Data Handling and Digital Readiness in Civil Society

Global Study 2020

A TechSoup Global Network Summit 2021 Publication
TechSoup is a nonprofit working in deep partnership with a network of 60+ independent nonprofits who, together with corporate donors and foundations, improve lives globally through the use of technology.

TechSoup Global Network partners manage a range of technology capacity-building programs to serve communities in nearly every region of the world. Each network partner tailors its program to the needs of its community and shares insights with other network partners to better serve communities worldwide.

Together we have reached 1.3 million organizations and delivered US$15 billion in technology tools and philanthropic services. The TechSoup Global Network is committed to continuing this significant impact and developing next generation programs and services to support civil society in navigating an increasingly digital world.

Learn more about us at meet.techsoup.org
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Research Approach
Background & Objectives

TechSoup conducted a research survey in 2020 assessing data handling practices and digital readiness among Civil Society Organizations (CSOs) globally. Learnings from the survey are intended to provide knowledge to the civil society sector. The study will also inform strategies across the TechSoup Global Network and its collaborators as they work together to foster greater digital resiliency for civil society.

OBJECTIVES

- Develop a deeper understanding of how CSOs collect, store, use and share their data
- Identify areas where CSOs should improve security and privacy, and employ digital tools to advance their mission
- Determine the need for common tools, templates, and workflow automation built on the platforms that have widespread adoption
- Determine how the TechSoup Global Network and other stakeholders can facilitate and help advance the digital transformation journey of CSOs and communities to enhance sector impact
The survey was distributed to CSO tech decision makers globally in the Summer of 2020.

The survey was distributed as an open link with anonymous responses, typically taking 20-30 minutes to complete.

A total of 11,758 qualified responses from 135 countries and 41 languages were included.

*429 respondents were dropped from an initial 12,187 respondents due to speeding.
Partners

Survey distribution partners

BoardSource

Centre for Social Impact and Philanthropy

CIVICUS

IDIS

Institute for the Development of Social Investment

TAC

Technology Association of Grantmakers

RNW

TRANSPARENCY & ACCOUNTABILITY INITIATIVE

WINGS

Worldwide Initiatives for Grantmaker Support

Survey supported by

okta for good
More context to guide interpretation of survey findings

- Civil society organizations are highly diverse and localized. A large number of civil society organizations are very small with five or fewer staff. These factors should be taken into consideration when interpreting average and median responses and other summary analyses herein.

- The report provides an overview and analyses for total responses globally. Also provided is an overview and some analysis for respondents from Global North countries, separately from Global South countries. Note that the Global North (9,661 respondents) has greater representation in the Global view than the Global South (2,015 respondents). Respondents selected their region and then chose from a drop-down menu that included countries and territories, both of which are counted as countries for the purposes of this report.

- This was a digital survey and therefore likely to include respondents working in more digitally connected organizations or contexts. Global South results suggest this factor may be reflected in the responses. As a result, more analysis or research may be required before applying certain of the findings broadly.

- The following countries had sample sizes that will enable strong country analyses:
  - Brazil, Canada, Colombia, India, Italy, S. Korea, Mexico, Norway, Romania, Spain, Sweden, UK, Ukraine and the United States.
  - Countries close to that strength of response included Kenya and South Africa.

- This survey contains 81 questions, including nested questions, and 16 of which are demographic characteristics, which can be used to segment responses and undertake multivariate analyses for additional insights.

- Next research steps will be to invite subject matter experts to further analyze the data, amend additional data and develop fresh insights.
Overview and Profile of CSOs Surveyed
1. What year was your organization founded?
2. In which region is your organization based?
3. What percent of your programs are operated: < Mean Summary >
4. Approximately how many people does your organization serve or reach on an annual basis?
5. How many full-time employees work across your entire organization?
6. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization:
7. Approximately how large was your organization's annual operating budget in 2019?
8. How large do you predict it to be in 2020?
Overview of CSOs Surveyed
Global North

- **Number of Full-Time Employees:**
  - 2019: $1,129K (Average), $175K (Median)
  - 2020: $1,111K (Average), $175K (Median)

- **People Served:**
  - 2019: 7,166, 2,137, 356
  - 2020: 2,137, 356, 7,166

- **Budget:**
  - 2019: $1,129K (Average), $175K (Median)
  - 2020: $1,111K (Average), $175K (Median)

- **Age of Organization:**
  - Younger: 2000-2020
  - Older: Earlier than 1900

1. What year was your organization founded?
3. In which region is your organization based?
5. What percent of your programs are operated: < Mean Summary >
11. Approximately how many people does your organization serve or reach on an annual basis?
12. How many full-time employees work across your entire organization?
13_a. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization: < Full-time staff >
15a. Approximately how large was your organization's annual operating budget in 2019?
15b. How large do you predict it to be in 2020?
1. What year was your organization founded?
3. In which region is your organization based?
5. What percent of your programs are operated: < Mean Summary >
11. Approximately how many people does your organization serve or reach on an annual basis?
12. How many full-time employees work across your entire organization?
13_a. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization: < Full-time staff >
15a. Approximately how large was your organization’s annual operating budget in 2019?
15b. How large do you predict it to be in 2020?
Base: Total (n=11,758)
6. Which of the following best describes your organization's structure?
Base: Grant making program / service (n=127)
7. You indicated that grantmaking best describes your organization's structure. What type of grantmaking organization best describes your nonprofit?
Base: Library (n=314)
8. You indicated that your organization is a library. What type of library best describes your organization?
### Organization type by primary program focus area

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivering programs or services</td>
<td>932</td>
</tr>
<tr>
<td>Mixture of grantmaking, programs and services</td>
<td>317</td>
</tr>
<tr>
<td>Fundraising/Advocacy for a cause or community</td>
<td>1555</td>
</tr>
<tr>
<td>Research</td>
<td>2667</td>
</tr>
<tr>
<td>Research</td>
<td>613</td>
</tr>
<tr>
<td>Arts and patronage org</td>
<td>759</td>
</tr>
<tr>
<td>Housing and shelter-related activities</td>
<td>531</td>
</tr>
<tr>
<td>Religious or faith-based org</td>
<td>125</td>
</tr>
<tr>
<td>Human and social services</td>
<td>1032</td>
</tr>
<tr>
<td>Youth activities</td>
<td>242</td>
</tr>
<tr>
<td>Health services, scientific research, &amp; related</td>
<td>2125</td>
</tr>
<tr>
<td>Recreational, social, and sports activities</td>
<td>506</td>
</tr>
<tr>
<td>Farming and related activities</td>
<td>259</td>
</tr>
<tr>
<td>Other supportive services</td>
<td>96</td>
</tr>
<tr>
<td>Business or professional org</td>
<td>38%</td>
</tr>
<tr>
<td>Education and training</td>
<td>25%</td>
</tr>
<tr>
<td>Environmental protection or conservation</td>
<td>28%</td>
</tr>
<tr>
<td>Civil rights</td>
<td>4%</td>
</tr>
<tr>
<td>Legislative or political advocacy</td>
<td>32%</td>
</tr>
<tr>
<td>Organization type by primary program focus area</td>
<td></td>
</tr>
</tbody>
</table>

**Base:** Total (n=11,758)

6. Which of the following best describes your organization's structure?

**Base:** Total (n=11,758)

9. Which of the following best describes the primary programmatic focus of your work?
Primary program focus areas for organizations delivering programs and services

