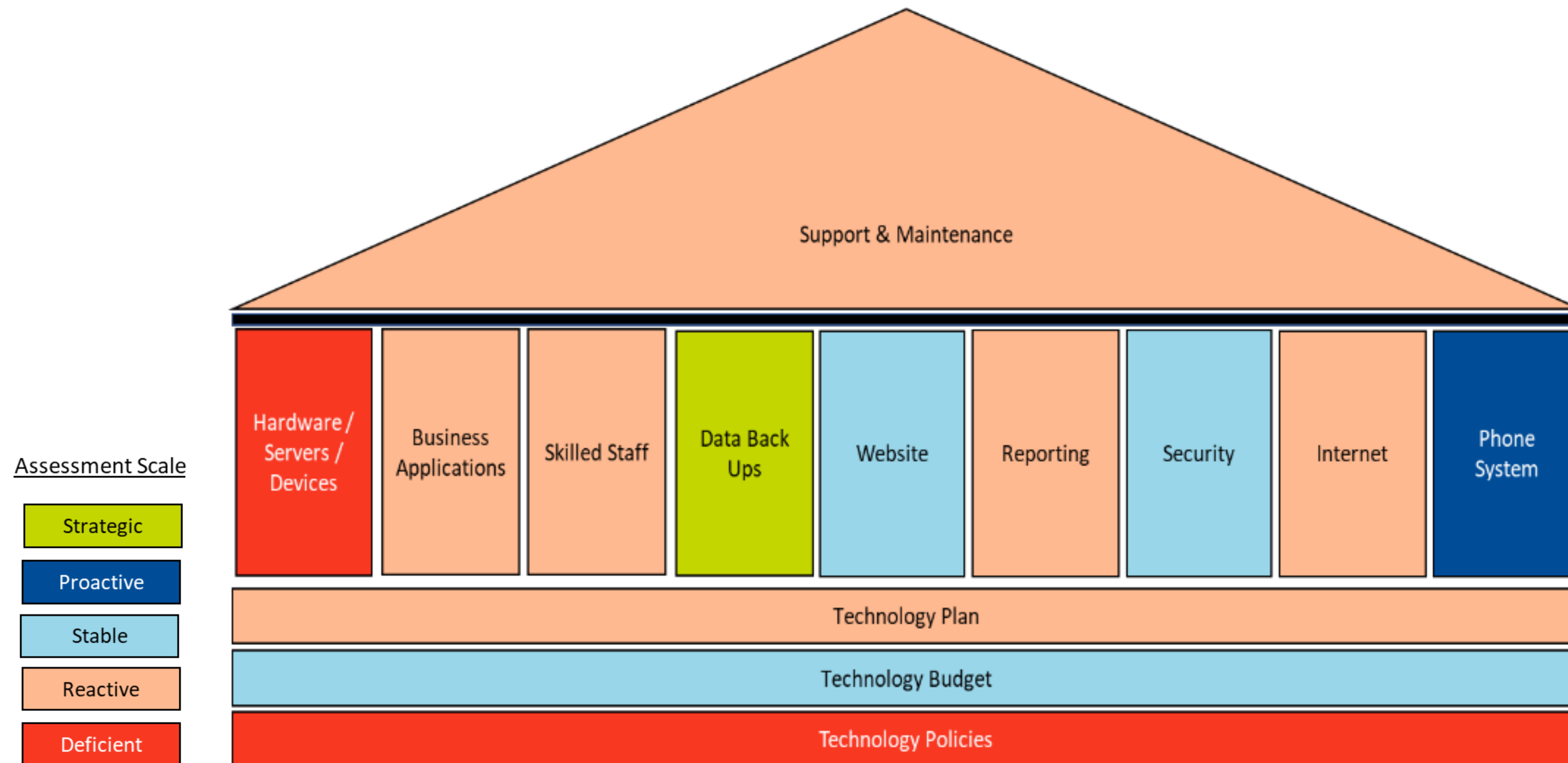


## Tech Journey

- ❖ Began with tech assessment
- ❖ Prioritized issues
- ❖ Developed tech plan
- ❖ Made incremental changes

# Nonprofit Tech Journey

Upon completion of Apparo's Technology Maturity Model assessment, this nonprofit realized they had significant needs for improvement across their technology framework.



