Apparo

AMPLIFYING NONPROFIT IMPACT

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

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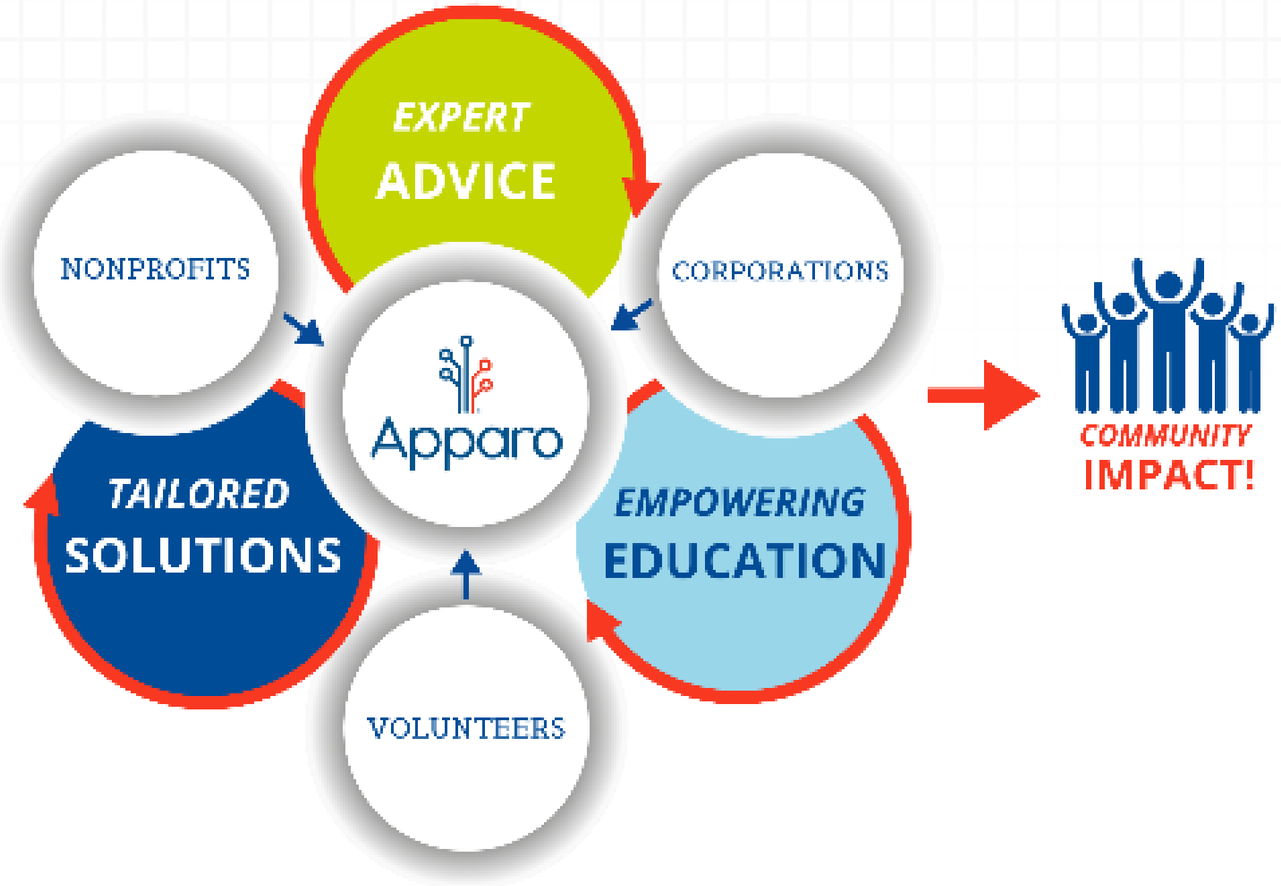
We believe that technology and passion can change the world.

