Internet Society STRONG – Engaging for Impact

Board presentation

Ayesha Hassan, VP Stakeholder Relations and Partnerships
Vision:
Bind all our supporters as Partners, Advocates and Amplifiers of our mission & messages
Strengthening the Internet Society

Building the Community,
Building the Organization
Encryption keeps your private data, private.

We believe that end-to-end encryption should be a standard for all Internet traffic. We’re committed to addressing the important global issue of pervasive monitoring.

Help us keep your data safe, join us at internetsociety.org
What is different?

From January 2014 to December 2016 we have:

- Changed how we look and express ourselves to become bolder, more professional and stronger
- Grown chapter members (+28%) and more than doubled individual membership (+105%)
- Engaged more than 150 organizations who support the Internet Society mission

The challenge now is to take the next step: becoming a member-focused advocacy organization
Building a better Internet Society experience

Engagement and fundraising thrives when people enjoy a seamless, enriching, member-centric experience, based on:

**Strong Relationships**  
Regular communication, opportunities for participation and feedback.

**Trust & confidence**  
A dynamic interaction produces a greater level of engagement.

**Integrated experience**  
Coordinate well internally to generate a unified experience.
Organization Members

Industry leaders as Internet Society partners
Integrated Organization Partnerships

Attracting Members
- New Audiences (ex.: security, on-line retail)
- Africa Business Development project

Structure & Process
- Consistent yet diversified ‘care and feeding’
- Evaluate dues, tiers and benefits – Regional vs global models, member revenue vs Internet Society tier dues

Communications
- Blogging
- PubPol Debrief
- OMAC newsletter
- Upgrade Connect
- Short, frequent surveys

OMAC Leadership
- Advance meeting planning and publishing
- Leadership and staff individual outreach
Partnership and Organization Membership activities 2017

Q1
- Complete PD – SR integration plan
- Draft and approve membership proposal to Africa Telcos
- Finalize Org Member comms plan – high touch

Q2
- Draft new audience development plan
- Develop concepts for Org Member restructuring
- IETF 98 OMAC meeting
- High touch – ALL Org Members contacted once per quarter
- Short surveys with newsletter and/or contact sharing

Q3
- Implement PD – SR integration plan
- Develop recommendations for Org Member restructuring
- IETF 99 OMAC meeting
- Project reporting
- SR- PD integration update
- Org Member general survey
- Africa Membership
Individual Members

Champions to carry the Internet Society banner and tell our story to the world
Followers: support ISOC’s mission and are willing to take simple actions, but they are not seeking a formal connection (not members) or frequent activity.

Members: are committed to ISOC’s mission, are advocates, seek to network and participate actively. They may or may not be affiliated to a chapter.

Leaders: are invested in ISOC’s success, highly engaged, recognized as leaders by supporters and members. They maybe chapter leaders, very active member, board member, etc.

Donors: demonstrate their support for ISOC through financial contributions. Donation can happen independently or in addition to other forms of participation.
Member Communication

+90,000 people engaged in and amplifying our campaigns

Lead the membership component of the 25th anniversary campaign via:

- Member communication & experience
- Campaign planning and execution
- Open, collaborative discussions
- Special events and consultations
- Support regions & SIGs/chapters
- Connecting the dots internally
- Transforming our toolbox
Overview of Initiatives

<table>
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<tr>
<th>Track 1: Strategic</th>
<th>Track 2: Process and tools</th>
<th>Track 2: Legacy</th>
<th>Goal: Impact and sustainability</th>
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</thead>
<tbody>
<tr>
<td>In progress (started in 2016)</td>
<td>Monitoring performance (monthly / quarterly / yearly reporting)</td>
<td>Global events calendar (done)</td>
<td>Membership &amp; Campaigns</td>
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<td>Strategic approach (done in 2016)</td>
<td>Community segmentation model</td>
<td>Member newsletter</td>
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<td>AMS/CRM project support</td>
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<td>Chapters &amp; Campaigns</td>
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<td>Engagement platform evaluation</td>
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<td>Member incentive and reward programme</td>
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<td>Training and supporting Chapters in membership engagement / Connect</td>
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Member re-opt-in

Re-confirm membership status for everyone in our database

Why we need to do it:

• Meet legal and programmatic needs
• Good business practice to clean up before we integrate a new AMS and the surrounding tools
• Todd and Ayesha’s teams will be working together
Individual Giving

Donor Centric – Reflecting the Internet Society’s value via individual contributions
Individual Giving

- Differentiated plan for global public campaigns and tailored appeals to board, staff, OMAC & prior donors
- Coordinate messages and complement efforts across the organization, especially campaigns
- Engage the Board and ISOC staff as champions
- Deepen engagement of key individual donors through quarterly communications and donor recognition
- Solicit past donors through a sequence of appeals
Donor-centric Appeals

2017 Goal $8,000

*Stretch goal* $500,000

- Q1: Finalize plans and tools for success
  - Donor communication & experience
  - Campaign planning & execution

- Q2 & Q4: Launch public campaign with request for donations

- Q3-4: Begin direct appeals series
  - Key stakeholders including Board, staff, OMAC members, prior donors, and individual members will be invited to support ISOC with a contribution
<table>
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<tr>
<th>Quarter</th>
<th>Strategy &amp; Planning</th>
<th>Implementation &amp; Execution</th>
<th>Measurement &amp; Reporting</th>
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<tbody>
<tr>
<td>Q1</td>
<td>Draft 2017 diversified individual giving plans</td>
<td>Resolve legal &amp; financial issues for global fundraising compliance</td>
<td>Update donor webpage</td>
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<td>Website modifications for online donations</td>
<td>Project Reporting</td>
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<td>Set donor recognition levels &amp; benefits</td>
<td>Update donor webpage</td>
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<td>Website modifications for donor recognition</td>
<td>Project Reporting</td>
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<td>Develop quarterly donor communications template</td>
<td>Update donor webpage</td>
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<td>Calendar of “stories” for quarterly communications</td>
<td>Project Reporting</td>
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<td>Develop public campaign theme with donation request</td>
<td>Update donor webpage</td>
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<td>Q2</td>
<td>Quarterly Communication</td>
<td>Launch public campaign with donation request</td>
<td>Analyze Board appeal results</td>
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<td>Direct appeal to Board</td>
<td>Analyze campaign results</td>
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<td>Q3</td>
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<td>Direct appeal to Staff</td>
<td>Analyze Staff appeal results</td>
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<td>Direct appeal to OAMC</td>
<td>Analyze OMAC appeal results</td>
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<td>Q4</td>
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<td>Direct appeal to prior donors &amp; individual members</td>
<td>Analyze appeal &amp; campaign results</td>
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**Q3**:
- Draft 2018 diversified individual giving plans
- Analyze Board appeal results
- Analyze Staff appeal results
- Analyze OMAC appeal results
- Analyze appeal & campaign results

**Q4**:
- Update donor webpage
- Project Reporting
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- Update donor webpage
- Project Reporting
Connecting the dots

New website
New, more compelling content and improved utilities for membership engagement, organization members, and individual fundraising

AMS
Improve how we manage and sustain our members, with ability to track supporter relationships across multiple activities

Campaigns
These will provide the content to attract and keep people engaged in our mission, and motivate them to give

Events: 25th anniversary
Use our main events, especially the 25th anniversary celebrations, as a way to mobilize the community
Get involved.

Join us @internetsociety.org

Visit us at
www.internetsociety.org
Follow us
@internetsociety

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