COMMUNITY RESILIENCE FORUM 2021

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20-21 OCTOBER, 2021

BELGRADE, SERBIA

WHAT IS A

DIGITAL CSO?

Presentation by Catalyst Balkans
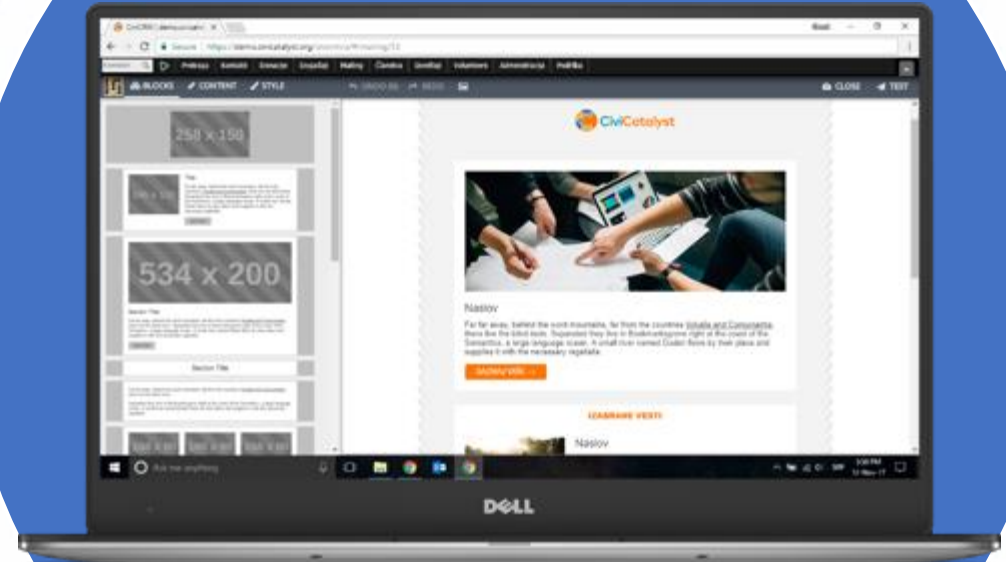
1

IT TRANSFORMATION

Modernization of IT infrastructure and platforms increases efficiency without affecting donors, users, or our mission.

Transitioning to Signal

2

OPERATIONAL TRANSFORMATION

Changes the way the organization operates, introduces new tools and processes to increase impact—internal change.

Introducing CRM software

3

DIGITAL TRANSFORMATION

A comprehensive change in organizational culture, concept, and approach to donors and beneficiaries, significant changes in impact, and even mission.

Launching online courses

Impact of
digital transformation

1. Higher community engagement
2. New fundraising models
3. Higher team productivity
4. New programmatic solutions

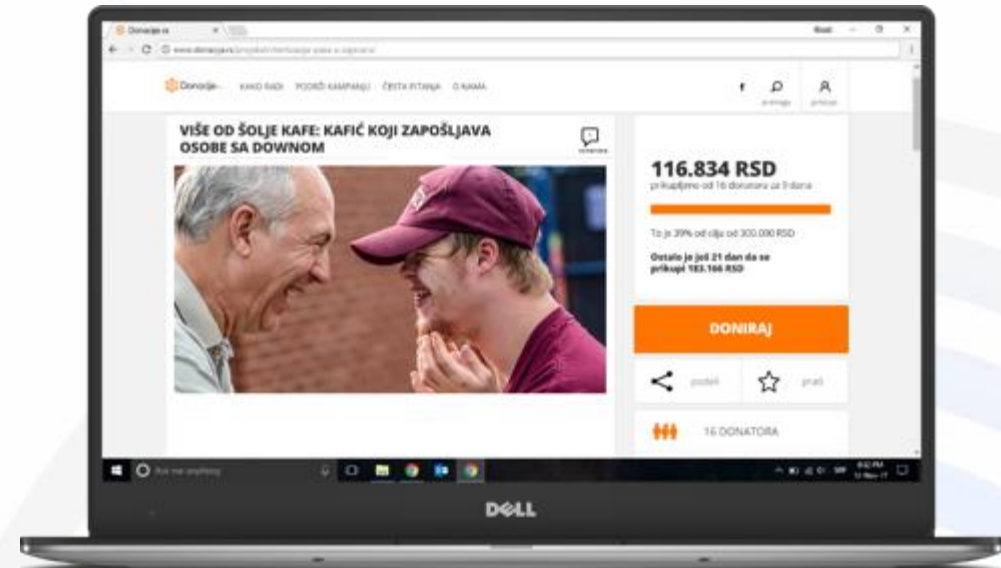# QUIZ: Who should lead digital transformation at a CSO?