# Nonprofit Tech Journey

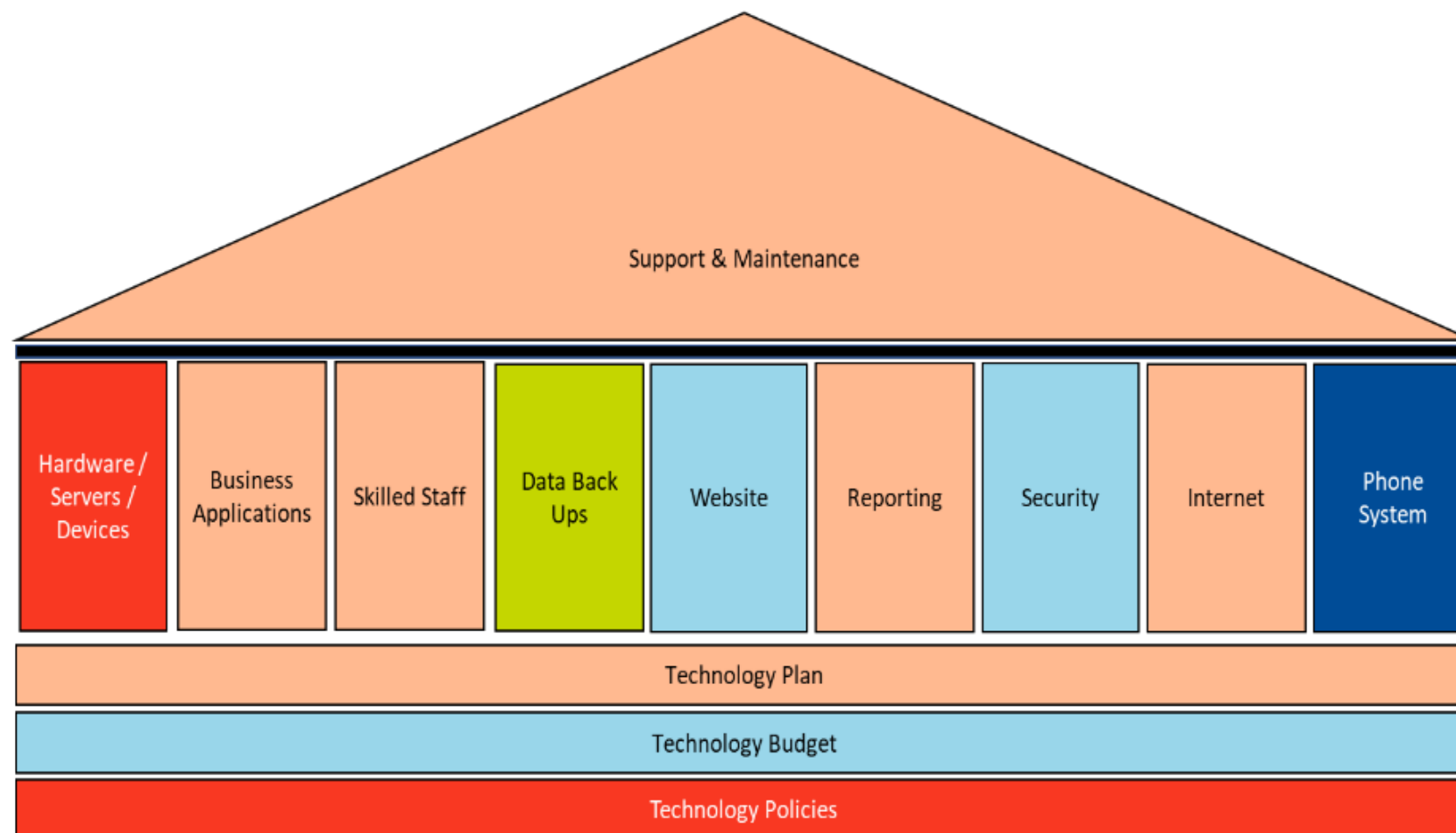
This nonprofit embarked on a two-year transformational journey with Apparo to improve technology and overcome challenges that were limiting them from reaching their full potential.