Our Model Serves our Mission



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

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Apparo Speakers

Stephanie McKee

Jennifer Ray

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Workshop Goal

Illustrate the value of tech assessments for strategic planning

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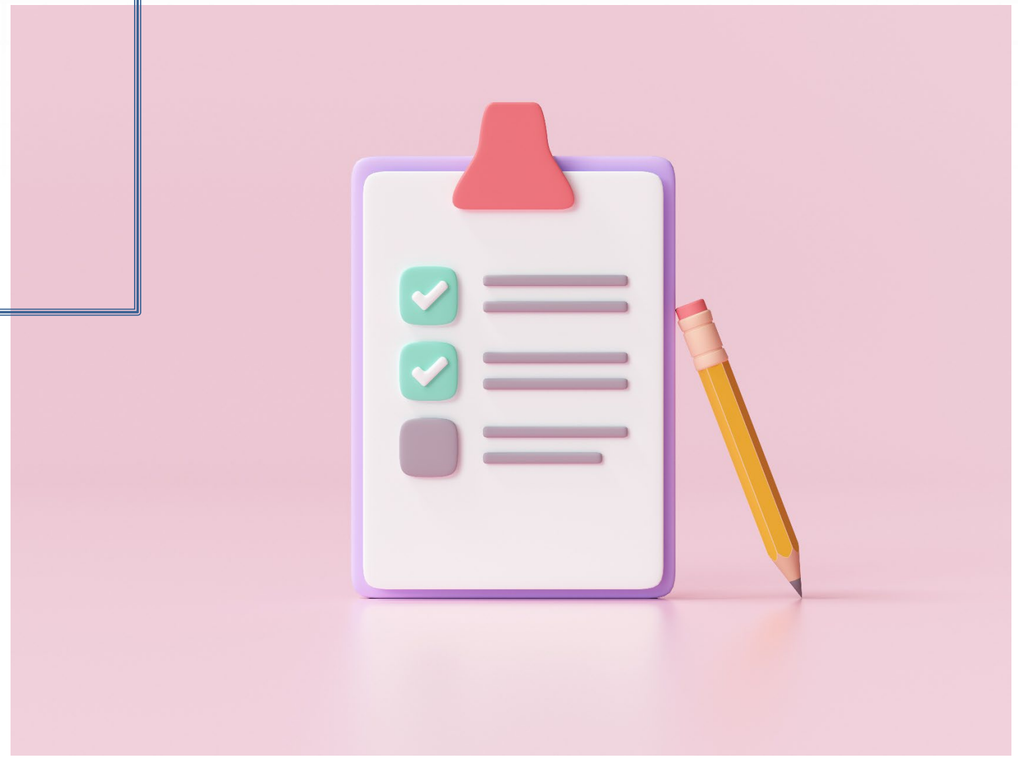
Workshop Agenda

