



Human connections and digital communications:

Lessons for scaling program support



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State of Nonprofit Digital Engagement Report 2022



Download the report:
[twilio.org/sonder-2022](https://www.twilio.org/sonder-2022)



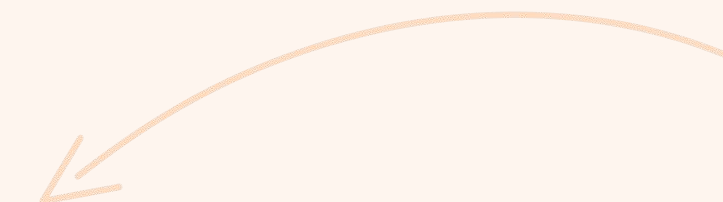
89%

of nonprofits say digital communications is critical to their mission



Where we're going

- 01. About Twilio**
- 02. 4 insights from the State of Nonprofit Digital Engagement Report**
- 03. 3 case studies of digital communications in the nonprofit sector**
- 04. Discussion**





Presenters



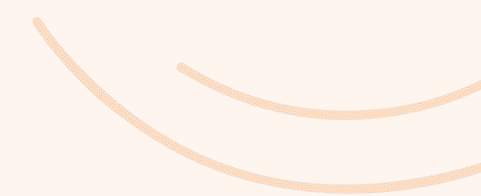
**Jacob
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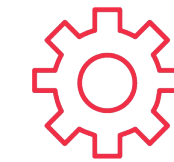
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What is Twilio?

The world's leading Customer Engagement Platform to build intelligent customer experiences, at scale.