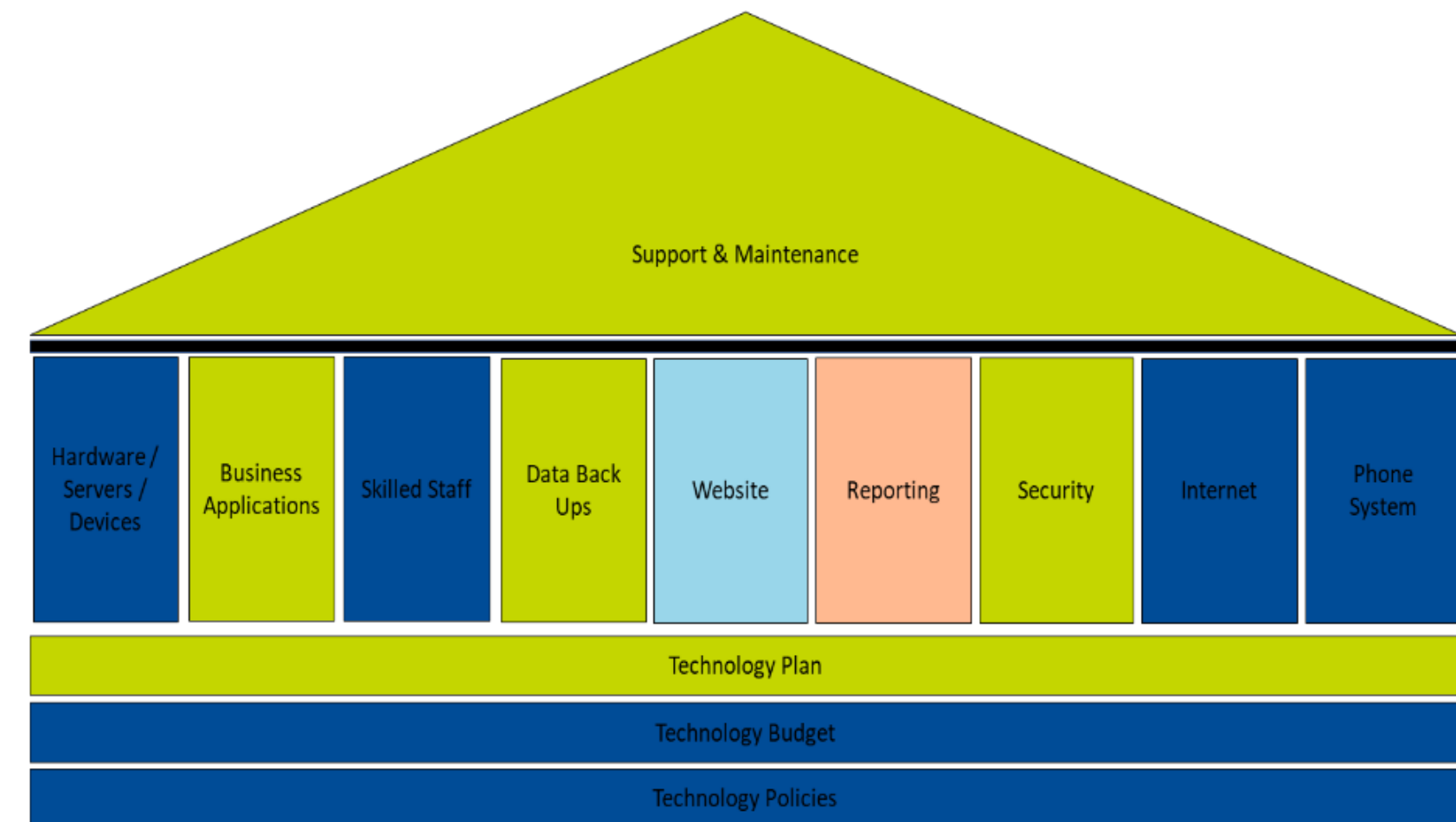
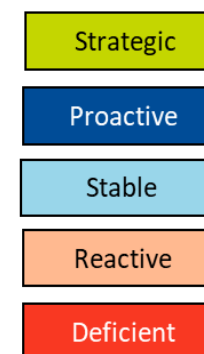


# Nonprofit Tech Journey

This nonprofit saw a drastic change in their Technology Maturity Model over the course of two years.



