

Buy-In for the Win: Building an Organizational Culture to Support Technology Change

OR: YOU KNOW YOU WANT TO TAKE ON A BIG PROJECT, HERE'S HOW TO GET EVERYONE ON BOARD

Jen Frazier, Firefly Partners
Kyle Curry, Firefly Partners

bbcon[®] 2019



@jenatfirefly

HELLO!

I'm Jen Frazier

PRESIDENT

I founded Firefly Partners in 2007 after more than 20 years of experience in the nonprofit sector. I helped plan the March for Women's Lives in 2004. I live in Boulder and my preferred mode of transportation is a bicycle.



HELLO!

I'm Kyle Curry

DIRECTOR OF SALES + MARKETING

I came to Firefly in 2019, but I've been working with nonprofits as a consultant, technology expert, and marketing strategist since 2006. I live in Chicago and I am a founding board member of Coming Out.

Firefly Partners

Firefly Partners is a women-owned digital marketing agency. We put our technology expertise to work for nonprofits who are tackling today's biggest challenges. We are Luminate Online and TeamRaiser experts committed to creating solutions that help you communicate your message to the right people when it matters most.

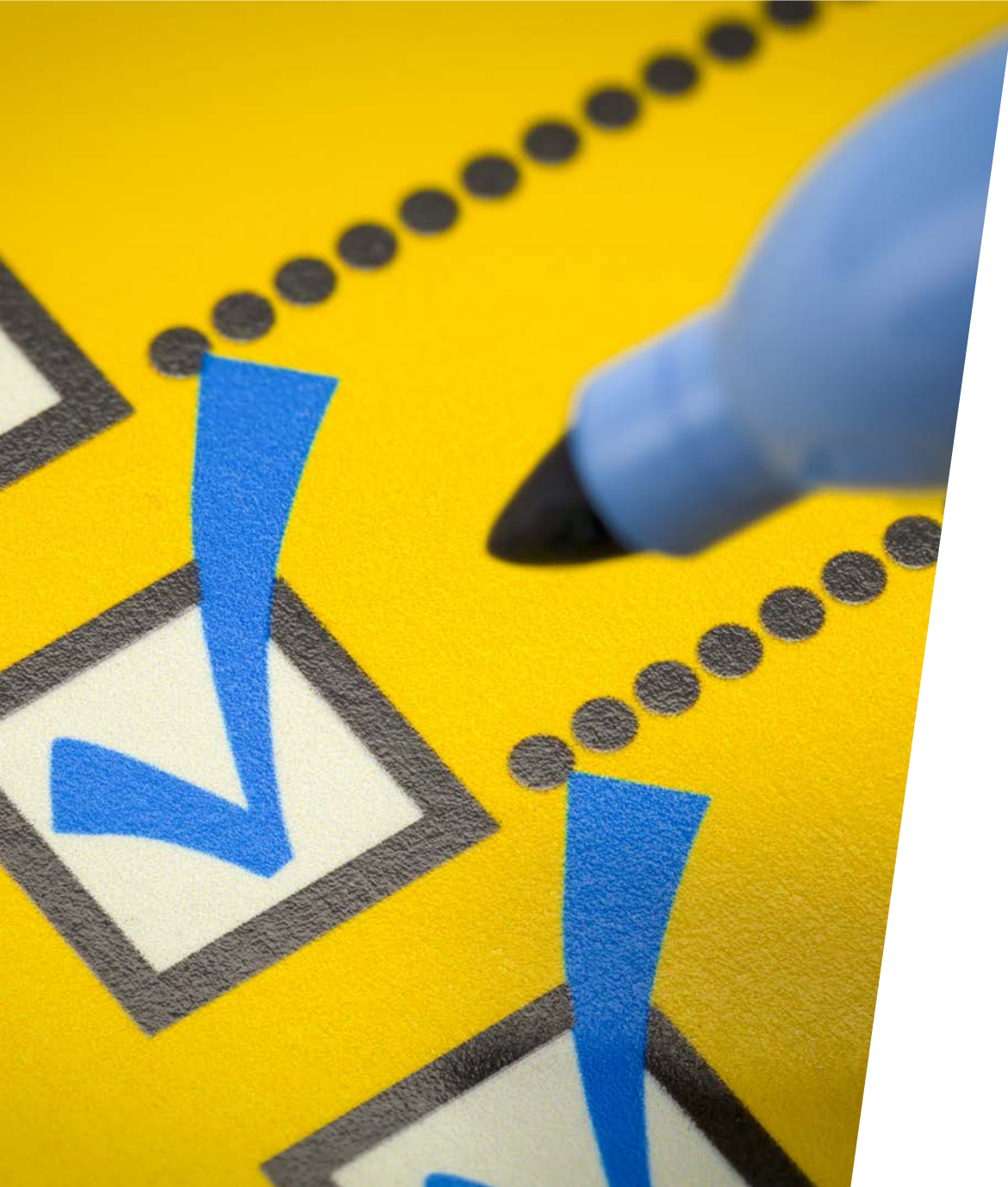




Change Management

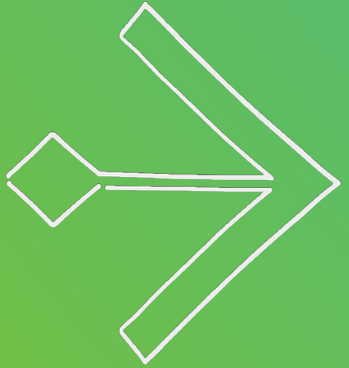
There are many Change Management models. Each one essentially outlines the process your organization can follow to take a project from idea to delivery.





Big Picture Approach

- Review a variety of suggestions
- Use what's relevant
- Don't force every step
- Check in along the way



Case Study



Parent Project Muscular Dystrophy

JOIN THE FIGHT.
END DUCHENNE.

Duchenne is a fatal genetic disorder that slowly robs people of their muscle strength. Parent Project Muscular Dystrophy fights every single battle necessary to end Duchenne.



The PPMD Project

WHAT

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New website based on rebranding plus standalone program and donation sites nested within the main website.

WHY

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As technology moved forward quickly, their website did not and wasn't meeting the needs of target audiences.

WHO


.....

When all is said and done 75%+ of staff participated in revamping of web presence.

Make It Clear That Now Is The Time

- IDENTIFY THE ROADBLOCKS
- BACK UP YOUR IDEAS WITH DATA
- DO SOME COMPETITOR RESEARCH TO SUPPORT THE CONCEPT OF 'KEEPING UP'





Identify your audiences, their needs, how
you can get them there, and why it has to
happen now.



PPMD: How They Knew They Were Ready

- Felt that the organization was falling behind technologically
- Website was not mobile responsive