10M+
Developers



235K+
Businesses



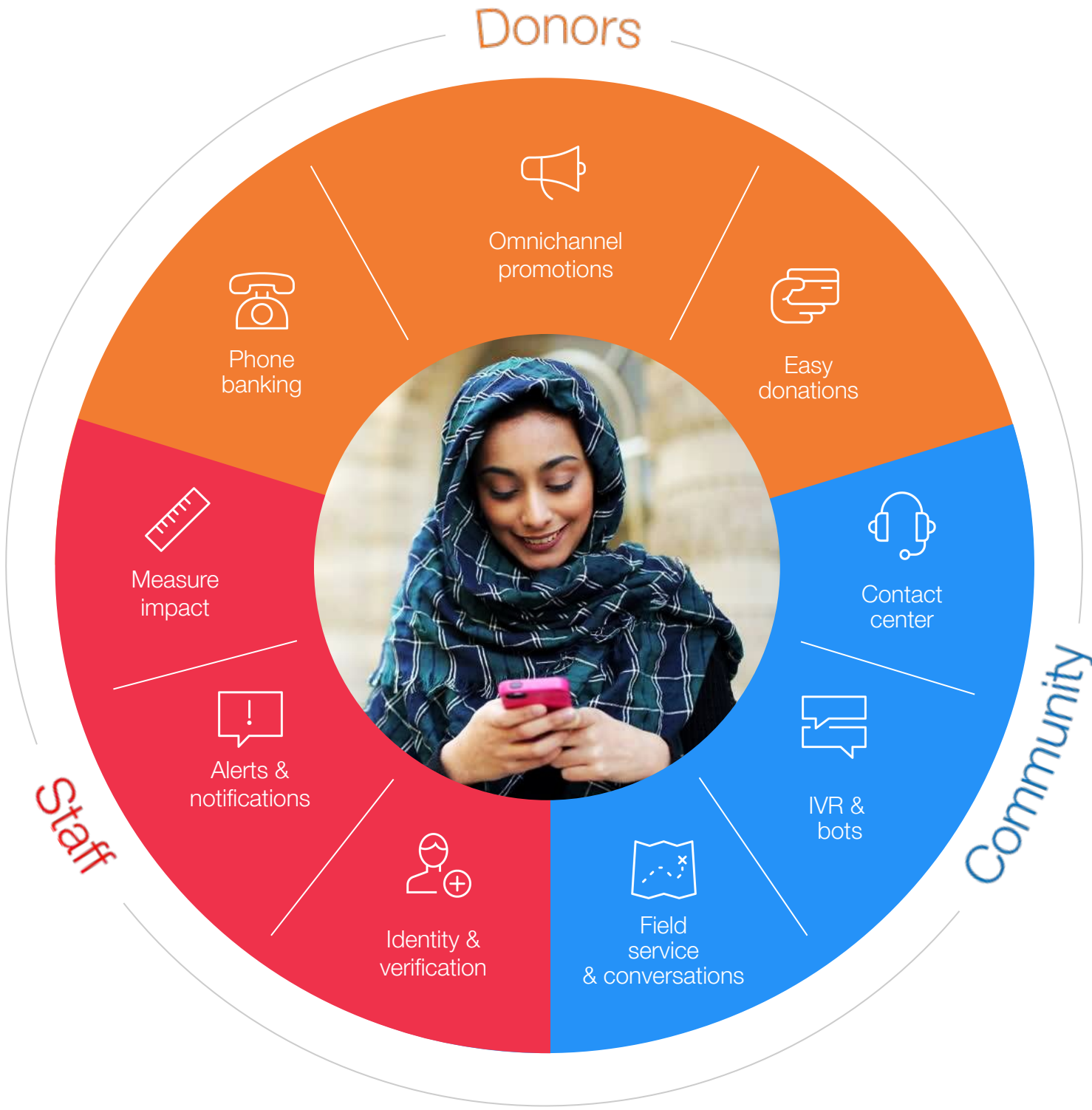
180+
Countries



Build engagement with every audience

Twilio Engagement Platform

- Omnichannel communication
- Unified Data
- Individualized experiences
- Optimized for builders





Communications can change lives

More than 9,000 nonprofits use Twilio to help more than 500 million people a year. And we're just getting started.



International Rescue Committee

Connects refugees fleeing violence with critical resources using WhatsApp



American Red Cross

Dispatches trained first responders 50% faster using SMS



DonorsChoose

Activates donors to give using personalized email campaigns



Getting started with Twilio.org

Team



Our nonprofit specialists can help you identify what's best for your organization, provide tech support, and connect you with solution partners.

Product



Join the Twilio.org Impact Access Program for special access to support, \$500 in Twilio credit, and additional discounts.

Funding



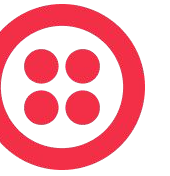
Learn about opportunities to apply to grant rounds from our Impact Fund.

[twilio.org/apply](https://www.twilio.org/apply)