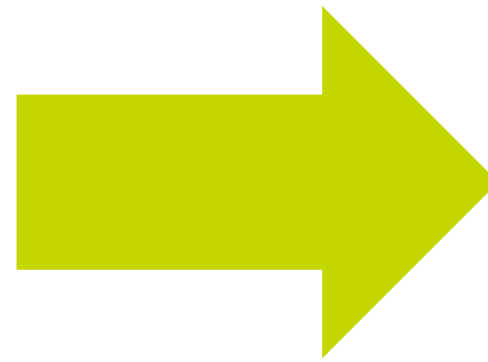
## Assessment Scale



# Nonprofit Tech Journey

Intentional tech assessments and changes over time led to a greater impact on the community served.

- Staff will save over 10,000 hours annually
- Time saved will be spent developing new programs and fundraising
- Decrease expenses by \$20,000 annually
- Decrease risks by implementing appropriate policies and training



- More healed, healthy birds in our skies
- More young adults embarking on STEM careers
- More immersive bird care education globally

**696 hours**

Total time delivered by volunteers & Apparo

**\$209,205**

Market value of support + hardware provided

# What is Your Org's Tech Maturity?



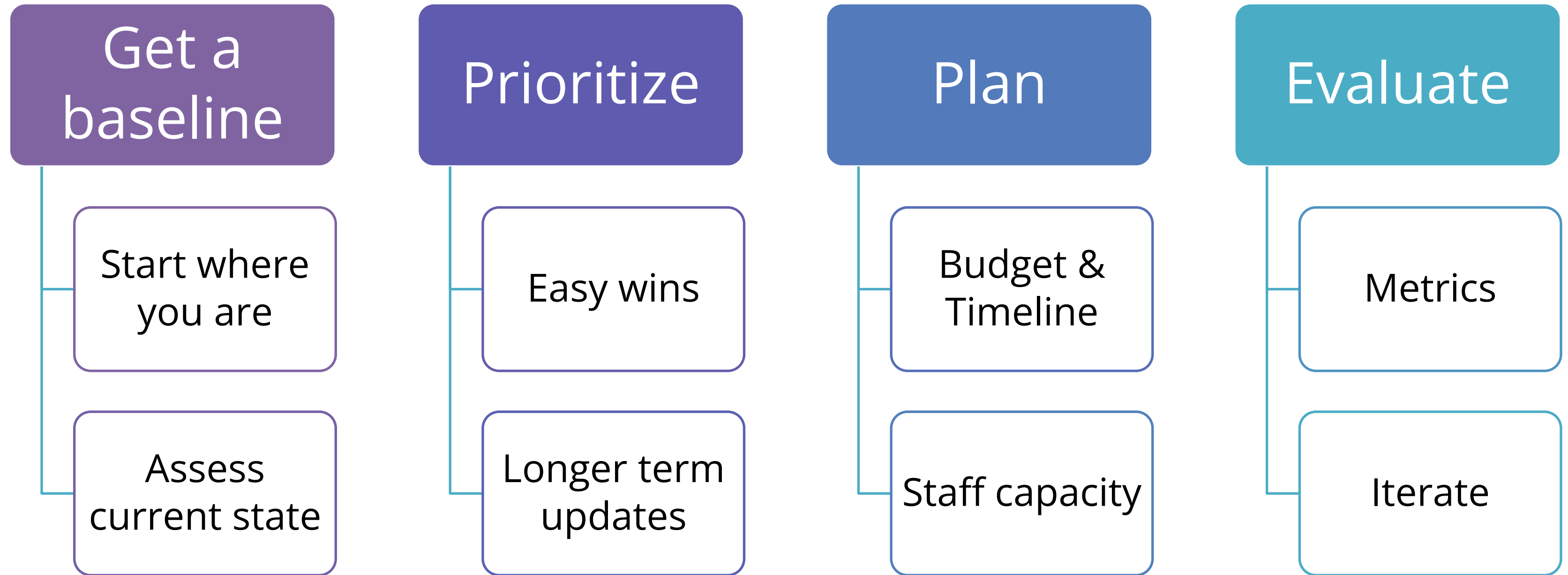
Complete our short questionnaire  
to review your  
[Tech Maturity Model House](https://assess.apparo.org/?external=ApparoTechnologyMaturityModel)

If you are unsure how to answer,  
choose the first response.