Project manager

Director

Donor

COVID-19

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Where are we now?

Tech resources

24.8% of respondents spend less than 1% of their annual budget on hardware

29.7% spend less than 1% of their annual budget on software

28.0% don't know how much they spend

51%

75%

63%

79%

69%

67%

Continuous use of personal computers for the needs of the organization due to a lack of resources

QUIZ: How Western Balkans' CSOs mainly find their tech solutions?

Free solutions

Donated solutions

Paid solutions

Pirated solutions

They don't

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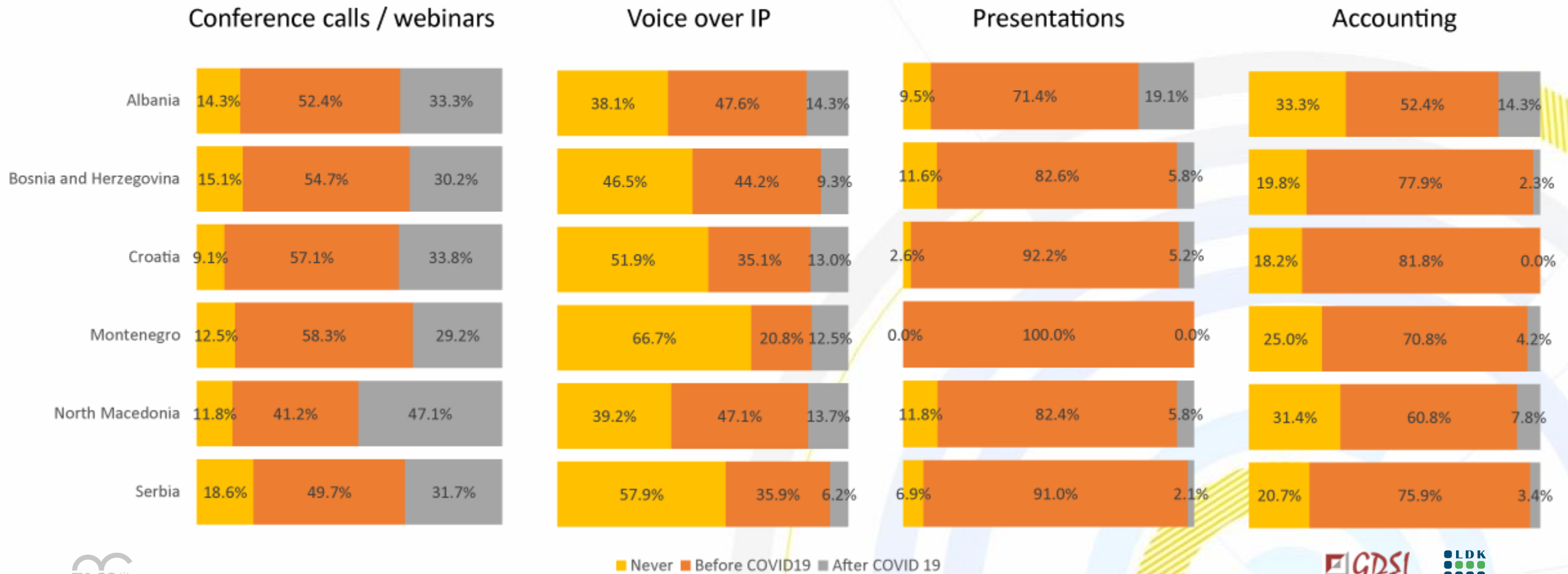# MOST VS. LEAST USED SOFTWARE CATEGORIES IN THE CIVIL SOCIETY

Most used (85 – 100%):

- Internal comms (chat)

- External comms (mailing)

- Social networks management

- Presentations

- Text processing

Least used (25 – 50%)

- Digital security

- Media clipping

- VoIP

- Advanced analytics

- Team productivity

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TOP SOFTWARE CATEGORIES THAT CSOs STARTED TO USE AFTER THE BEGINNING OF THE COVID-19 CRISIS

EU TACSO 3 project is funded by the European Union

TOP SOFTWARE CATEGORIES THAT CSOs ARE INTENDING TO START TO USE OR MORE INTENSIVELY USE

ALB   Data storage and conference calls

BIH   Project management

CRO   Media clipping and project management

MNE   Conference calls, social media management, databases and design

MKD   Donation management, conference calls and data collection

SRB   Project management and donation management

GDSI

LDK
CONSULTANTS

QUIZ: What's the most important thing to have to lead your CSO through digital transformation successfully?

Use internal comms tools consistently

Launch a new website with every new project

Zoom proficiency

Build organizational culture ready for change

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Thank you

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