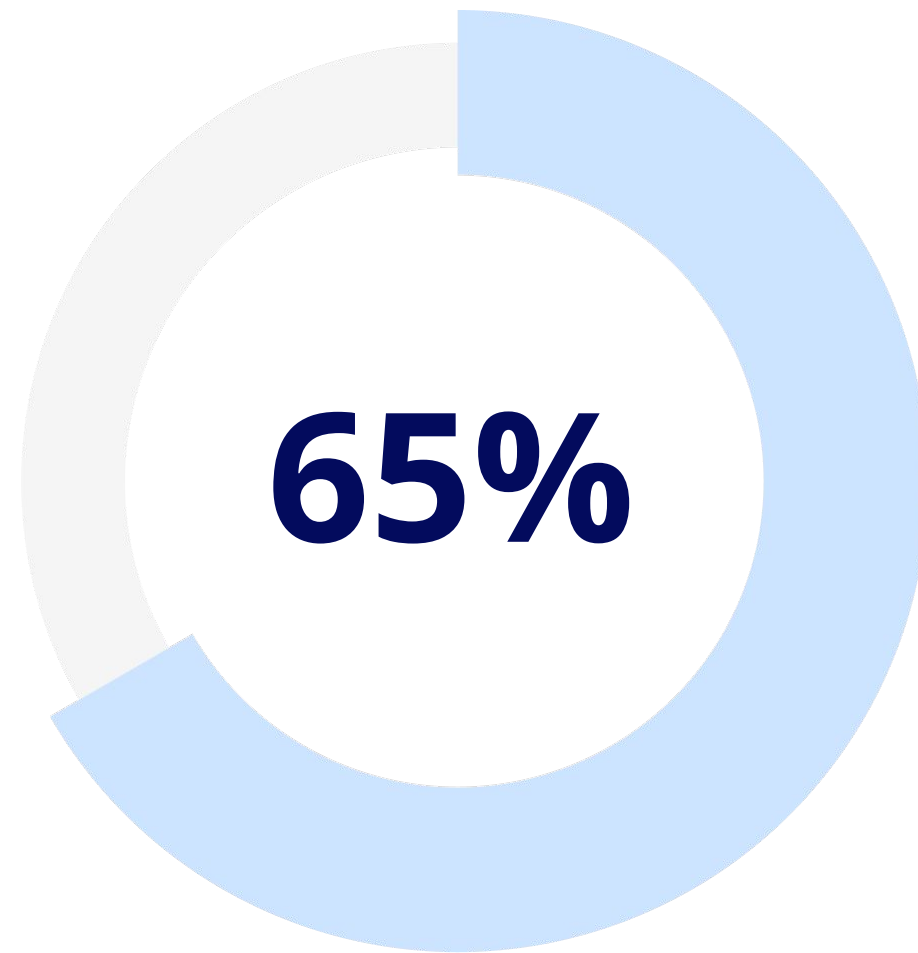
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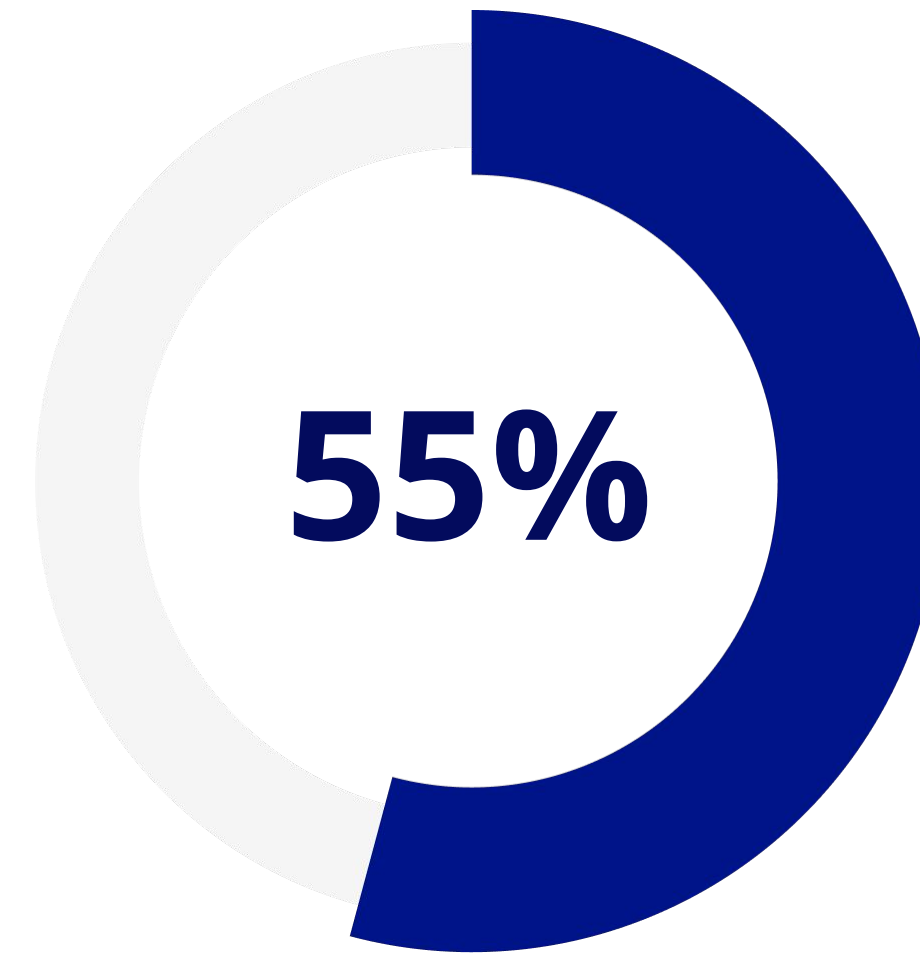
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Nonprofits lead in digital engagement



of **nonprofit** constituent engagement is digital.



of **private sector** customer engagement is digital.