6. Which of the following best describes your organization's structure?
   Base: Total (n=11,758)

9. Which of the following best describes the primary programmatic focus of your work?
Highlights and Takeaways
16. What is your organization's annual expenditure on IT hardware, software and services?
Base: Total (n=11,646)
13_a. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization: < Full-time staff >
Base: Total (n=11,617)
13_b. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization: < Part-time staff >
Base: Total (n=11,602)
13_c. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization: < Volunteer >
Base: Total (n=11,758)
64. To what extent do you agree with the following statement: My organization (staff, board, volunteers) sees the benefit in using and investing in technology to make our jobs easier and more efficient
Base: Total (n=11,758)
65. To what extent do you agree with the following statement: My organization (staff, board, volunteers) has defined a strategy and timeline for achieving digital readiness
Base: Total (n=2,905)
66. To what extent do you agree with the following statement: My organization (staff, board, volunteers) has the resources required to execute on our digital strategy and timeline
Base: Total (n=11,758)
63. What have been the biggest pain points with the use of digital tools for your organization?
Base: Total (n=11,152)
61. What have been the biggest pain points with collecting, storing, and analyzing data?
Base: Total (n=4,980)
58a. You indicated that using more digital tools and methods for the following data types would help to improve the efficacy of their processes. Why has your organization elected not to use more digital tools and methods for these data types? < ANY BARRIERS (NET) >
Base: Total (n=11,758)
21. Which of the following types of data does your organization collect, store, and/or analyze?
29. To what extent do you agree with the following statement: My organization is very good at keeping information about clients or beneficiaries up to date and refreshed

Base: Total (n=9,166)

23. To what extent do you agree with the following statement? My organization is very good at keeping donor information records up to date and refreshed

Base: Total (n=8,242)

41. To what extent do you agree with the following statement: My organization is very good at keeping its financial and grant budget records up to date and refreshed.

Base: Total (n=3,463)

35. To what extent do you agree with the following statement: My organization is very good at keeping other programmatic data records up to date and refreshed.

Base: Total (n=11,758)

73. To what extent has the COVID-19 pandemic affected your organization's ability to deliver its mission and reach its beneficiaries?
### Tech Annual Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Average</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Staff Size</td>
<td>2.6</td>
<td>2.3</td>
</tr>
<tr>
<td>ATTITUDES TOWARDS TECH</td>
<td>75%</td>
<td>22%</td>
</tr>
<tr>
<td>BIGGEST BARRIERS/PAIN POINTS</td>
<td>67%</td>
<td>39%</td>
</tr>
<tr>
<td>COVID-19 NEGATIVE IMPACT</td>
<td>83%</td>
<td></td>
</tr>
</tbody>
</table>

#### TECH ANNUAL EXPENSES
- **$17,900** (Average)
- **$3,000** (Median)

#### IT STAFF SIZE
- **2.6** (Full-time)
- **2.3** (Part-time)
- **9.4** (Volunteer)

#### ATTITUDES TOWARDS TECH
- **75%**: Organization sees the benefit in using and investing in technology to make our jobs easier and more efficient
- **22%**: Organization has defined a strategy and timeline for achieving digital readiness
- **53%**: Organization has the resources required to execute on our digital strategy and timeline

#### BIGGEST BARRIERS/PAIN POINTS
- **67%**: To use digital tools
  - Costs of adoption: **39%**
  - For data management: **76%**
  - To adopt digital tools for data efficacy: **76%**

#### COVID-19 NEGATIVE IMPACT
- **83%**: Negative impact on organization’s ability to deliver its mission and reach beneficiaries

### Base:
- Total (n=9,292)

16. What is your organization’s annual expenditure on IT hardware, software and services?
   - Base: Total (n=9,576)

13_a. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization:
   - Full-time staff:
     - Base: Total (n=9,549)

13_b. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization:
   - Part-time staff:
     - Base: Total (n=9,543)

13_c. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization:
   - Volunteer:
     - Base: Total (n=9,661)

64. To what extent do you agree with the following statement: My organization (staff, board, volunteers) sees the benefit in using and investing in technology to make our jobs easier and more efficient
   - Base: Total (n=9,661)

65. To what extent do you agree with the following statement: My organization (staff, board, volunteers) has defined a strategy and timeline for achieving digital readiness
   - Base: Total (n=2,073)

66. To what extent do you agree with the following statement: My organization (staff, board, volunteers) has the resources required to execute on our digital strategy and timeline
   - Base: Total (n=9,661)

63. What have been the biggest pain points with the use of digital tools for your organization?
   - Base: Total (n=9,170)

58a. You indicated that using more digital tools and methods for the following data types would help to improve the efficacy of their processes. Why has your organization elected not to use more digital tools and methods for these data types? < ANY BARRIERS (NET)>
   - Base: Total (n=9,661)

21. Which of the following types of data does your organization collect, store, and/or analyze?
29. To what extent do you agree with the following statement: My organization is very good at keeping information about clients or beneficiaries up to date and refreshed.
Base: Total (n=7,413)

23. To what extent do you agree with the following statement? My organization is very good at keeping donor information records up to date and refreshed.
Base: Total (n=6,892)

41. To what extent do you agree with the following statement: My organization is very good at keeping its financial and grant budget records up to date and refreshed.
Base: Total (n=7,050)

35. To what extent do you agree with the following statement: My organization is very good at keeping other programmatic data records up to date and refreshed.
Base: Total (n=2,868)

73. To what extent has the COVID-19 pandemic affected your organization’s ability to deliver its mission and reach its beneficiaries?
## Snapshot Profile

### Global South

<table>
<thead>
<tr>
<th>Tech Annual Expenses</th>
<th>$63,900 (Average)</th>
<th>$3,000 (Median)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Staff Size</td>
<td>8.9 (Full-time)</td>
<td>6.6 (Part-time)</td>
</tr>
<tr>
<td></td>
<td>16.0 (Volunteer)</td>
<td></td>
</tr>
</tbody>
</table>

### Attitudes Towards Tech

- **83%** Organization sees the benefit in using and investing in technology to make our jobs easier and more efficient
- **40%** Organization has defined a strategy and timeline for achieving digital readiness
- **49%** Organization has the resources required to execute on our digital strategy and timeline

### Biggest Barriers/Pain Points

- **72%** To use digital tools: Costs of adoption
- **39%** For data management: Providing staff with resources
- **82%** To adopt digital tools for data efficacy: Lack of funding

### Type of Info Collected

- **84%** Clients & Beneficiaries
- **65%** Donor
- **62%** Finance/Grants
- **29%** Other Programmatic

### COVID-19 Negative Impact

- **79%** Negative impact on organization’s ability to deliver its mission and reach beneficiaries

---

**Base:** Total (n=1,882)

16. What is your organization's annual expenditure on IT hardware, software and services?

**Base:** Total (n=1,992)

13_a. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization: < Full-time staff >

**Base:** Total (n=1,991)

13_b. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization: < Part-time staff >

**Base:** Total (n=1,981)

13_c. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization: < Volunteer >

**Base:** Total (n=2,015)

64. To what extent do you agree with the following statement: My organization (staff, board, volunteers) sees the benefit in using and investing in technology to make our jobs easier and more efficient

**Base:** Total (n=2,015)

65. To what extent do you agree with the following statement: My organization (staff, board, volunteers) has defined a strategy and timeline for achieving digital readiness

**Base:** Total (n=2,015)

66. To what extent do you agree with the following statement: My organization (staff, board, volunteers) has the resources required to execute on our digital strategy and timeline

**Base:** Total (n=2,015)

63. What have been the biggest pain points with the use of digital tools for your organization?

**Base:** Total (n=1,909)

61. What have been the biggest pain points with collecting, storing, and analyzing data?

**Base:** Total (n=882)

58a. You indicated that using more digital tools and methods for the following data types would help to improve the efficacy of their processes. Why has your organization elected not to use more digital tools and methods for these data types? < ANY BARRIERS (NET) >

**Base:** Total (n=2,015)

21. Which of the following types of data does your organization collect, store, and/or analyze?
29. To what extent do you agree with the following statement: My organization is very good at keeping information about clients or beneficiaries up to date and refreshed
Base: Total (n=1,690)

23. To what extent do you agree with the following statement? My organization is very good at keeping donor information records up to date and refreshed
Base: Total (n=1,310)

