New Media & NGOs
What's New Media?

How does new media change the rules of the game?
How does this new order affect the NGOs?
Exactly how juicy is new media for NGOs?
Romanians’ Trust in NGO vs. Romanian’s Trust in Bobby Voicu

Only 26% of the Romanians trust NGOs. How many do you think trust bloggers? What about their friends?
New Media is Great, But...

Consume with caution: anyone can say anything about you and it can go viral in a few hours.
How to Deal with the Dark Side of the Force

1. Monitoring
   • Cool stuff on Drupal: Managing News and Tattler
   • Other tools for listening: Google Alerts, Technorati, Netvibes, Nutshell Mail, Tweetscan, Social MentionRadian6, Biz 360

2. PR response (or lack of)
Tools for Listening
New Media Revolution
Literally...
New Media Revolution in Moldavia
New Media & Fundraising
Howdy farmers, you just helped Haitians with $ 1,500,000
About TechSoup
We are everywhere...
TechSoup for NGOs in 2009

**TechSoup Worldwide**

- $1.9 billion retail value of technology product donations distributed
- $1.8 billion potential savings for NGOs
- 6.3 million technology products distributed
- 42 TechSoup Global product donor partners

**TechSoup Romania**

- $700,000 retail value of technology product
- Donations distributed
- 800 hours of IT&C free consultancy
Some of TechSoup’s Partners
We Love Being Used!

Worldwide

- http://www.techsoup.org/
- http://www.netsquared.org/
- http://netsquared.meetup.com/
- http://www.localphilanthropy.szka.org

Romania

- http://www.techsoup-romania.org/
- http://www.meetup.com/NetSquared-Bucharest/

Cool free reading

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Thanks

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