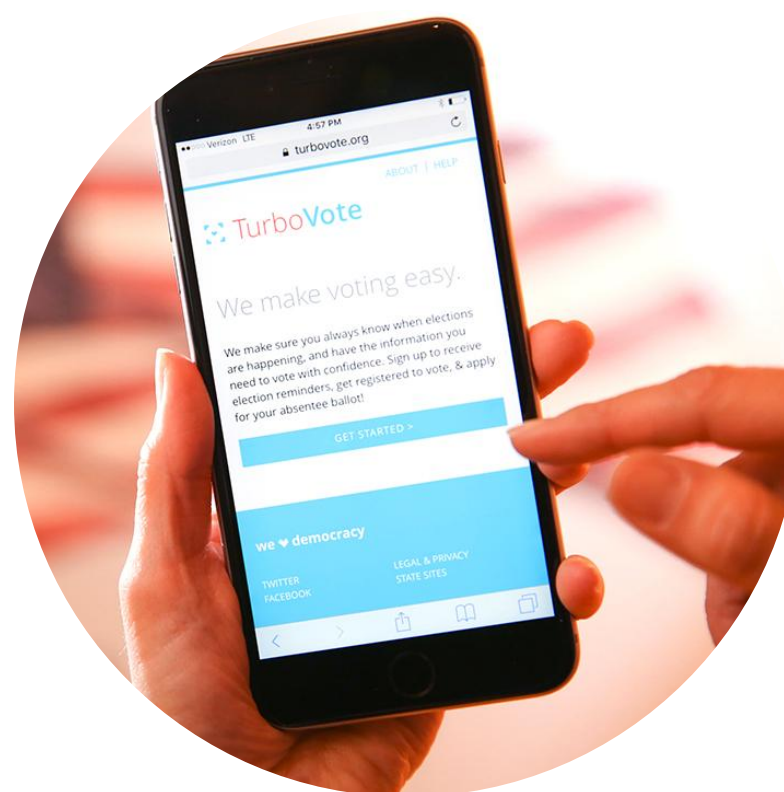
Digital communications maturity

Nonprofits are defining their digital communications maturity using these standards:

	Beginning	Developing	Well-developed	Leader
Channels	Limited Connect with program participants on 1 or 2 digital channels	Multi-channel Connect with program participants on 3 or more digital channels	Omnichannel Connect with program participants on all predominant digital channels – text, chat, video, voice, email, social media, in-app messaging	Seamless omnichannel Communications can move across multiple channels with a single participant without losing context
Communication Style	One-way Outbound-only with no ability for a participant to reply	Two-way Recipient can respond – organization has an automated response only	Two-way Program participants can respond and organization can reply in-context	Conversational Authentic, dynamic, with real-time engagement when needed
Personalization	No personalization Communications are generalized for all audience members	Minimal Personalization uses only basic, static information such as a person's name	Well-developed Personalization (uses name, location, engagement history, and other context that may be static or dynamic)	Predictive Personalized, dynamic communications based on individual interactions, services, and needs
Use of Program Participant Data in Communications	Ad hoc Data stored in disconnected systems and referenced manually	Some data used Limited data integration to track essential program details	Data-driven Communications integrated with system of record, but may require manual review	Automated Fully integrated to enable data-driven decision-making in real time



Civic engagement and health sectors use digital engagement to drive program outcomes



Social action and advocacy

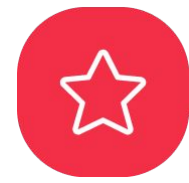
70% of program participant engagement is digital



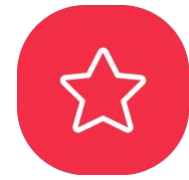
Healthcare

51% use digital communications to increase responsiveness

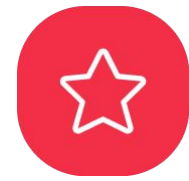
Nonprofits experience average of 3.6 benefits from using digital communications



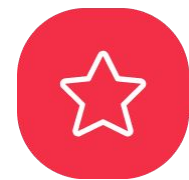
Better **experience** for program participants (45%)



Better **outcomes** for program participants (43%)



