

Technology and Internet Services for NGOs DETAILED EXECUTIVE SUMMARY

Res Non Verba Asociación Civil

Members:

RNV is a non-profit organization and thus has no shareholdings.

Management staff:

Matías Laurenz, Director

Juan Cruz Mones Cazón,
Director

Carolina Santamaría, Head of
Technical Services

Rosario González Morón, Head
of Workshops and Training
Courses

Martín Wasserman, Head of
Communications

Industry:

Third sectors (NGOs) and
technology.

Alliances/ Members:

At present: VISA, Salesforce,
Google, Action Without Borders,
Escribanía Tissone,
Mercadolibre.

The mission of the non-profit organization Res Non Verba is to search for, develop and implement technologies that help in the management of people and organizations carrying out public good activities.

Opportunity and need

- The technological revolution of communications and information has not reached everyone in the same way, at least in all its aspects. Nowadays, it is possible to have free access, in a simple way, to a wide variety of services that facilitate the management of organizations.
- However, the lack of the adequate human and financial resources prevent the social sector from profiting from the advantages offered by new information technologies.
- We know our market (thanks to the relationship developed through the idealistas.org site during the last 5 years), we know the technology and we know how to organize the service that will merge both, creating a real impact.

Business model

- We offer the following services to non-profit organizations:
 - Website hosting.
 - Website implementation.
 - Online donations management and follow-up system.
 - Installation of Google Apps.
 - Consulting services for Customer Relationship Management (CRM) implementation.
 - Workshops and in-company training courses.
- We aim at self-sustainability but at the same time we want all organizations to have access to these services. Thus, and as we are a non-profit organization,

History of the organization

Res Non Verba Asociación Civil was born in 2000, with the development of a portal – daunamano.org– to connect non-profit organizations with volunteers who wished to get involved in their activities.

In mid 2003, RNV forges an alliance with Action Without Borders, Inc. (a New York-based organization) and together develop <http://www.idealistas.org>, a site that aims at promoting virtual and face to face collaboration between people and organizations.

This alliance facilitated the growth of the organization in terms of financial and human resources. Between 2003 and 2008, Res Non Verba Asociación Civil –which began to operate with the voluntary work of its founders and a group of collaborators– underwent a considerable change and has nowadays more than 50 employees, more than 70 volunteers and two offices in the City of Buenos Aires.

On the other hand, Res Non Verba Asociación Civil has developed, in parallel, two successful services: hosting of web sites for NGOs and a system of secure online donations with credit/debit cards that allows non-profit organizations to raise funds from the Internet.

In this new phase, the aim is to consolidate and expand these services as well as other ones related to the technology, that facilitate the development of non-profit organizations.

Management/ Team:

Executive Director: Matías Laurenz, Director of Idealistas.org, 2000 full-time MBA, Bachelor's degree in Business Administration. Co-founder of RNV. Previous experience: Tenaris, GE Capital, Entrepreneur.

Executive Director: Juan Cruz Monez Cazon, Director of Idealistas.org, 2000 full-time MBA. Bachelor's degree in Journalism. Co-founder of RNV. Previous experience: Greenpeace, Johnson & Johnson.

Head of Workshops and Training Courses: Rosario González Morón, Bachelor's degree in Advertising, director of Idealistas.org User Support, member of the management board of RNV. Previous experience: DISCO S.A., Evolution, Puntocom Holdings.

Head of Technical Services: Carolina Santamaría, Bachelor's degree in Business Economics. Major in non-profit organizations. Head of the Knowledge Management team (internal leader of Salesforce.com) at Idealistas.org. Previous experience: Coca-Cola, Deloitte.

Head of Communications: Martín Waserman, student of Political Sciences. Current head of government relations team at Idealistas.org. Other experience: Parliamentary advisor, Co-founder of Asoc. Ciudadanía y Democracia.

Products/ Services:

The combination of services that Res Non Verba Asociación Civil seeks to offer, will meet all the technological needs of non-profit organizations in an integral manner: from a minimal presence in the Internet up to the channelling of donations, including the management of external communication and the administration of relations with each group of *stakeholders*. Moreover, through the rendering of consulting services and the implementation of CRM systems, we will improve the quality of the internal interaction among the teams and with their potential donors, internal processes, generation of information for management analysis and coordination of growth opportunities.

The Res Non Verba Asociación Civil services include:

- Support for web domain registration.
- Free hosting of institutional website.
- Implementation of website, using open code platforms for the self-management of contents by the organization itself.
- Secure management and follow-up of online donations with credit cards system.
- Traffic analysis of the website by means of Google Analytics.
- Installation of Google Apps –e-mail, calendar and shared documents system that facilitates team work regardless of the lack of a common physical space.
- Consulting services for the implementation of CRM Salesforce (<http://www.salesforce.com>).
- Training courses and workshops on diverse subjects related to the use of technology in the management of non-profit organizations.

Res Non Verba Asociación Civil presents three competitive advantages. The first one, our five years of experience in technological subjects, achieved by means of the development and management of Idealistas.org. The second one, the special relationship of trust we have forged with our addressees –also created by means of Idealistas.org. The third one is that, as Res Non Verba is a non-profit organization, it has full knowledge by sharing the specific problems of the sector.

Necessary technologies/ knowledge:

The Res Non Verba Asociación Civil team has acquired the technological knowledge necessary to provide each service it offers during the life of the organization. The services have been used, either in the Idealistas.org project or in specific implementations carried out for other organizations. Both experiences have enabled the necessary training of those who are part of the project, as part of the road to its success.

Markets:

Our main target are the organizations of the civil society with legal status granted by the corresponding government, although some services can also be granted to informal organizations.

Such organizations should be sufficiently developed to be able to invest in technological tools to improve their work and turn it into a professional activity.

However, the services of free hosting of websites and secure donation forms are applicable to smaller organizations, as the presence in the Internet is a primary need and the cost for them would be null.

On the other hand, we will focused mainly on Latin America and Spain. We will do so following the off-shore servicing model that keeps on improving all over the the world due to the possibilities of communication technologies and the nature of our services.

It is important to highlight that the non-profit organizatons that are devoted to technological issues are very few, and none of them does it from the perspective of Res Non Verba Asociación Civil. Eventhough it is still in its initial development phase, Res Non Verba is already considered as a reference in technological aspects for NGOs.

Competition:

There are many suppliers in the hosting services, domain registration and website development and implementation market, but we do not know of a single of them who does it for no profit at all and thus can offer it for a competitive cost. Moreover, we do not know any free hosting supplier for NGOs offering the same service as a paid hosting supplier.

As regards the donation forms, we are the only ones in the market that offer this service at present. Most organizations use the manual system: a printed form which is sent via fax with the data for the collection of the donation. There is not a single company or organization providing an integral service of online donation forms and internal collection system (with a monthly basis). What do exist are especially developed systems for each organization but they are expensive and do not offer all the functions that the Res Non Verba system will as it will be based on an existing state-of-the-art tool.

As regards the CRM (Salesforce) implementation, in Argentina there is only one consultancy, VCS, which provides consulting services for the implementation of Salesforce. For the performance of consulting services for Idealistas.org, they submitted an estimate of US\$70/hour, a cost which exceeds the possibilities of almost all organizations in Argentina.

As regards training courses and workshops, up to the moment we have not identified other organizations offering this service about the same subjects, although there are sporadic seminars conducted at courses of study related to the sector, but it is generally necessary to be a student of the educational institution in order to attend them.