- Website content was not easily shared via social media
- Knowing that core audiences are busy dealing with child with special needs, people could not access information quickly.
- Old site was not user-friendly for admins
- Budget was finally ready ten years after last refresh and five years after they started talking about a new site.

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We've always prided ourselves in being
technologically savvy to serve our
specific community.

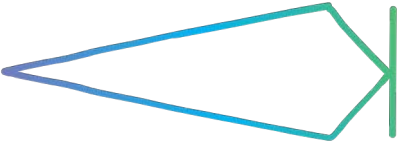
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WILL NOLAN, PPMD

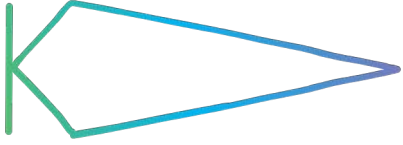
Let Data Drive Your Project

Find metrics and best practices to support your project.





Identify your most important goals and if/how you are reaching them. If you're not, use that data to make the case for your big project.



PPMD: How They Made The Case

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People were going to our site but not finding what they needed.

We identified our audiences and established the goal of being the go-to for information about this disease.



“

We are the first and only organization in our space that has a patient registry. Prior to the new site we found it hard to drive traffic there. Since we launched the new site we have had triple growth in new registrants for more than a year.

”


WILL NOLAN, PPMD

Build a Core Coalition

Who are the advocates for change?

- Make sure to include diverse perspectives.
- Reinforce the change by moving people from 'want change' to 'can do change'





Your coalition should be a team of people who can be leaders in making change and should include representatives from various departments.



PPMD: Who Was Involved?

- Director of Online Communications pulled all the content from the previous site, compiled it, sent it to the people who oversaw each pillar (main areas of focus)
- The head of each department, or the department team of 2-3, was tasked with tweaking revamping, rewriting, adding, and deleting content.
- Director of online communications served as the liaison with Firefly on a day-to-day basis, working in Teamwork to stay in touch with Project Manager



“

My job was to make sure that the voice was consistent. To be able to say, “these are the unifying themes and language we’re using.” Then we worked with Firefly to tailor the site’s navigation so it all felt cohesive.

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WILL NOLAN, PPMD

Strategic Vision

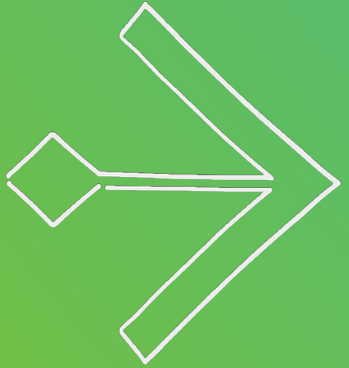
EVERYONE AGREES ON WHAT YOU WANT TO ACCOMPLISH.