41. To what extent do you agree with the following statement: My organization is very good at keeping its financial and grant budget records up to date and refreshed.
Base: Total (n=581)

35. To what extent do you agree with the following statement: My organization is very good at keeping other programmatic data records up to date and refreshed.
Base: Total (n=2,015)

73. To what extent has the COVID-19 pandemic affected your organization’s ability to deliver its mission and reach its beneficiaries?
## Highlights & Takeaways

<table>
<thead>
<tr>
<th>IT RESOURCES</th>
<th>DIGITAL READINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizations believe that they will need to spend more on tech over the next 2 years. Most IT decisions are made by staff members; the median purchase requiring approval is $375. IT teams are made up of a relatively small number of staff, and organizations frequently engage IT volunteers.</td>
<td>A quarter of CSOs in the study have a defined strategy for achieving digital readiness. Many organizations perceive that investing in technology will bring value but there is a gap in the organizations’ resources to do so. Top reported barriers to adoption of digital tools include a lack of funding, consultants or staff to facilitate adoption, staff skills or training, and awareness of available tools.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DATA MANAGEMENT</th>
<th>IMPACT OF COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>A majority of organizations collect beneficiary, donor and finance information; Fewer CSOs collect other programmatic data. Across all data types, cloud-based data storage is now the most frequently used option. Spreadsheets are heavily relied upon for data use and sharing within and between organizations.</td>
<td>The large negative impact of COVID-19 was reported across many workstreams by most organizations—prompting rethinking of how they work. Program delivery, fundraising and marketing were negatively impacted, while internal communications improved. COVID-19 prompted adoption of communication/collaboration tools and cloud-based apps, as well as hardware and desktop apps.</td>
</tr>
</tbody>
</table>
Detailed Findings
IT Budget, Staffing & Procurement
For most CSOs the costs of tech are growing

**IT BUDGET**

**TECH ANNUAL EXPENSES**

- **$25,900** (AVERAGE)  
  IT, hardware, software, and services
- **$3,000** (MEDIAN)  
  IT, hardware, software, and services

- **67%**  
  Of tech budgets are under $5,000

**TECH BUDGET COMPARED TO 2 YEARS AGO**

- **54%** have grown in the last two years

**TECH BUDGET 2 YEARS FROM NOW**

- **66%** are expected to grow in the next two years

---

Base: Total answering (n=11,242)

16. What is your organization's annual expenditure on IT hardware, software and services?
Base: Total answering (n=11,208)

17. How does your organization's current annual expenditure on IT hardware, software and services compare to 2 years ago?
Base: Total answering (n=10,754)

18. How does your organization's current annual expenditure on IT hardware, software and services compare to what you expect it to be in 2 years?
Base: Total answering (n=11,265)

15a. Approximately how large was your organization's annual operating budget in 2019?
Tech Expenses are approximately 21% of total budget size (average)
Tech Expenses are approximately 17% of total budget size (median)
The top factors influencing decisions at CSOs to procure new tech are obsolescence and peer recommendations.

**Most Influential in Decision**
- 35%: The tools we currently use becoming obsolete
- 24%: Recommendations from peers at other nonprofits
- 16%: Information or research about digital tools and technologies in industry journals
- 16%: Board members' recommendations
- 10%: Other

**Top 3 Most Important Purchase/Adoption Criteria**
- 44%: Relevance to the specific tasks it's needed for
- 18%: Ability to help us deliver on our mission
- 15%: Upfront price

Base: Total (n=11,758)

67. Which of the following is most influential in your organization’s decisions to adopt new digital tools or technologies?

71. What are your top 3 purchase/adoption criteria when selecting a new software provider?
More than half of CSOs point to lack of knowledge as a barrier to use of digital tools, yet staff trainings are infrequent

**FREQUENCY OF STAFF TRAINING**

**FREQUENCY OF PERFORMING STAFF TRAININGS ON DATA MANAGEMENT**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rarely (yearly) / Never</td>
<td>78%</td>
</tr>
<tr>
<td>Sometimes (monthly to yearly)</td>
<td>19%</td>
</tr>
<tr>
<td>Frequently (weekly to monthly)</td>
<td>3%</td>
</tr>
</tbody>
</table>

**FREQUENCY OF HOSTING STAFF TRAININGS ON DIGITAL TOOLS**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rarely (yearly) / Never</td>
<td>78%</td>
</tr>
<tr>
<td>Sometimes (monthly to yearly)</td>
<td>19%</td>
</tr>
<tr>
<td>Frequently (weekly to monthly)</td>
<td>3%</td>
</tr>
</tbody>
</table>

Base: Total answering (n=11,152)

60. How often does your organization perform staff trainings focused on data management (collection, storage, use, and sharing) policies?
Base: Total (n=11,758)

62. How often does your organization host staff trainings on digital tools?
Third party providers support varied CSO needs, including upgrades, software support and system management/backup

3rd PARTY SERVICE PROVIDERS
(Top 5)

- **35%** Hardware and software upgrades
- **30%** Software support (e.g., Office 365 support)
- **27%** System and backup management
- **24%** Ongoing technology advice
- **21%** Help desk services

Base: Total (n=11,758)

72. Have you ever used a third-party provider to help your organization with any of the following services?
A significant difference exists between Global South and Global North when using most third-party providers

Base: Global South Total (n=2,015), Global North Total (n=9,661),
72. Have you ever used a third-party provider to help your organization with any of the following services?
CSOs have limited tech staff and more than half engage volunteers

**Types of IT Staff**

<table>
<thead>
<tr>
<th>Full Time</th>
<th>Part Time</th>
<th>Volunteer</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.7</td>
<td>3.0</td>
<td>10.6</td>
</tr>
</tbody>
</table>

**Frequency of Using Volunteers for IT**

- **Frequently (weekly to monthly)**: 29%
- **Sometimes (monthly to yearly)**: 38%
- **Rarely (yearly)**: 33%

**Base:** Total answering (FTE=11,646, PTE=11,617, Volunteer=11,602)

13. How many part-time and full-time employees and volunteers work on your technical/IT team across your organization?
   
   Base: Those who use volunteers for technical/IT teams (n=7,714)

14. How often does your organization make use of volunteer staff for IT purposes?
Most IT product/service decisions are made at the staff level, with a median purchase size of $375 requiring approvals.

**PROCUREMENT**

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>One staff member (either myself or someone else) typically chooses products/services alone</td>
<td>39%</td>
</tr>
<tr>
<td>Multiple staff members typically choose products/services as a group</td>
<td>31%</td>
</tr>
<tr>
<td>IT purchasing decisions must be approved by the board of directors</td>
<td>17%</td>
</tr>
<tr>
<td>IT purchasing decisions are primarily driven by members of senior leadership outside the staff</td>
<td>8%</td>
</tr>
<tr>
<td>All IT purchase decisions are outsourced to a third-party provider who helps with our IT assessments and strategy</td>
<td>5%</td>
</tr>
</tbody>
</table>

Maximum cost for IT hardware, software or service purchase without approval: $2,373 (Average)

Median cost: $375 (Average)

Base: Total (n=11,758)

19. What is the maximum cost for an IT hardware, software or service purchase that could be made without notifying or obtaining approval from your leadership or board?

Base: Total answering (n=11,607)

20. Which of the following best describes the process at your organization for evaluating and acquiring new IT products and services?
Digital Readiness
One quarter of CSOs in the study have a defined strategy for achieving digital readiness

ATTITUDES TOWARDS TECHNOLOGY

STRATEGY
(Somewhat/Strongly agree)

My organization (staff, board, volunteers) has defined a strategy and timeline for achieving digital readiness.