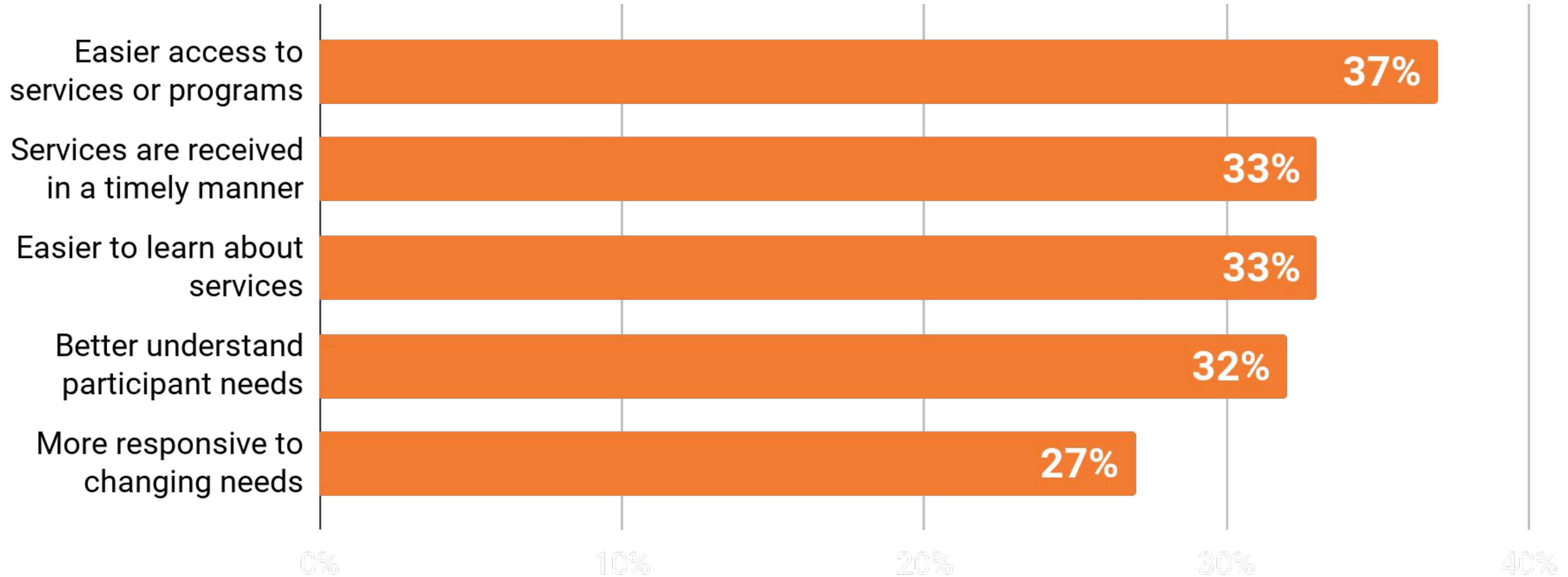
Higher number of program participants served (42%)



Improved staff **productivity or efficiency** (40%)