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



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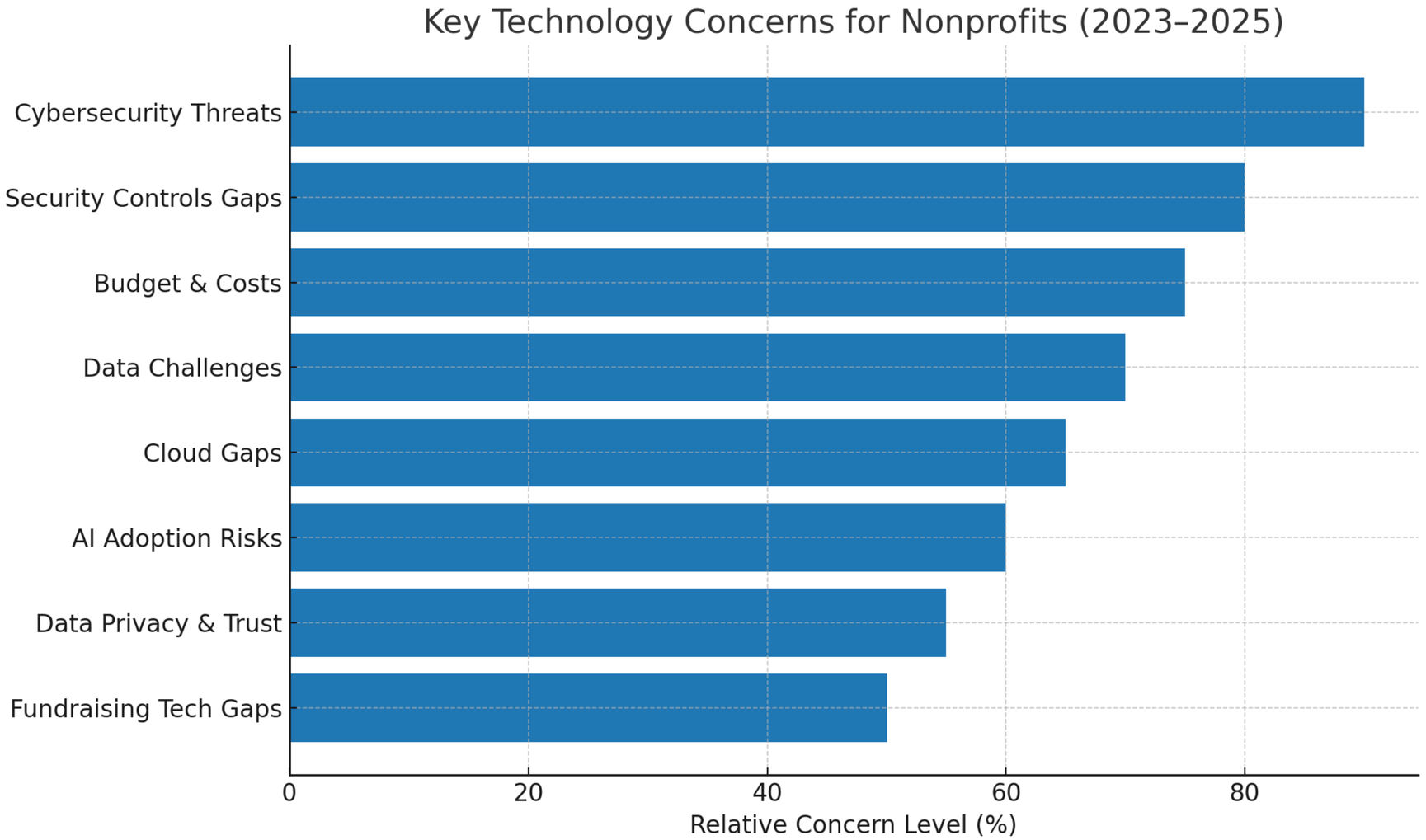
Poll

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

Have you taken any baseline tech questionnaires or assessments?