<https://assess.apparo.org/?external=ApparoTechnologyMaturityModel>

# Proactive Tech Planning





# Practical Next Steps for Nonprofits

## Assess Current Tech State

Inventory tech tools, staff skills, gaps, opportunities  
Prioritize improvements

## Develop Tech Policies and Guidelines

Get started with editable templates  
Establish clear policies for technology usage

## Create a Strategic Tech Plan

Keep it short and practical  
Focus on practical, simple steps

## Review Annually

Determine if goals were met  
Update priorities for next iteration

# Organizational Tech Strategy

## Complete Baseline Assessments

- Current tech state
- Gaps & opportunities
- Staff skills
- Prioritize

## Develop a Plan

- Keep it short
- Policies & procedures
- Practical focus
- Realistic timelines

## Annual Review

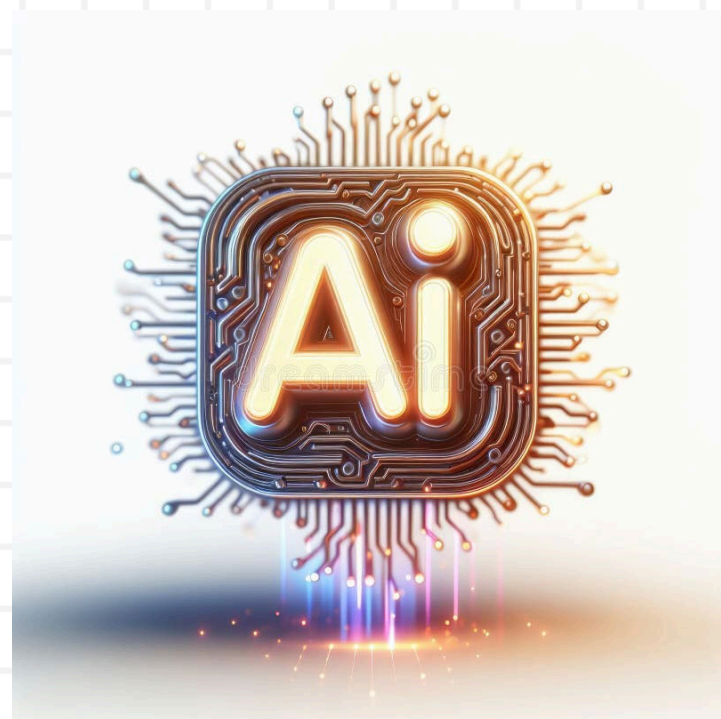
- Evaluate progress
- Policies review
- Reprioritize
- Refresh plan



# AI Can Help

Here's a set of **practical, beginner-friendly AI prompt ideas** that nonprofits can use to guide technology assessments, policies, and planning.