- Strongly agree
- Somewhat agree

25%
20%
6%

25%

Base: Total (n=11,758)

65. To what extent do you agree with the following statement: My organization (staff, board, volunteers) has defined a strategy and timeline for achieving digital readiness?
Respondents with a digital strategy are more likely to report their data is up to date and refreshed

### ATTITUDES TOWARDS TECHNOLOGY

<table>
<thead>
<tr>
<th>HAVE DIGITAL STRATEGY</th>
<th>(Somewhat/Strongly agree)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>My organization is very good at keeping records up to date and refreshed</strong> (aggregate of 4 different information types)</td>
<td></td>
</tr>
</tbody>
</table>

- **Have Digital Strategy**: 74%
- **Don’t Have Digital Strategy**: 51%

**Base**: Total (n=8,246)

23. To what extent do you agree with the following statement? My organization is very good at keeping **donor information** records up to date and refreshed

**Base**: Total (n=9,166)

29. To what extent do you agree with the following statement? My organization is very good at keeping **information about clients or beneficiaries** up to date and refreshed

**Base**: Total (n=3,483)

35. To what extent do you agree with the following statement? My organization is very good at keeping **other programmatic data** records up to date and refreshed.

**Base**: Total (n=8,341)

41. To what extent do you agree with the following statement? My organization is very good at keeping its **financial and grant budget** records up to date and refreshed
CSOs see the value of investing in digital but only slightly over half of those with a digital strategy in place have the resources required.

**ATTITUDES TOWARDS TECHNOLOGY**

**INVESTMENT AGREEMENT**

My organization (staff, board, volunteers) sees the benefit in using and investing in technology to make our jobs easier and more efficient.

- Strongly agree: 76%
- Somewhat agree: 28%
- Agree: 48%

**RESOURCE AGREEMENT**

My organization (staff, board, volunteers) has the resources required to execute on our digital strategy and timeline.

- Strongly agree: 52%
- Somewhat agree: 11%
- Agree: 41%

Base: Total (n=11,758)

64. To what extent do you agree with the following statement: My organization (staff, board, volunteers) sees the benefit in using and investing in technology to make our jobs easier and more efficient?

Base: Those who Strongly/Somewhat agree that organization has defined a strategy and timeline for achieving digital readiness (n=2,905)

66. To what extent do you agree with the following statement: My organization (staff, board, volunteers) has the resources required to execute on our digital strategy and timeline?
Main barriers to digital tool use include cost of adopting tools, staff training and culture change

- Costs associated with adopting new or updated digital tools (68%)
- Educating staff on how to use the latest digital tools (53%)
- Convincing our staff to use new digital tools in place of old tools or processes (35%)
- Obtaining enough licenses to allow all relevant staff to use digital tools (32%)
- Convincing our funders or our board to invest in digital tools (19%)
- Maintaining compliance requirements set forth by our government as related to the use of digital tools (12%)

Base: Total (n=11,758)

63. What have been the biggest pain points with the use of digital tools for your organization?
CSOs who believe digital tools would improve data efficacy say progress is delayed by a lack of funding, experts and training.

**TOP BARRIERS TO DIGITAL IMPROVEMENT**

- Lack of funding for this purpose: 77%
- Lack of IT consultants/staff to help facilitate adoption: 56%
- Lack of staff skills or training: 53%
- Lack of awareness of the digital tools available: 51%

Base: Agree somewhat/strongly that technology might improve interactions (NET Any Barrier) (n=4,980)

58. You indicated that using more digital tools and methods for the following data types would help to improve the efficacy of their processes. Why has your organization elected not to use more digital tools and methods for these data types?
More than a quarter of staff do not access data online when working outside the office

**ACCESS OUTSIDE OF OFFICE**

- **5%** They have physical copies of the data (e.g., a printed copy)
- **11%** They download the data to their devices (laptop or mobile) before working remotely
- **13%** They access the data by emailing copies of the data
- **71%** They access the data through the internet

Base: Outside is an access location (n=4,490)

54. What best describes how employees or volunteers access data while working remotely?
Most CSOs have reliable internet in offices or in staff homes, but field access is more limited

**ACCESS DATA**

**LOCATIONS WHERE DATA ACCESSED**

- **In an office:**
  - 72%)

- **In employees’ or volunteers’ homes:**
  - 42%)

- **Outside an office or home office, either “in the field” or by employees and volunteers working remotely:**
  - 40%)

**INTERNET**

- **(Somewhat/Strongly agree):**
  - My office has access to the internet with sufficient reliability or speed of service.
    - 78%
  - My organization’s employees and volunteers have access to the internet with sufficient reliability or speed of service at their homes.
    - 68%
  - My organization’s employees and volunteers have access to the internet with sufficient reliability or speed of service outside their home or office (e.g., through cellular or public wi-fi).
    - 57%

**Base:** NET Collect any type of data (n=11,152)

50. You indicated that using more digital tools and methods for the following data types would help to improve the efficacy of their processes. Why has your organization elected not to use more digital tools and methods for these data types?

**Base:** Office is an access location (n=8,077)

51. To what extent do you agree with the following statement: My office has access to the internet with sufficient reliability or speed of service.

**Base:** Home is an access location (n=4,665)

52. To what extent do you agree with the following statement: My organization’s employees and volunteers have access to the internet with sufficient reliability or speed of service at their homes.

**Base:** Outside is an access location (n=4,490)

53. To what extent do you agree with the following statement: My organization's employees and volunteers have access to the internet with sufficient reliability or speed of service outside their home or office (e.g., through cellular or public wi-fi).
Nine in ten use cybersecurity software; over a third use complex cybersecurity tools

89% Use cybersecurity software tools

7% Manage digital processes without cybersecurity tools

65% Basic antivirus solutions
20% Centrally-managed antivirus solutions
39% More complex cybersecurity tools (e.g., firewalls, network level security, etc.)

Base: Total answering (n=11,152)
59. Does your organization use any of the following cybersecurity software tools?
Data Management & Handling
Most CSOs collect beneficiary, finance, and donor information

OVERVIEW OF TYPES OF INFORMATION COLLECTED

CLIENTS & BENEFICIARIES: 78%
FINANCE/GRANTS: 71%
DONOR: 70%
OTHER PROGRAMMATIC: 29%

Note: Other Programmatic Data was defined as data that does not include personally identifiable information, such as wildlife counts, tracking air quality, amount and type of trash picked up on the beach, etc.

Base: Total (n=11,758)
21. Which of the following types of data does your organization collect, store, and/or analyze?
CSOs share non-donor and non-beneficiary data with other organizations

<table>
<thead>
<tr>
<th>SHARE OUTSIDE ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLIENTS &amp; BENEFICIARIES</td>
</tr>
<tr>
<td>Share Data Outside organization (Yes)</td>
</tr>
<tr>
<td>Other organizations Shared data with CSO (Yes)</td>
</tr>
<tr>
<td>FINANCE/GRANTS</td>
</tr>
<tr>
<td>Share Data Outside organization (Yes)</td>
</tr>
<tr>
<td>Other organizations Shared data with CSO (Yes)</td>
</tr>
<tr>
<td>DONOR</td>
</tr>
<tr>
<td>Share Data Outside organization (Yes)</td>
</tr>
<tr>
<td>Other organizations Shared data with CSO (Yes)</td>
</tr>
<tr>
<td>OTHER PROGRAMMATIC</td>
</tr>
<tr>
<td>Share Data Outside organization (Yes)</td>
</tr>
<tr>
<td>Other organizations Shared data with CSO (Yes)</td>
</tr>
</tbody>
</table>

Base: varies
56. Do you share the following data types with anyone else?
Base: varies
57. You indicated that you share data with other nonprofit organizations. Do other nonprofits similarly share the following data types with you?
Data is shared mostly with relevant government entities and funders

- Yes (NET): 45%
  - Yes, we share this data with relevant government entities: 67%
  - Yes, we share this data with funders: 37%
  - Yes, we share this data with other nonprofit organizations: 28%
  - Yes, we share this data with our beneficiaries: 21%
  - Yes, we share this data with third-party platforms or services (e.g., Facebook) to help us analyze or use our data: 13%