Nonprofit Tech Concerns



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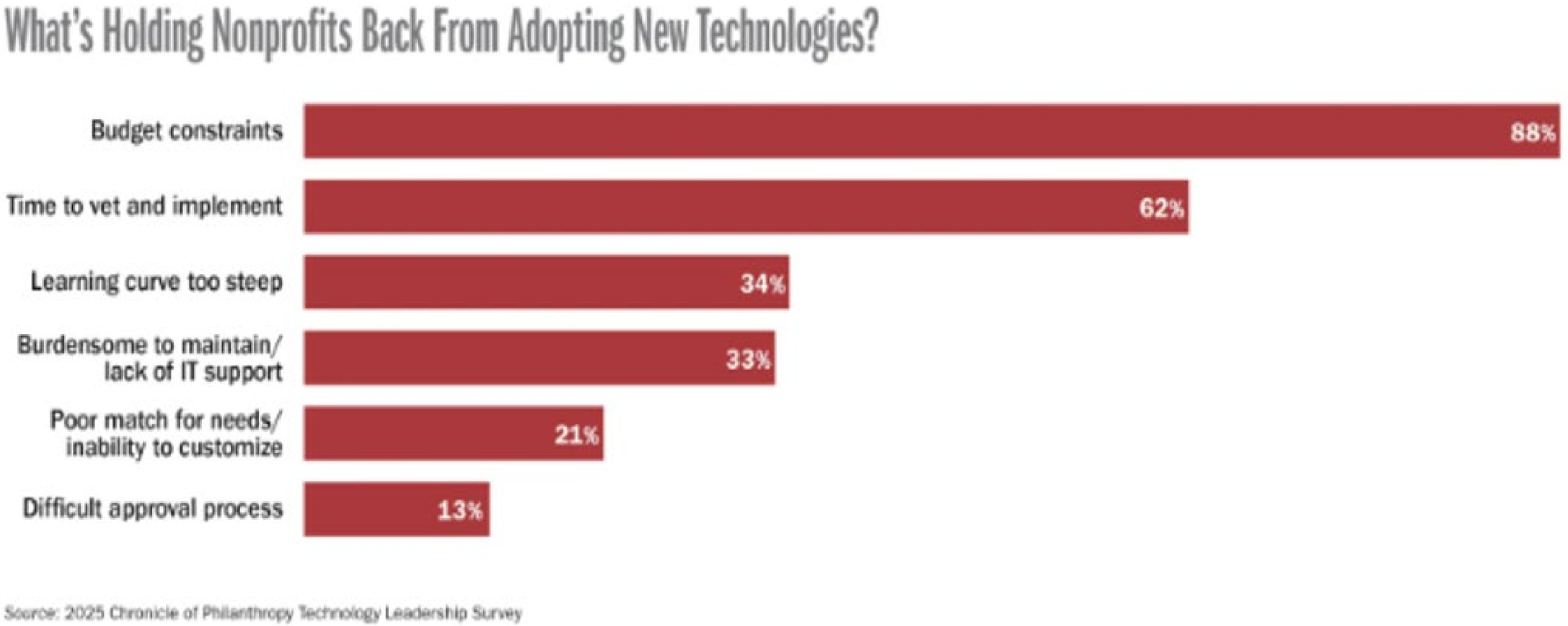
Chronical of Philanthropy survey results



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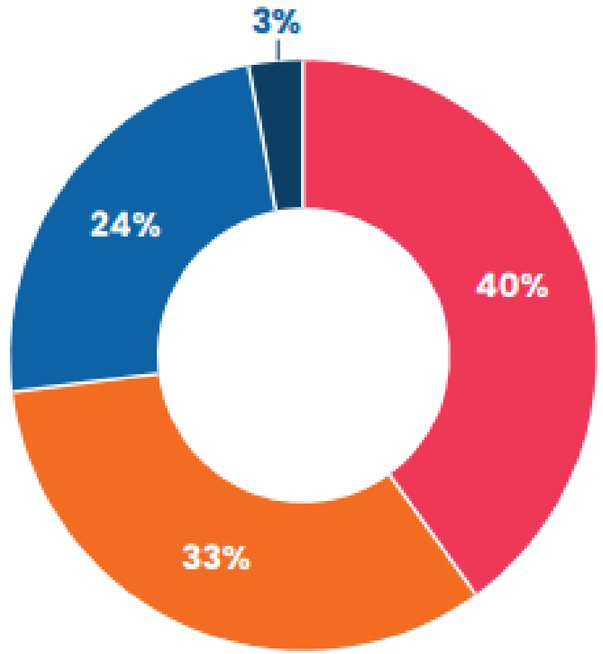
Nonprofits with Strategic Approach

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.