PPMD: Vision

- It wasn't hard to get buy-in because everyone on staff agreed that the old site was clunky and dated.
- Their board is made up of parents whose children have Duchenne, so they are also the audience and understood the need for a site that speaks to that experience.
- Working with Firefly to follow best practices on web writing and structure.
- Also consider secondary audiences such as researchers and clinicians.



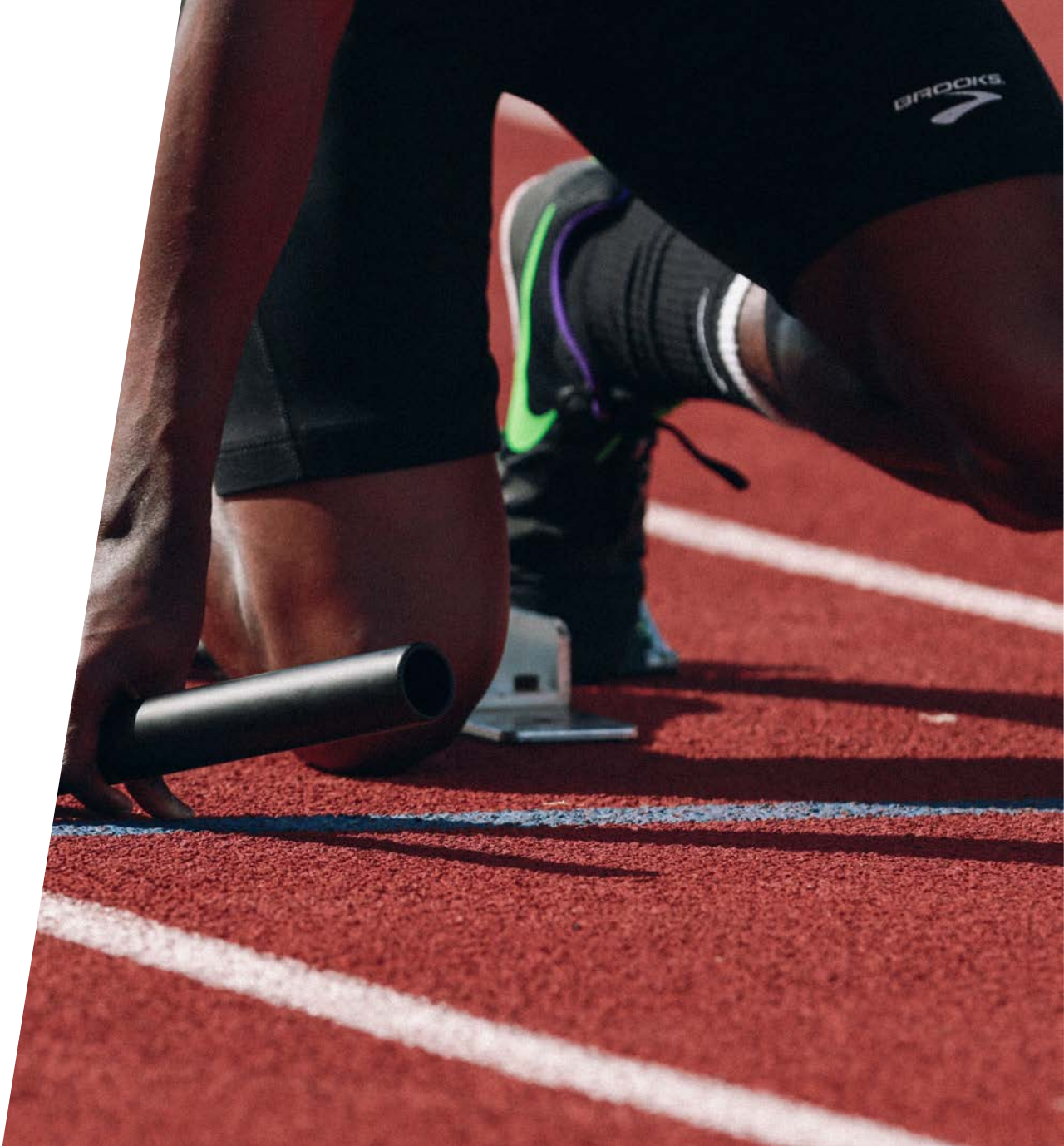


Prioritize your projects so you're working on things in the right order.