Base: Collect data type - Information about Clients or Beneficiaries (n=9,166); Donor Information (n=8,246); Organization Finance and Grant Budget Data (n=8,341); Other Programmatic Data (n=3,463)

56. Do you share the following data types with anyone else?
Data management is strongest in the Finance and Grant areas

<table>
<thead>
<tr>
<th>Clients &amp; Beneficiaries</th>
<th>Finance/Grants</th>
<th>Donor</th>
<th>Other Programmatic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storing and maintaining Data</td>
<td>69%</td>
<td>80%</td>
<td>66%</td>
</tr>
<tr>
<td>Data Collection</td>
<td>68%</td>
<td>79%</td>
<td>60%</td>
</tr>
<tr>
<td>Accessing and Using Data</td>
<td>64%</td>
<td>75%</td>
<td>59%</td>
</tr>
<tr>
<td>Sharing Data</td>
<td>45%</td>
<td>61%</td>
<td>37%</td>
</tr>
</tbody>
</table>

(Somewhat/Strongly agree)

Base: Collect information about Clients & Beneficiaries (n=9166)
29. To what extent do you agree with the following statement? My organization is very good at keeping information about clients or beneficiaries up to date and refreshed
32. In your opinion, how effective are your organization's processes for collecting, storing/maintaining, and accessing, using, & sharing client and beneficiary information?
Base: Collect information about Finance & Grants (n=8341)
Base: Collect information about Other Programmatic (n=3463)
55. How is access to the following data types controlled in your organization?
46. Which of these tools do you use to record the different types of data you collect?
47. Which of these tools do you use to store the different types of data you collect?

41. To what extent do you agree with the following statement? My organization is very good at keeping its financial and grant budget records up to date and refreshed
44. In your opinion, how effective are your organization's processes for collecting, storing/maintaining, and accessing, using, and sharing its financial and grant budget data?
Base: Collect information about Donors (n=8246)
23. To what extent do you agree with the following statement? My organization is very good at keeping donor information records up to date and refreshed
26. In your opinion, how effective are your organization's processes for collecting, storing/maintaining, and accessing, using, & sharing donor information?
Updating data is a largely manual process

<table>
<thead>
<tr>
<th>CLIENTS &amp; BENEFICIARIES</th>
<th>METHOD OF REFRESHING DATA</th>
<th>FINANCE/GRANTS</th>
<th>DONOR</th>
<th>OTHER PROGRAMMATIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23%</td>
<td>manual via phone</td>
<td></td>
<td>30%</td>
<td>manual via email</td>
</tr>
<tr>
<td>23%</td>
<td>manual via email</td>
<td></td>
<td>17%</td>
<td>manual to data tool</td>
</tr>
<tr>
<td>No or infrequent updates</td>
<td></td>
<td></td>
<td>14%</td>
<td>manual via phone</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5%</td>
<td>desktop research</td>
</tr>
<tr>
<td>21%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Base: Varies
30. How does your organization update or refresh information about clients or beneficiaries?
42. How does your organization update or refresh its financial and grant budget data?
24. How does your organization update or refresh donor information?
36. How does your organization update or refresh other programmatic data?
Migration to cloud data storage is underway and many CSOs are already using it.

<table>
<thead>
<tr>
<th>Data Storage</th>
<th>Clients &amp; Beneficiaries</th>
<th>Finance/Grants</th>
<th>Donor</th>
<th>Other Programmatic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud</td>
<td>49%</td>
<td>40%</td>
<td>48%</td>
<td>51%</td>
</tr>
<tr>
<td>Local Device (e.g., server)</td>
<td>29%</td>
<td>33%</td>
<td>28%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Base: Collect information about clients & beneficiaries (n=9166)
47. Which of these tools do you use to store the different types of data you collect?
Base: Collect information about Finance & Grants (n=8341)
47. Which of these tools do you use to store the different types of data you collect?
Base: Collect information about Donors (n=8246)
47. Which of these tools do you use to store the different types of data you collect?
Base: Collect information about Other Programmatic (n=3463)
47. Which of these tools do you use to store the different types of data you collect?
Spreadsheets are often used for data collection and storage, primarily stored in the cloud with limited controls in place.

**Top tools used to record:**
- 56% Directly in the tool where data is ultimately stored (e.g., spreadsheets, applications)
- 10% Manually, on paper

**Top tools used to store:**
- 45% In spreadsheets
- 12% In a custom-built database solution made for your organization
- 12% "On paper"

**Digital tool usage:**
- 47% In a Cloud-based service
- 30% On a machine or device owned and operated by my organization (e.g., a local server)

**Access control:**
- Only certain individuals with the right credentials (username and password) have access to the data (65%)
- Only certain individuals have access to the machine (33%)
- Individuals must be connected through a secure internet connection (e.g., VPN) to access data (17%)
- Individuals must be in the office to access data (13%)
- Individuals download the data to their devices (laptop or mobile) before working remotely (8%)

**Base:** Aggregate

55. How is access to the following data types controlled in your organization?
46. Which of these tools do you use to record the different types of data you collect?
47. Which of these tools do you use to store the different types of data you collect?
Base: Those answering who store data using software (Aggregate)
49. You indicated you use digital tools to store certain data. What best describes how each of the following tools are used to store different types of data?
48. Which of these tools help you use and share the different types of data you collect and store?
Impact of COVID-19
82% of CSOs reported negative impact on ability to deliver; Others saw change that was beneficial

**OVERALL COVID IMPACT AND WORKSTREAMS**

<table>
<thead>
<tr>
<th>COVID-19 PANDEMIC VIEWS FOR NO, MODERATE or STRONG POSITIVE IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(Somewhat/Strongly agree)</strong></td>
</tr>
<tr>
<td>72% Has forced us to change the way we think about our work and ways in which we can deliver our services</td>
</tr>
<tr>
<td>59% Served as an accelerator for my organization's existing digital strategy</td>
</tr>
<tr>
<td>59% Introduced us to new digital tools and/or solutions previously unknown to us</td>
</tr>
<tr>
<td>57% Forced my organization to adopt digital tools and/or solutions that were previously deemed unnecessary</td>
</tr>
<tr>
<td>48% Has allowed our organization to reach more beneficiaries and expand our footprint reach</td>
</tr>
<tr>
<td>36% Not affected our ability to work with the tools we have traditionally used without adopting new ones</td>
</tr>
<tr>
<td>29% Has forced us to adopt cloud solutions</td>
</tr>
</tbody>
</table>

Base: Total (n=11,758)
73. To what extent has the COVID-19 pandemic affected your organization's ability to deliver its mission and reach its beneficiaries?
Base: Those that selected No, Moderate, or Strong positive impact (n=2,077)
76. To what extent do you agree with the following statements: The COVID-19 pandemic has...
Many CSOs adopted communication and collaboration tools in response to COVID-19

<table>
<thead>
<tr>
<th>Digital Tools Adopted</th>
<th>Have always used</th>
<th>Fully adopted</th>
<th>Adoption in progress</th>
<th>Not adopted but will soon adopt</th>
<th>Not adopted and will not adopt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Productivity Solutions</td>
<td>56%</td>
<td>17%</td>
<td>19%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Cybersecurity Software</td>
<td>33%</td>
<td>8%</td>
<td>8%</td>
<td>19%</td>
<td>32%</td>
</tr>
<tr>
<td>Communication and Collaboration Software</td>
<td>20%</td>
<td>50%</td>
<td>23%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Customer Relationship Management (CRM) software</td>
<td>18%</td>
<td>4%</td>
<td>9%</td>
<td>20%</td>
<td>49%</td>
</tr>
<tr>
<td>Donor management solutions</td>
<td>18%</td>
<td>4%</td>
<td>6%</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>Marketing Automation Tools</td>
<td>18%</td>
<td>5%</td>
<td>7%</td>
<td>19%</td>
<td>50%</td>
</tr>
<tr>
<td>Custom mobile applications</td>
<td>8%</td>
<td>6%</td>
<td>11%</td>
<td>24%</td>
<td>51%</td>
</tr>
<tr>
<td>Project Management Tools</td>
<td>6%</td>
<td>4%</td>
<td>11%</td>
<td>22%</td>
<td>57%</td>
</tr>
<tr>
<td>Analytics and Data Visualization</td>
<td>4%</td>
<td>2%</td>
<td>5%</td>
<td>23%</td>
<td>68%</td>
</tr>
</tbody>
</table>