Response	%
Yes, it's included explicitly	40%
Yes, but as a general topic	33%
No, it's not included	24%
Other	3%

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

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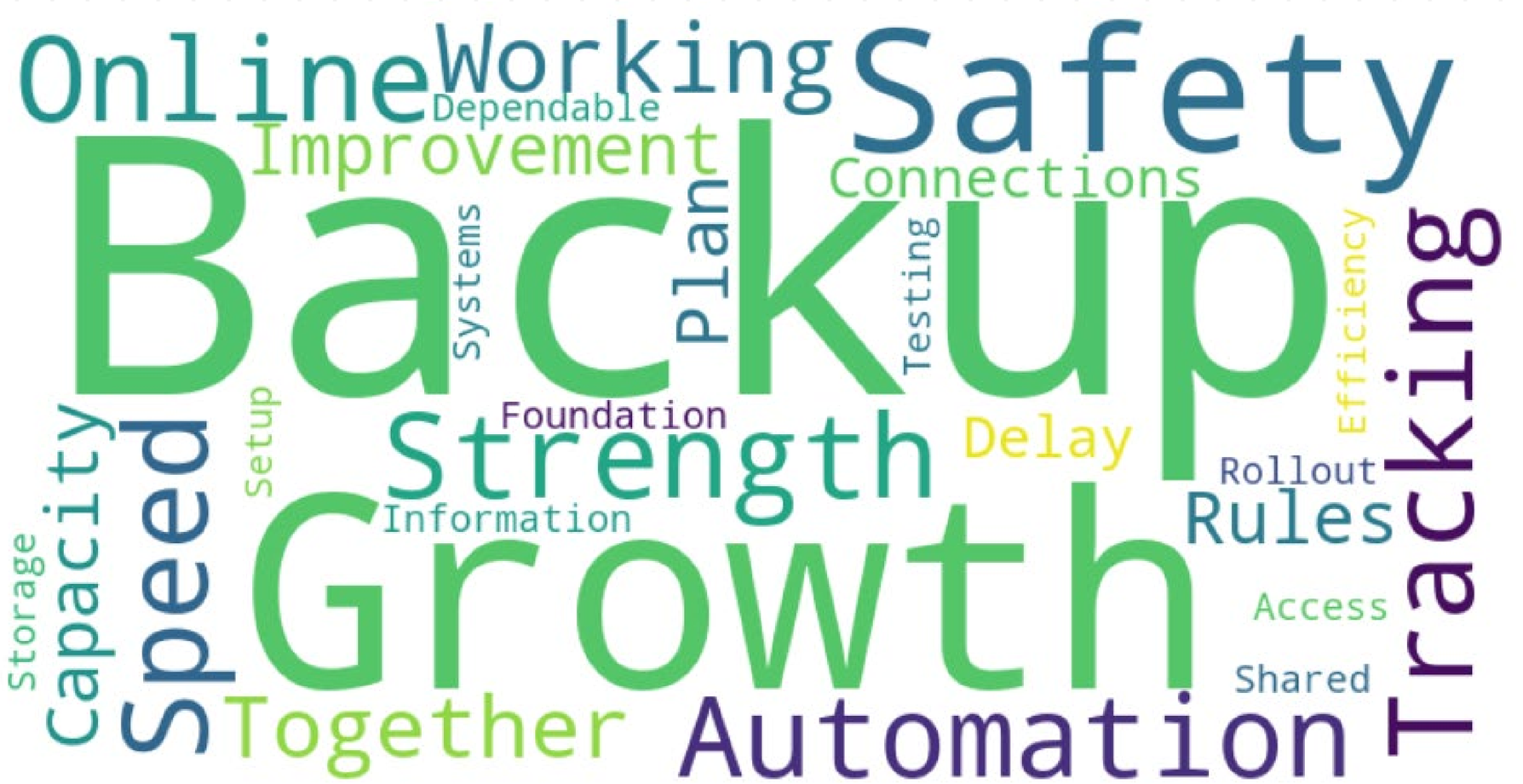
Elements of Tech Planning



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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