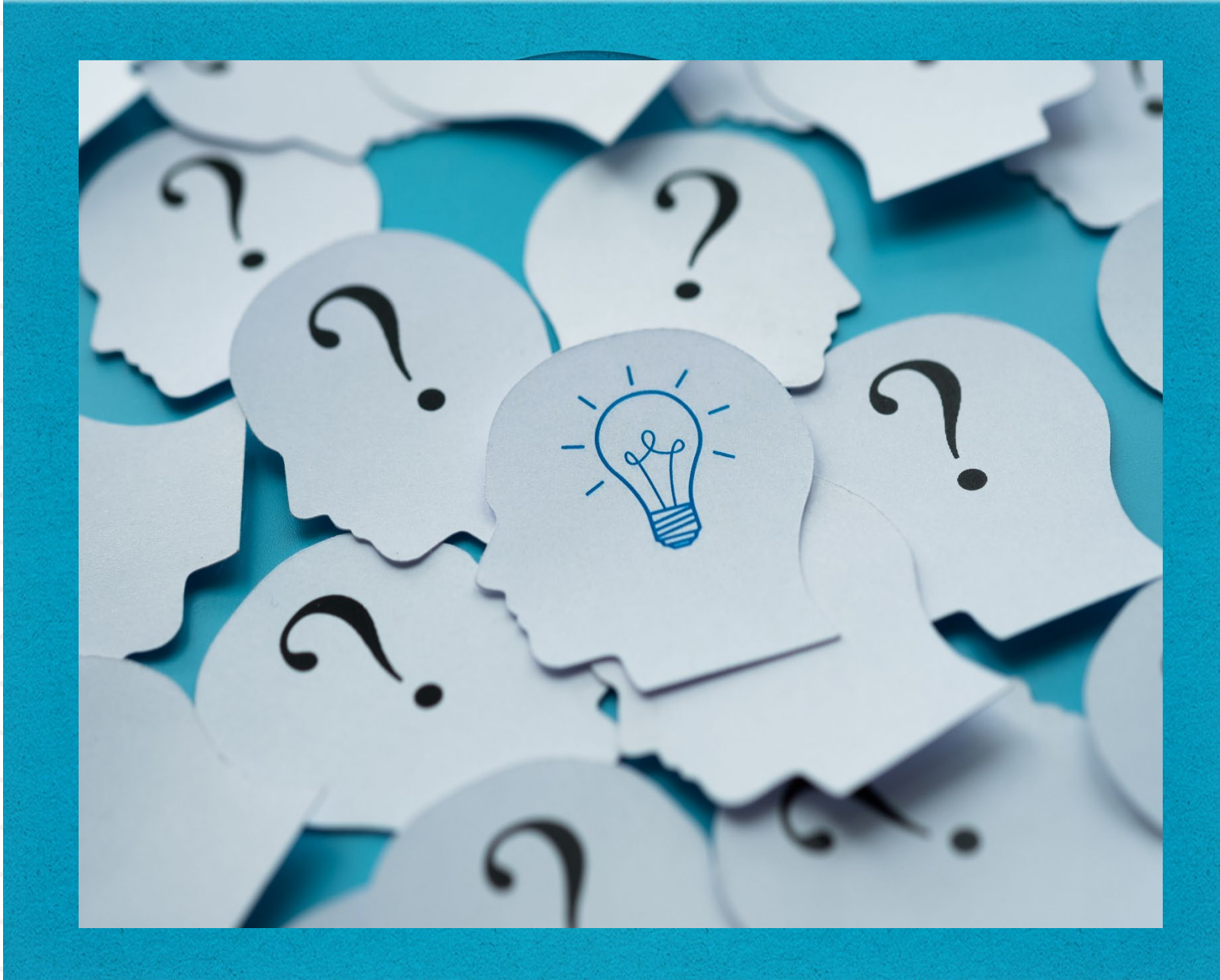
Ask for what  
you need



1. **Tech Planning:** Draft a 12-month technology plan for a nonprofit with limited budget
2. **Cloud-based tools:** Describe affordable cloud-based tools that could support remote teams
3. **Cybersecurity:** Create a staff training outline on how to spot phishing email
4. **Budgeting:** Can you help me create a simple budget template for a nonprofit?
5. **Tech Grants:** Generate a list of technology grant opportunities and funders for nonprofits.
6. **IT Support:** What questions should we ask when evaluating a new IT service provider?
7. **Tech Security Policies:**
  1. Draft a simple cybersecurity policy for a nonprofit with less than 20 staff
  2. Write a sample acceptable use policy for nonprofit staff using work laptops and phones

Remember, the more specific your prompt, the better AI can assist you. While AI tools are powerful, they are not perfect and may not always provide the expected output. Always review and verify the information provided.

# Questions & Comments



Contact [Apparo](#)  
for a complimentary  
1-hour consultation (Tech Therapy)  
to review assessment results.