Base: Organization invested in software as a result of Covid (n=5,652)

78. You indicated that the COVID-19 pandemic has forced your organization to adopt new digital tools. Which of the following digital tools has your organization adopted and to what extent?
CSOs generally experienced improved internal communications

**COVID IMPACT ON WORKSTREAMS**

<table>
<thead>
<tr>
<th>Workstream</th>
<th>Negative Impact</th>
<th>Positive Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal organizational communications</td>
<td>28%</td>
<td>40%</td>
</tr>
<tr>
<td>Staying in contact with our beneficiaries</td>
<td>53%</td>
<td>21%</td>
</tr>
<tr>
<td>Marketing events and new programming</td>
<td>57%</td>
<td>13%</td>
</tr>
<tr>
<td>Being able to deliver programming to our clients or beneficiaries</td>
<td>67%</td>
<td>13%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>62%</td>
<td>12%</td>
</tr>
<tr>
<td>Volunteer and new staff recruitment</td>
<td>55%</td>
<td>9%</td>
</tr>
<tr>
<td>Volunteer and new staff onboarding</td>
<td>50%</td>
<td>8%</td>
</tr>
<tr>
<td>None of the above</td>
<td>4%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Base: Covid has had an impact (n=10,872)
74. What are the main areas or workstreams in your organization that have been affected by the pandemic and associated lockdowns?
Lack of funding, resources and infrastructure contributed to delivery challenges for CSOs hit hard by COVID-19

**BARRIERS TO DELIVERY DUE TO COVID**

<table>
<thead>
<tr>
<th>Barrier</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>My organization has the digital knowledge and willingness to continue operations digitally, but we lack funding to operationalize it</td>
<td>40%</td>
</tr>
<tr>
<td>Our beneficiaries lack the resources (infrastructure, skills, etc.) to be reached digitally</td>
<td>36%</td>
</tr>
<tr>
<td>The nature of our organization’s mission and programming prevents us from delivering services digitally</td>
<td>36%</td>
</tr>
<tr>
<td>My organization lacks existing digital infrastructure to enable us to migrate our operations and deliver our programming digitally</td>
<td>27%</td>
</tr>
<tr>
<td>A lack of knowledge prevented us from being able to quickly adopt digital tools and software</td>
<td>21%</td>
</tr>
<tr>
<td>Many people (staff/volunteers) in my organization do not have the digital infrastructure to digitize their workstreams (internet or hardware)</td>
<td>21%</td>
</tr>
</tbody>
</table>

Base: Covid had a strong/moderate negative impact and applicable (n=varies)
75. To what extent have the following items prevented your organization from continuing to deliver on its mission and reach its client or beneficiaries during the COVID-19 pandemic?
COVID-19 accelerated long-term digital adoption, with biggest impact on program delivery and internal communications

**NEW DIGITAL TOOLS**

**LONG-TERM ADOPTION**

(Somewhat/Strongly agree)

The digital changes prompted by the COVID-19 pandemic are likely to be adopted as long-term solutions by my organization.

65% Agree

**TOP 5 WORKFLOWS IMPACTED MOST**

- 30% Being able to deliver programming to our beneficiaries
- 28% Internal organizational communications
- 16% Staying in contact with our beneficiaries
- 9% Marketing events and new programming
- 9% Fundraising

**Base: Total (n=11,758)**

79. To what extent do you agree with the following statement: The digital changes prompted by the COVID-19 pandemic are likely to be adopted as long-term solutions by my organization.

**Base: Strongly/somewhat agree changes are likely to be adopted as long-term solutions (n=7,684)**

80. You indicated that the digital changes prompted by the COVID-19 pandemic are likely to be adopted long-term by your organization. Which of the following work flows within your organization have seen the most benefit from digitization due to the pandemic?
COVID-19 drove investments in cloud-based applications along with staff equipment and software.

<table>
<thead>
<tr>
<th>ADOPTED NEW SOFTWARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software, cloud-based applications</td>
</tr>
<tr>
<td>Hardware for staff</td>
</tr>
<tr>
<td>Software, desktop applications</td>
</tr>
<tr>
<td>Technology training</td>
</tr>
<tr>
<td>Technology staff</td>
</tr>
<tr>
<td>Hardware for beneficiaries</td>
</tr>
</tbody>
</table>

Base: Total (n=11,758)

77. As a result of the COVID-19 pandemic and associated lockdowns, has your organization invested in any of the following tools and resources?
Organizations with digital strategies have generally seen less negative mission delivery impact from COVID-19

**IMPACT OF COVID-19 ON MISSION BY LEVEL OF DIGITAL STRATEGY IN PLACE**

To what extent has COVID-19 affected your org’s ability to deliver its mission?

- Strongly disagree: My organization has a defined strategy and timeline for achieving digital readiness
- Disagree: My organization has defined a strategy for achieving digital readiness
- Neutral: My organization may or may not have a digital strategy
- Agree: My organization has a digital strategy in place
- Strongly agree: My organization has a defined strategy and timeline for achieving digital readiness

Source: TechSoup NCO Digital Readiness Survey

Base: Agree/Disagree - My organization has a defined strategy and timeline for achieving digital readiness (n=11,758).

65. To what extent do you agree with the following statement: My organization (staff, board, volunteers) has defined a strategy and timeline for achieving digital readiness.

Base: Extent of COVID-19 impact on organization (n=11,758)

73. To what extent has the COVID-19 Pandemic affected your organization’s ability to deliver its mission and reach its beneficiaries?
What is next?

This survey provides a significant view of global civil society organizations as they adapt to a unique time of change. The TechSoup Global Network is eager to build on these insights by continuing to engage with community members to understand which adaptations become permanent, how gaps in needs can be met, and what collaborative impact is possible when digital solutions to strengthen data handling in global civil society are adopted.

NEXT STEPS

- Over 50% of survey respondents requested follow-up contact to see either the final report results or to participate in further research. TechSoup looks forward to engaging this community both in these summary results to provide them with comparisons that may bring insights and also to inform future relevant research that will create robust views of the overall sector and useful data for philanthropy and CSOs.

- TechSoup learned a lot in conducting this research and is eager to continue building learnings by ‘workshopping’ with others on research topics and approaches and to add to this dataset and to be part of creating sector assets accessible for all. The TechSoup Network members, distribution partners and others interested in further analysis of this research will work directly with this large dataset to bring more focused insights to their communities and to inform funding and solutions.

- TechSoup will also foster collaboration on digital solutions by discussing these findings with other CSO capacity building organizations, technology providers, funders and volunteers.

- TechSoup will act on this study by providing support for organizations to develop digital strategies, along with the training required to use the tools selected, and services to manage those tools over time. This support will be specifically focused on data management practices, as well as the tools organizations use to collect, use, store, and share data.
Appendix
Most CSOs effectively collect, maintain and use client data. They have more difficulty in sharing it effectively.