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Nonprofit Case Study

Tech Journey

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

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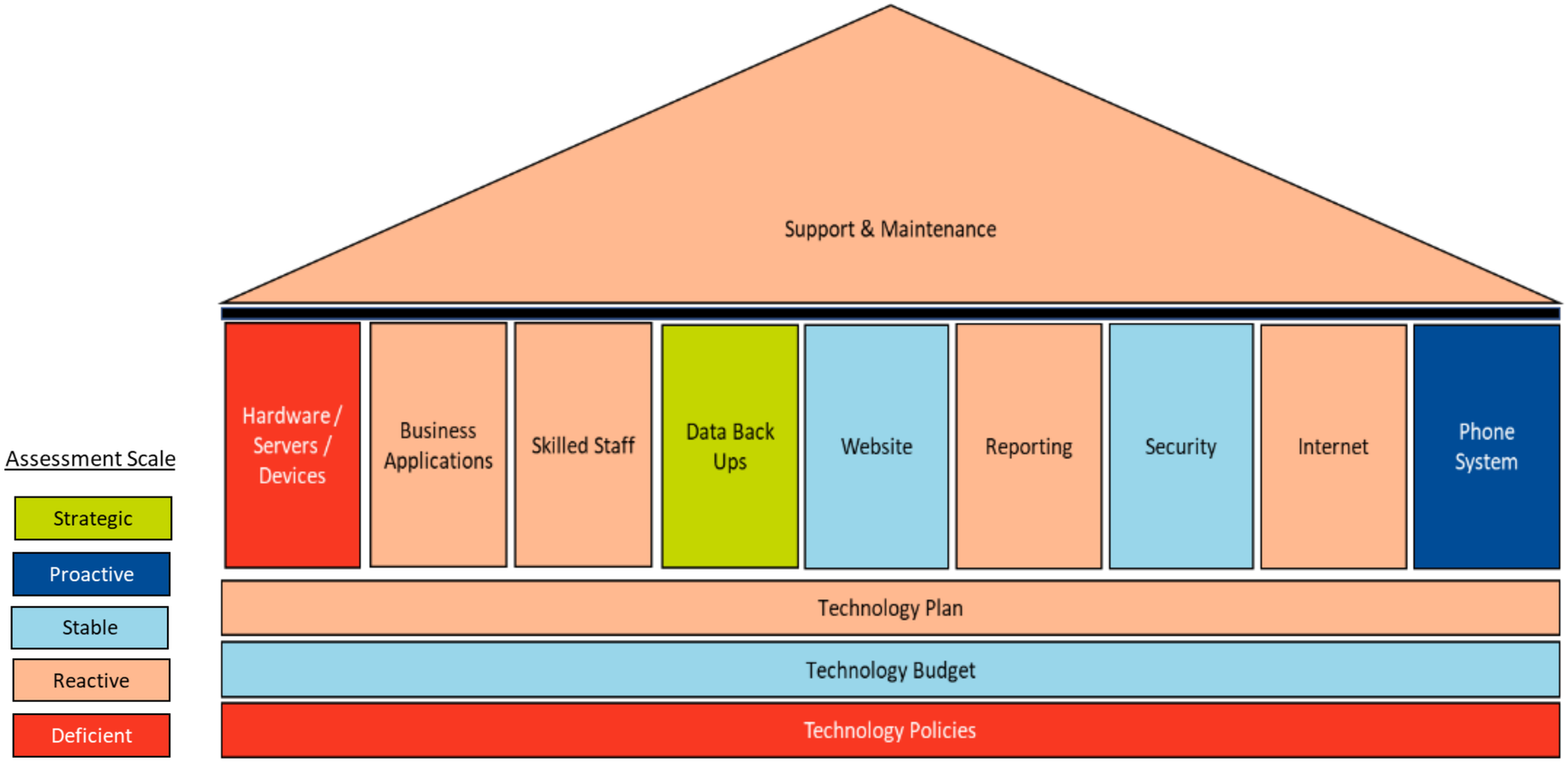
Nonprofit Tech Journey

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



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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.