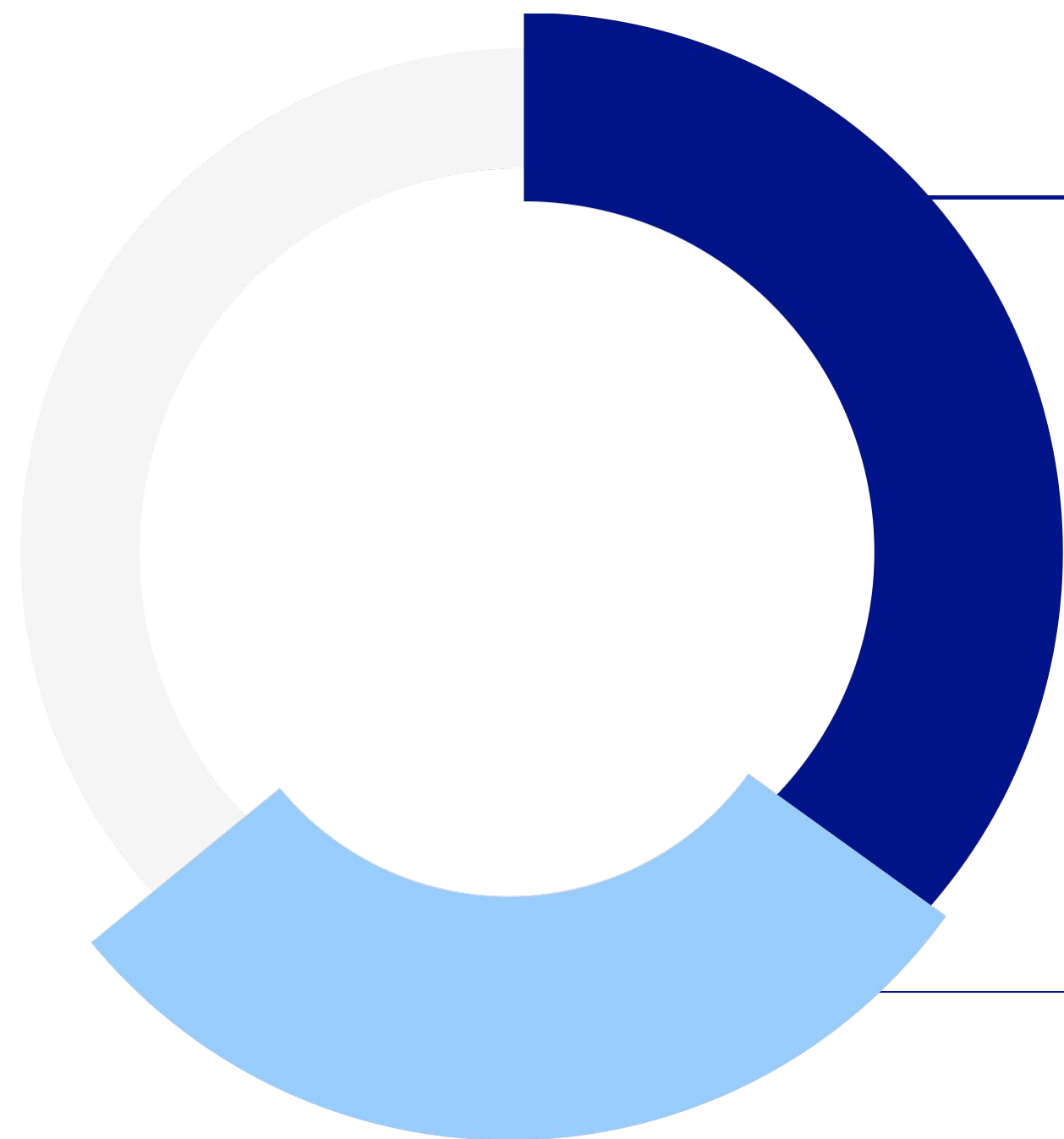


98% of program participants reported experiencing benefits from digital communications