How To Prioritize

- Let your mission drive your project
- Keep asking your team, “does this help our organization achieve our goals faster?”






Figure out which project is going to help you achieve your larger mission the fastest, and start there.



PPMD: Prioritization

- Donations - pathway was too complex. What it required was so clunky. They prioritized a simple and more robust donation process that's present on every page.
- Social Media - Families are really active on Facebook. They worked with Firefly to make sure that information was branded so it was easily identified as coming from PPMD. Added functionality so content is easily sharable on social media.
- Devices - Mobile responsive was incredibly important to ensure that people on the go were finding the most important information.

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Our audience is parents whose children have been diagnosed with a terminal disease. They need a site that offers them everything they need in a simple and intuitive way.

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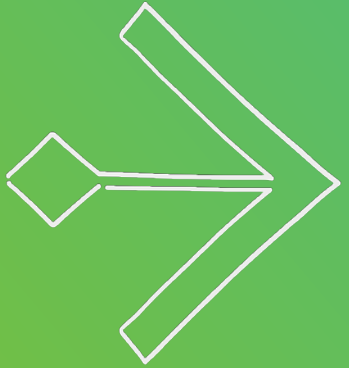
WILL NOLAN, PPMD



Get the Good Vibes Going

You've chosen your new tool.

Now get your core coalition to help get everyone else at your organization energized about the process.



Widen the circle beyond the core coalition and make everyone feel that the effort is worth it. To do this, revisit the problem so you can agree that what you've done is the solution.



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We tend to be a longwinded organization. We learned not to be afraid to say stop and then provide two or three links if people want to find more.

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WILL NOLAN, PPMD

Remove Barriers by Training Key Stakeholders

- NO NECESSITY TO RELY ON OTHERS
- ACKNOWLEDGE THAT CHANGE IS SCARY
- COME WITH A PLAN, TIMELINE, AND SYSTEM FOR SUPPORT



Checklists and manuals can be created for simple or complicated tasks - from adding new content, to creating a form, to launching a campaign.

Headline

Add the code in red below around any text that should appear as a headline. This should be inserted after the beginning <p> tag and surround the text as illustrated in the example below.

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<p><span style="font-size:22px;color:#2c3b91;font-family:Arial, sans-serif;font-weight:bold;text-align:center;">Headline</span></p>
```

Subheadline

Add the code in red below around any text that should appear as a subheadline. This should be inserted after the beginning <p> tag and surround the text as illustrated in the example below.

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<p><span style="font-size: 18px; color: #000000; font-family: Arial, sans-serif; line-height: 1.5em;">Subheadline</span></p>
```

Normal body text

PPMD: Training



- Much smaller group at PPMD was trained as site admins. More users mean more potential errors.
- Handful of people who are handling main site. Different fundraising microsites are handled by the people running those programs.
- Training included integration of Blackbaud Luminate CRM plus WordPress.

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The training goal was that someone can have a day off and a web page can still be updated if it has to be. But to make sure that no one was going rogue.

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WILL NOLAN, PPMD

Pat Yourself On The Back

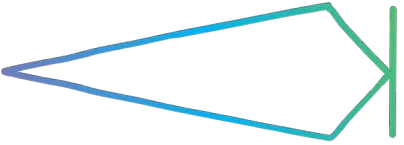
- Celebrate success – reinforce that it was worth the effort
- Document measurables before you start
- Sustain acceleration
- Extend and keep going – not one and done



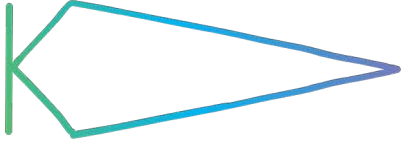
PPMD: Success



- Internally the victory was getting it done. “I think the greatest success internally was once we had a finished product. The reaction to the ease of navigation was really positive from everyone.”
- A year-and-a-half into the new site and not one complaint from staff that something is missing or isn't working.
- Staff typically had issues of ‘I know we have this info and I can't find it.’ That hasn't happened at all internally since the launch.



Think about your community and their feelings about big financial spends on technology. Celebrate the enhancements and benefits they receive from your big project.



“

We've have had a 100 percent positive response. Even the little incremental changes are noticed and appreciated.

”

WILL NOLAN, PPMD

Key Takeaways



- Identify your problems
- Outline your goals
- Know your audiences



- Get your team on board
- Have a plan
- Manage your project



- Document, test, and train
- Celebrate success appropriately

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visit us at booth 707 for a
free 10-minute consultation.



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INSPIRED?
WIRED?
FIRED UP?

Tell us in a session survey
on the mobile app, and
you'll be entered to win a
complimentary pass to
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THANK YOU!

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