INFORMATION EVALUATION

EFFECTIVENESS OF DATA COLLECTION/USE/STORAGE

<table>
<thead>
<tr>
<th>Process</th>
<th>Effectiveness</th>
<th>Ability to Improve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storing and maintaining data</td>
<td>69%</td>
<td>86%</td>
</tr>
<tr>
<td>Collecting data</td>
<td>68%</td>
<td>85%</td>
</tr>
<tr>
<td>Accessing and using data</td>
<td>64%</td>
<td>87%</td>
</tr>
<tr>
<td>Sharing data</td>
<td>45%</td>
<td>82%</td>
</tr>
</tbody>
</table>

56% Somewhat/Strongly Agree that their organization is very good at keeping beneficiary information up to date and refreshed

29. To what extent do you agree with the following statement? My organization is very good at keeping information about clients or beneficiaries up to date and refreshed
32. In your opinion, how effective are your organization's processes for collecting, storing/maintaining, and accessing, using, & sharing client and beneficiary information?
Base. Those answering that process is ineffective: Data collecting/storing/accessing/sharing (n=2065/1881/2171/2254)
33. To what extent do you agree that technology may improve the way you interact with donors and improve the following processes?
Manual data collection is typical; data is used primarily for delivering services, reporting, and future program development.

### Collection Method

- **54%**
  - Manual data entry into system, application, or tool

### Usage Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivering Services</td>
<td>64%</td>
</tr>
<tr>
<td>Reporting (to governments, donors, or as a part of grant management)</td>
<td>56%</td>
</tr>
<tr>
<td>Future Program Development</td>
<td>53%</td>
</tr>
<tr>
<td>Event planning</td>
<td>52%</td>
</tr>
<tr>
<td>Digital Outreach or Marketing campaigns</td>
<td>51%</td>
</tr>
</tbody>
</table>

### Method to Refresh Data

- **23%**
  - Manually, via phone
- **23%**
  - Manually, via email
- **8%**
  - Sending automated email/Direct mail (tie)

**21%**
We do not update or refresh our data frequently enough to have set methods.

---

**Base: Collect information about clients & beneficiaries (n=9166)**

30. How does your organization update or refresh information about clients or beneficiaries?
31. For which types of activities do you use information about clients or beneficiaries?
Spreadsheets dominate data storage and sharing, typically on the Cloud with limited access

**ACCESS CONTROL AND TOOLS USED**

**TOP TOOLS USED TO RECORD**
- 49% Directly in the tool where data is ultimately stored (e.g., spreadsheets or other applications.)
- 22% Manually, on paper

**DIGITAL TOOL USAGE**
- 49% In a Cloud-based service
- 39% On a machine or device owned and operated by my organization (e.g., a local server)

**ACCESS CONTROL**
- 66% Only certain individuals with the right credentials (username and password) have access to the data
- 33% Only certain individuals have access to the machine
- 18% Individuals must be connected through a secure internet connection (e.g., VPN) to access data
- 14% Individuals must be in the office to access data
- 8% Individuals download the data to their devices (desktop or mobile) before working remotely

**TOP TOOLS USED TO STORE**
- 39% In spreadsheets
- 17% In a custom-built database solution made for your organization

**TOOLS THAT HELP USE AND SHARE**
- 52% In spreadsheets
- 14% In a custom-built database solution made for your organization

Base: Collect information about clients & beneficiaries (n=9166)
55. How is access to the following data types controlled in your organization?
46. Which of these tools do you use to record the different types of data you collect?
47. Which of these tools do you use to store the different types of data you collect?
Base: Those answering who store Client & Beneficiary data using software (n=7348)
49. You indicated you use digital tools to store certain data. What best describes how each of the following tools are used to store different types of data?
48. Which of these tools help you use and share the different types of data you collect and store?
Organizations report the most effectiveness at managing finance and grant information

INFORMATION EVALUATION

Effectiveness of Data Collection/Use/Storage

<table>
<thead>
<tr>
<th>(Somewhat/Strongly agree)</th>
<th>Effectiveness</th>
<th>Ability to Improve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storing and maintaining data</td>
<td>80%</td>
<td>87%</td>
</tr>
<tr>
<td>Collecting data</td>
<td>79%</td>
<td>85%</td>
</tr>
<tr>
<td>Accessing and using data</td>
<td>75%</td>
<td>90%</td>
</tr>
<tr>
<td>Sharing data</td>
<td>61%</td>
<td>87%</td>
</tr>
</tbody>
</table>

74%

Somewhat/Strongly Agree that their organization is very good at keeping up Finance/grants information to date and refreshed

Base: Collect information about Finance & Grants (n=8341)
41. To what extent do you agree with the following statement? My organization is very good at keeping its financial and grant budget records up to date and refreshed
44. In your opinion, how effective are your organization’s processes for collecting, storing/maintaining, and accessing, using, and sharing its financial and grant budget data?
Base. Those answering that process is ineffective: Data collecting/storing/accessing/sharing (n=1058/913/1238/1348)
45. To what extent do you agree that technology may improve the way you interact with your organization’s financial and grant budget data and improve outcomes?
Spreadsheets and other data analytics tools are used for data collection, primarily refreshed manually.

**Information Collection, Maintenance & Usage**

<table>
<thead>
<tr>
<th>Collection Method</th>
<th>Usage Activities</th>
<th>Method to Refresh Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>Board reporting</td>
<td>30%</td>
</tr>
<tr>
<td>(Used most)</td>
<td>Bookkeeping</td>
<td>Manually, to locally</td>
</tr>
<tr>
<td></td>
<td>Grant applications</td>
<td>installed software</td>
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<tr>
<td></td>
<td>Program development</td>
<td>tools (eg: accounting</td>
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<tr>
<td></td>
<td>Payroll</td>
<td>software)</td>
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<tr>
<td></td>
<td></td>
<td>17%</td>
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<tr>
<td></td>
<td></td>
<td>Manually, to data</td>
</tr>
<tr>
<td></td>
<td></td>
<td>analytics tools (eg:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>spreadsheets)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>15%</td>
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<tr>
<td></td>
<td></td>
<td>Manually, to cloud-based</td>
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<tr>
<td></td>
<td></td>
<td>tools</td>
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<td></td>
<td></td>
<td>5%</td>
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<td></td>
<td></td>
<td>We do not update or</td>
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<td></td>
<td></td>
<td>refresh our data</td>
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<td></td>
<td></td>
<td>frequently enough</td>
</tr>
<tr>
<td></td>
<td></td>
<td>to have set methods</td>
</tr>
</tbody>
</table>

Base: Collect information about Finance & Grants (n=8341)

40. How is your organization’s finance and grant budget data typically collected?
42. How does your organization update or refresh its financial and grant budget data?
43. For which types of activities do you use your organization’s financial and grant budget data?
Spreadsheets dominate data storage—on the Cloud with limited access

**Access Control and Tools Used**

**Top Tool Used to Record**
- **68%** Directly in the tool where data is ultimately stored (e.g., spreadsheets or other applications)
- **11%** Manually, on paper

**Digital Tool Usage**
- **40%** In a Cloud-based service
- **33%** On a machine or device owned and operated by my organization (e.g., a local server)

**Access Control**
- **66%** Only certain individuals with the right credentials (username and password) have access to the data
- **37%** Only certain individuals have access to the machine
- **17%** Individuals must be connected through a secure internet connection (e.g., VPN) to access data
- **13%** Individuals must be in the office to access data
- **7%** Individuals download the data to their devices (laptop or mobile) before working remotely

**Top Tool Used to Store**
- **48%** In spreadsheets
- **14%** In a generic database or CRM tool

**Tool That Helps Use and Share**
- **64%** In spreadsheets
- **10%** "On paper"

Base: Collect information about Finance & Grants (n=8341)

45. How is access to the following data types controlled in your organization?
46. Which of these tools do you use to record the different types of data you collect?
47. Which of these tools do you use to store the different types of data you collect?

Base: Those answering who store Finance & Grant data using software (n=6703)

49. You indicated you use digital tools to store certain data. What best describes how each of the following tools are used to store different types of data?