There is an opportunity gap in access



72%

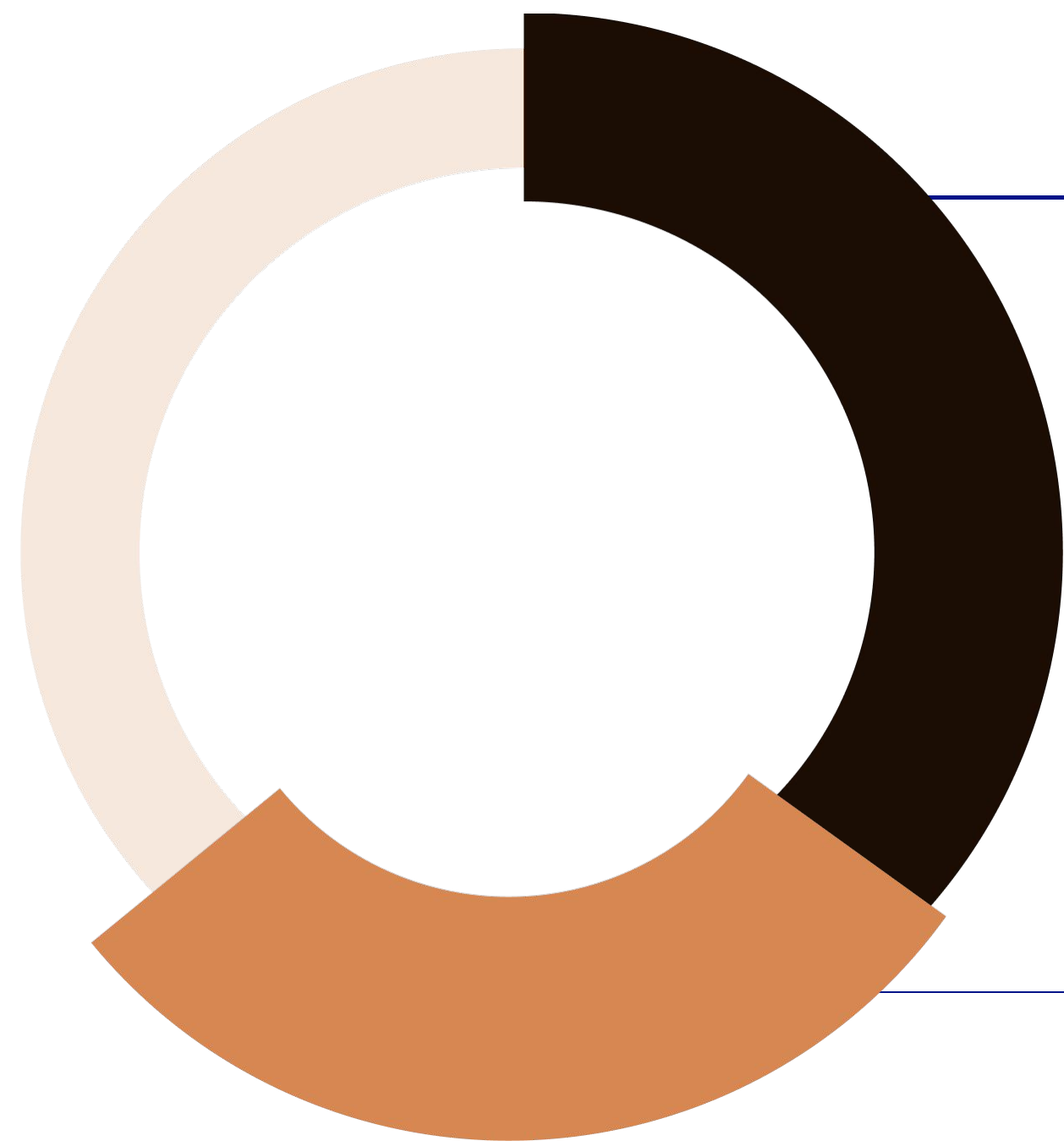
of people say digital communications are important in helping them **access nonprofit services.**

37%

of people say that the nonprofits are using communications in this way.



There is an opportunity gap in delivery



79%

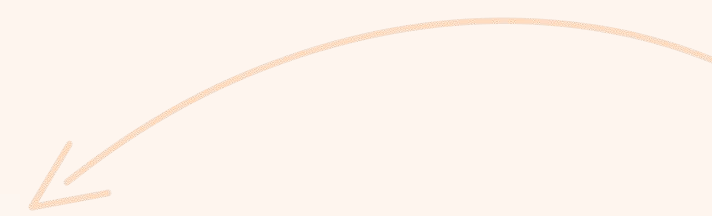
of nonprofits say digital communications are important in helping them **provide services**

44%

of nonprofits say that they are using communications in this way



Disconnect between nonprofits and constituents in communications technology investments



Planned investments don't meet participant preferences



53% of nonprofits plan to focus on social media
39% of participants want this



36% of nonprofits plan to focus on text messaging
49% of participants want this

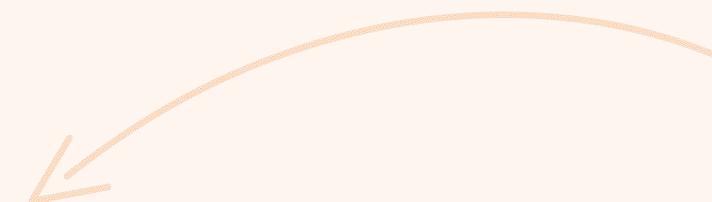
Email continues to be a shared preference



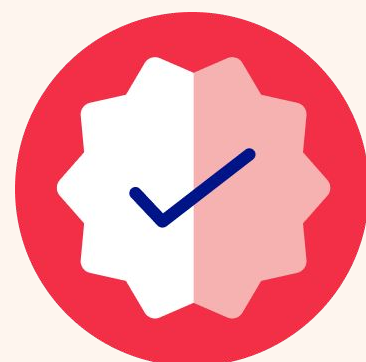
52% of nonprofits plan to prioritize email
54% of participants want this