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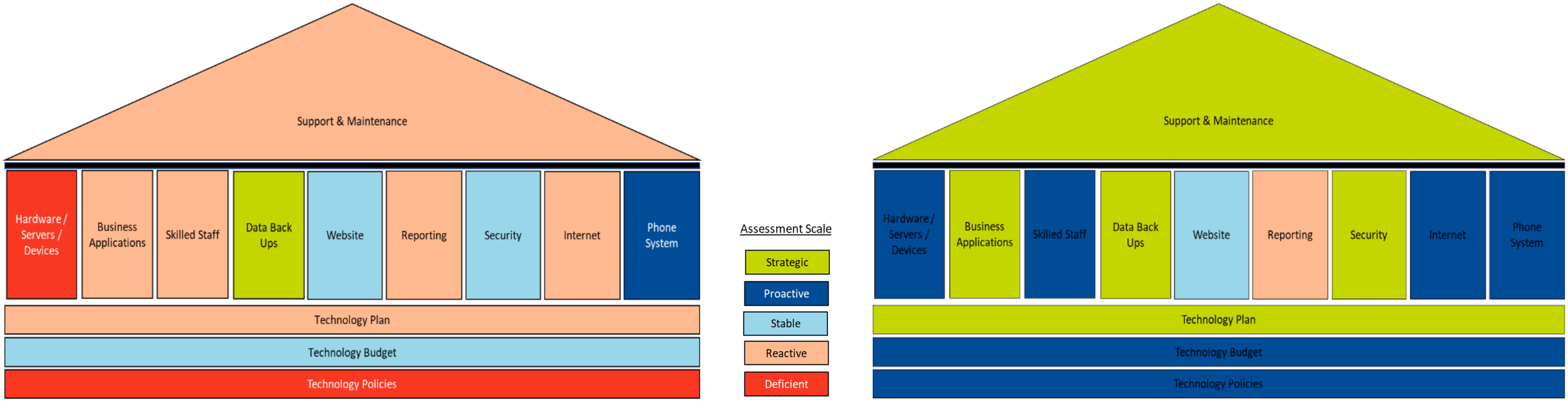
Nonprofit Tech Journey

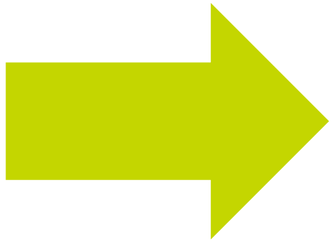
This nonprofit saw a drastic change in their Technology Maturity Model over the course of two years.



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

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What is Your Org's Tech Maturity?

Complete our short questionnaire
to review your
[Tech Maturity Model House]

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

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

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Proactive Tech Planning

- **Get a baseline**
  - Start where you are
  - Assess current state
- **Prioritize**
  - Easy wins
  - Longer term updates
- **Plan**
  - Budget & Timeline
  - Staff capacity
- **Evaluate**
  - Metrics
  - Iterate

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

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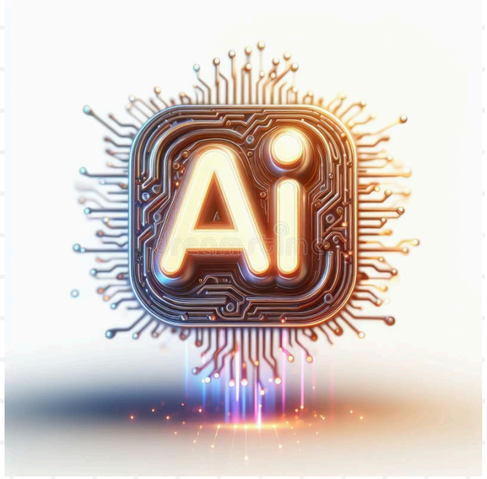
AI Can Help

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.

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Additional Tech Maturity Assessments

Data Maturity Model Assessment

Basic Cybersecurity Assessment

AI Readiness Questionnaire

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Resources

Apparo Tech Videos → Apparo Website → Tech Impact Resources → Techsoup Membership

Microsoft 365 for Nonprofits
Google for Nonprofits → Apparo Procurement Playbook for Nonprofits → Apparo Playbook AI for Social Good → Apparo Customizable Policy Templates

National Cybersecurity Alliance → Data Resources
Tech Impact
Data Orchard

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