# Additional Tech Maturity Assessments



[Data Maturity Model Assessment](#)



[Basic Cybersecurity Assessment](#)

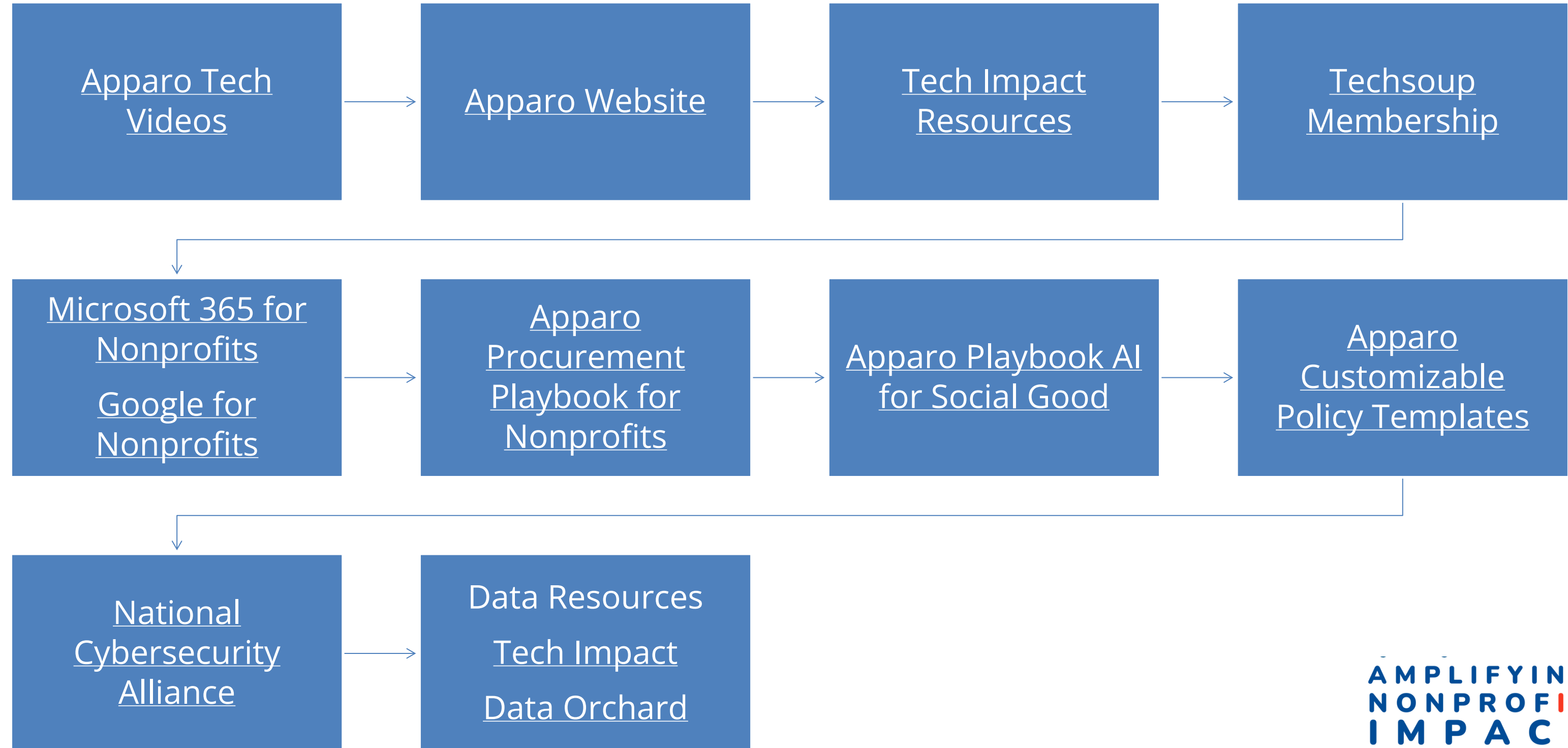


[AI Readiness Questionnaire](#)





# Resources



# Share your feedback

Quick Survey  
2025 Conference for  
North Carolina's  
Nonprofits





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