Program participants want more personalization



People ranked **personalization as the #1 area** they want nonprofits to prioritize improving in program experience



77% of nonprofits agree, stating personalization is a **high or critical priority** in 2022

**Personalization
equals dignity**





**Let's talk about two
key challenges that
remain**



Tech talent and budget gaps remain across the sector

1 in 4

Nonprofits at beginning stages of digital maturity report having the developer talent they need

40%

Nonprofits say insufficient budget is #1 barrier to adopting digital communications



Developers are the secret sauce for digital leaders

89%

of nonprofit digital leaders plan to hire technical staff this year.

How nonprofits currently access technical talent

Technical staff (on-site engineers/developers)



Contractors, vendors, or consultants



Pro bono or volunteer technical support (e.g., volunteer developers)



■ Beginning/developing □ Well-developed ■ Leader





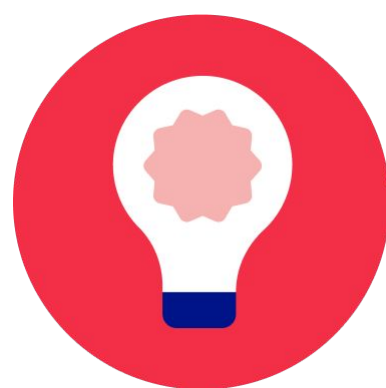
Nonprofits need flexible funding to support investment in technology

- ✓ **Unrestricted funding**
Flexible, trust-based philanthropy
- ✓ **Longer time horizons**
Multi-year partnerships
- ✓ **Support of technical staff**
Beyond programmatic support





Characteristics of successful partnerships



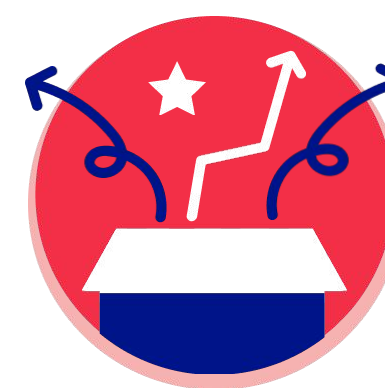
Pitched a problem

Led with the challenge in mind.
“Ask for advice, get funding. Ask for funding, get advice.”



Start small and test

Started small by developing a local pilot or Minimum Viable Product, testing and iterating as it's being built.



Scaled out the solution

Once the MVP is proven, then leverage it to achieve impact at scale.



Aligned funding with key tech partners

Maintain sustainability of the project by aligning funding with key technology partners



National Alliance on Mental Illness



Challenge

Mental health needs surged in the wake of the pandemic and NAMI was operating a boutique, brick and mortar helpline



Solution

Built an enterprise, remote contact center to scale their operations and allow their volunteers to remotely connect



Impact

Tripled the number of callers they could support, increased volunteer recruitment nationwide, extended hours of coverage, and met surge in demand throughout the pandemic



Partnership to End Addiction

✓ Challenge

The dynamics of addiction changed in the pandemic with traditional support centers and treatment options closed.

✓ Solution

The Partnership built a personalized digital solution with science-backed expertise to empower family members to act.

✓ Impact

The personalized content, flexible programming, and targeted outreach led to thousands of families enrolled and receiving support.





Norwegian Refugee Council



Challenge

Distribute support to people who have been displaced across multiple locations with low and high access to technology



Solution

Partnered with Zing to develop a remote contact center that is multilingual, multichannel, free, and easy to use



Impact

Scaled program support 1000% at 70% lower cost. \$50 million in aid for refugees from war in Ukraine.

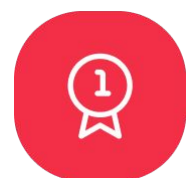
Recapping research findings



Digital communications are critical to nonprofit **program outcomes**



There is an **opportunity gap** in the use of digital communications



Personalization is the #1 priority for program participants



Technical talent and effective funding partnerships are critical to crossing opportunity gap



Thank you!

Get the State of Nonprofit Digital Engagement Report



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