48. Which of these tools help you use and share the different types of data you collect and store?
Donor data is not effectively shared by most respondents

INFORMATION EVALUATION

EFFECTIVENESS OF DATA COLLECTION/USE/STORAGE

(Somewhat/Strongly agree)

- Storing and maintaining data: 66% effective, 87% able to improve
- Collecting data: 60% effective, 85% able to improve
- Accessing and using data: 59% effective, 87% able to improve
- Sharing data: 37% effective, 82% able to improve

56% Somewhat/Strongly Agree that their organization is very good at keeping donor information up to date and refreshed

Base: Collect information about Donors (n=8246)
23. To what extent do you agree with the following statement? My organization is very good at keeping donor information records up to date and refreshed
26. In your opinion, how effective are your organization’s processes for collecting, storing/maintaining, and accessing, using, & sharing donor information?
Base. Those answering that process is ineffective: Data collecting/storing/accessing/sharing (n=2454/2020/2399/2420)
27. To what extent do you agree that technology may improve the way you interact with donors and improve the following processes?
Donor information is primarily collected manually and used for marketing and reporting.

**INFORMATION COLLECTION, MAINTENANCE & USAGE**

**COLLECTION METHOD**

- 62% (Used most)
  - Manual data entry into system, application, or tool

**USAGE ACTIVITIES**

- Digital outreach or marketing campaigns (65%)
- Event planning (61%)
- Physical outreach or marketing campaigns (60%)
- Reporting (to governments, donors, or as a part of grant management) (54%)
- Future program development (44%)

**METHOD TO REFRESH DATA**

- 26% Manually, via email
- 14% Manually, via phone
- 13% Direct mail
- 28% We do not update or refresh our data frequently enough to have set methods

Base: Collect information about Donors (n=8246)

22. How is donor information typically collected by your organization?
24. How does your organization update or refresh donor information?
25. For which types of activities do you use donor information?
Spreadsheets used for Donor data collection and storage, primarily stored on the Cloud with limited access

**ACCESS CONTROL AND TOOLS USED**

<table>
<thead>
<tr>
<th>Top Tools Used to Record</th>
<th>Digital Tool Usage</th>
<th>Tools that Help Use and Share</th>
<th>Access Control</th>
</tr>
</thead>
<tbody>
<tr>
<td>55%</td>
<td>48%</td>
<td>56%</td>
<td>67%</td>
</tr>
<tr>
<td>Directly in the tool where data is ultimately stored (e.g., spreadsheets of other applications)</td>
<td>In a Cloud-based service</td>
<td>In spreadsheets</td>
<td>Only certain individuals with the right credentials (username and password) have access to the data</td>
</tr>
<tr>
<td>15%</td>
<td>28%</td>
<td>16%</td>
<td>Only certain individuals have access to the machine</td>
</tr>
<tr>
<td>Manually, on-paper</td>
<td>On a machine or device owned and operated by my organization (e.g., a local server)</td>
<td>Using existing dashboards within CRM Tools</td>
<td>Individuals must be connected through a secure internet connection (e.g., VPN) to access data</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Individuals must be in the office to access data</td>
</tr>
</tbody>
</table>

**Top Tools Used to Store**

<table>
<thead>
<tr>
<th>Top Tools Used to Store</th>
<th>41%</th>
<th>22%</th>
</tr>
</thead>
<tbody>
<tr>
<td>In spreadsheets</td>
<td></td>
<td>Nonprofit-specific database solution made for your organization</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top Tools Used to Store</th>
<th>22%</th>
<th>28%</th>
<th>16%</th>
<th>13%</th>
</tr>
</thead>
<tbody>
<tr>
<td>In spreadsheets</td>
<td></td>
<td>On a machine or device owned and operated by my organization (e.g., a local server)</td>
<td>Using existing dashboards within CRM Tools</td>
<td>Individuals download the data to their devices (laptop or mobile) before working remotely</td>
</tr>
</tbody>
</table>

Base: Collect information about Donors (n=8246)

55. How is access to the following data types controlled in your organization?
46. Which of these tools do you use to record the different types of data you collect?
47. Which of these tools do you use to store the different types of data you collect?
Base: Those answering who store Donor data using software (n=6850)
49. You indicated you use digital tools to store certain data. What best describes how each of the following tools are used to store different types of data?
48. Which of these tools help you use and share the different types of data you collect and store?
Less than half of respondents say they are good at keeping other programmatic data up-to-date

**INFORMATION EVALUATION**

**EFFECTIVENESS OF DATA COLLECTION/USE/STORAGE**

(Somewhat/Strongly agree)

- Storing and maintaining data: 61% effective, 90% able to improve
- Collecting data: 61% effective, 88% able to improve
- Accessing and using data: 58% effective, 90% able to improve
- Sharing data: 47% effective, 88% able to improve

46% Somewhat/Strongly Agree that their organization is very good at keeping other programmatic information up to date and refreshed

**Base:** Collect information about Other Programmatic (n=3463)

35. To what extent do you agree with the following statement? My organization is very good at keeping other programmatic data records up to date and refreshed.

38. In your opinion, how effective are your organization’s processes for collecting, storing/maintaining, and accessing, using, & other programmatic data?

Base. Those answering that process is ineffective: Data collecting/storing/accessing/sharing (n=869/809/889/895)

39. To what extent do you agree that technology may improve the way you interact with other programmatic data and improve outcomes?
Data is primarily collected and refreshed manually and used for future program development and reporting.

**Collection Method**

- 85% (Used most) Manual data entry into system, application, or tool

**Usage Activities**

- Future program development: 72%
- Digital outreach or marketing campaigns (e.g., Facebook ads, Instagram ads, emails, etc.): 71%
- Event planning: 50%
- Sharing relevant information with other nonprofits: 50%
- 43%

**Method to Refresh Data**

- 22% Manually via email
- 19% Via desktop research
- 12% Manually via phone
- 23% We do not update or refresh our data frequently enough to have set methods

Base: Collect information about Other Programmatic (n=3463)

34. How is other programmatic data typically collected by your organization?
36. How does your organization update or refresh other programmatic data?
37. For which types of activities do you use other programmatic data?
Spreadsheets also used for other programmatic data—stored on the Cloud with limited access

**ACCESS CONTROL AND TOOLS USED**

**TOP TOOLS USED TO RECORD**
- **52%** Directly in the tool where data is ultimately stored (e.g., spreadsheets or other applications.)
- **15%** Manually, on paper

**TOP TOOLS USED TO STORE**
- **51%** In spreadsheets
- **12%** In a custom-built database solution made for your organization

**DIGITAL TOOL USAGE**
- **51%** In a Cloud-based service
- **30%** On a machine or device owned and operated by my organization (e.g., a local server)

**TOOLS THAT HELPS USE AND SHARE**
- **60%** In spreadsheets
- **12%** “On paper”

**ACCESS CONTROL**
- **62%** Only certain individuals with the right credentials (username and password) have access to the data
- **27%** Only certain individuals have access to the machine
- **18%** Individuals must be connected through a secure internet connection (e.g., VPN) to access data
- **12%** Individuals download the data to their devices (laptop or mobile) before working remotely
- **11%** Individuals must be in the office to access data

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**Base:** Collect information about Other Programmatic (n=3463)

45. How is access to the following data types controlled in your organization?

46. Which of these tools do you use to record the different types of data you collect?

47. Which of these tools do you use to store the different types of data you collect?

**Base:** Those answering who store Other Programmatic data using software (n=2776)

49. You indicated you use digital tools to store certain data. What best describes how each of the following tools are used to store different types of data?

48. Which of these tools help you use and share the different types of data you collect and store?
### Countries and Territories as Reported by Participants

<table>
<thead>
<tr>
<th><strong>GLOBAL NORTH</strong></th>
<th><strong>GLOBAL SOUTH</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Åland Islands</td>
<td>Algeria</td>
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<tr>
<td>Albania</td>
<td>Argentina</td>
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<td>Australia</td>
<td>Armenia</td>
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<td>Bangladesh</td>
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Thank You!