

NPO 2.0

The .ngo|.ong Initiative and What's Next Online for NPOs

Public Interest Registry

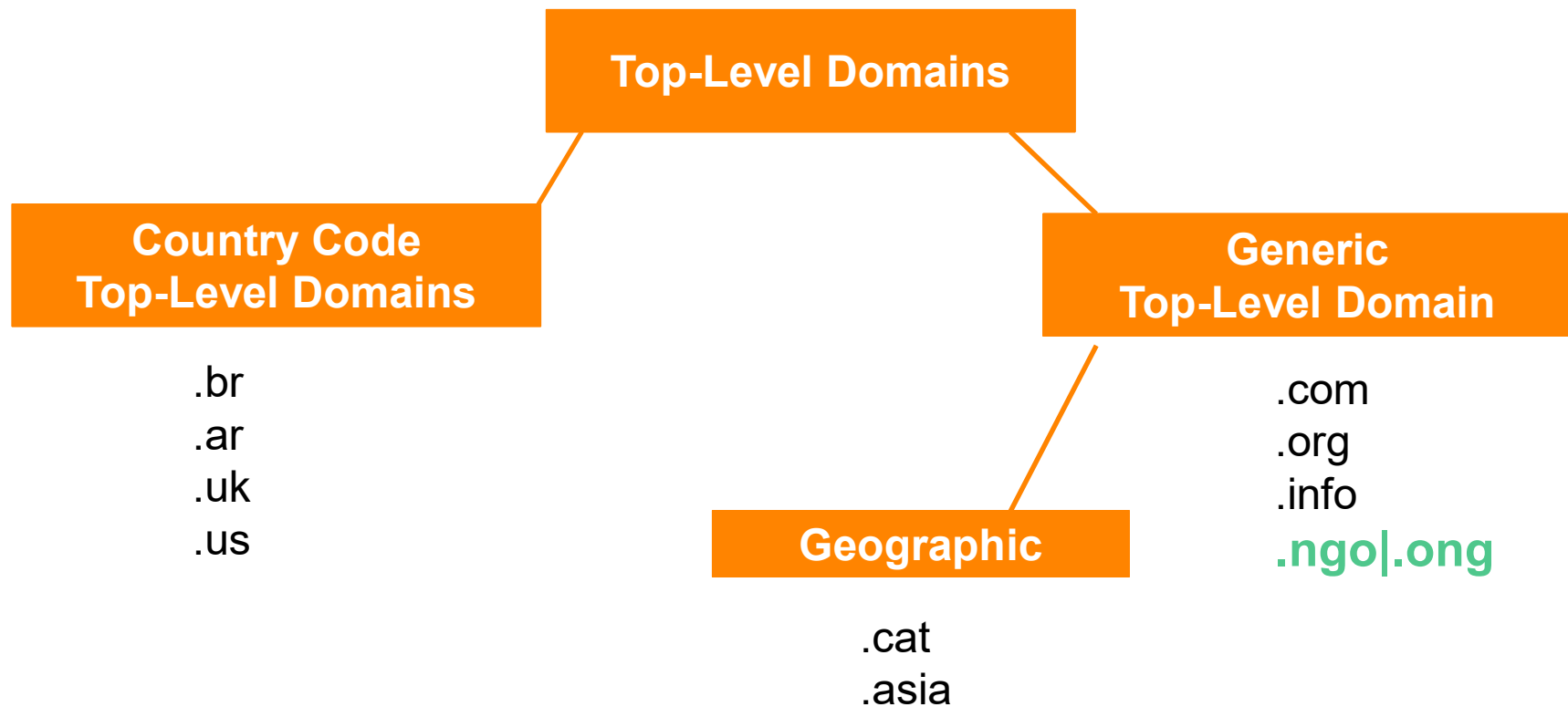
Rebecca Regan-Sachs

PIR/AMGlobal Consulting
Cape Town, August 2014

 ngo |  ong

www.globalngo.org

The Top-Level Domain System



The Evolving Internet



About Public Interest Registry

- Global not-for-profit organisation created by the Internet Society (ISOC)
- Experienced in running a stable, trusted registry having managed the .org domain for more than a decade
- Supporting more than 10.5 million .org domains in 210 countries around the world
- Dedicated to serving the global non-governmental organisation (NGO) community



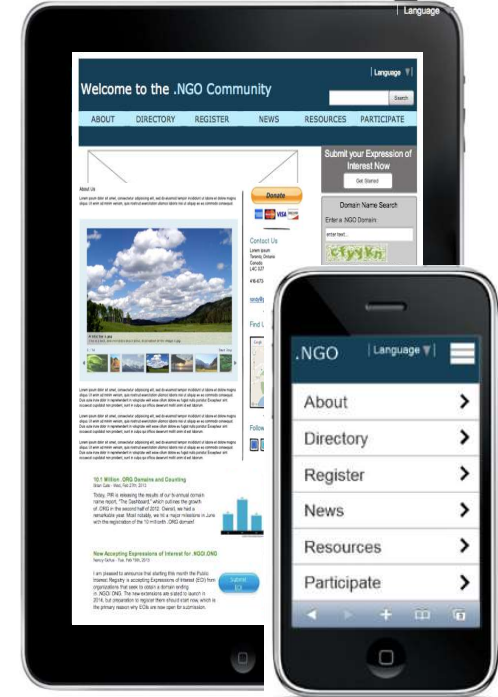
Global NPO Challenges – Technology Can Help

- Visibility
- Funding
- Connect with new partners around the world
- Get online through the .NGO portal
- Safety and security online



Trust

A Portal for Members of the NPO Community



Create an Online Presence on the Portal



Get an immediate web presence:

- Showcase your cause and activities
- Collect donations
- Communicate with partners, funders, public
- Include links to your social media channels

A Robust, Searchable .NGO Directory



Find NPOs by:

- Location
- Sector
- Name
- Page content

Online Giving: A Snapshot

- Online giving in 2013 grew 13.5% year-over-year
- Average online gift: \$89
- *Reach non-traditional sources – Africans in the Diaspora and especially Tourists*

Online Giving Trends by Organization Size

Size	YOY % Change
Small (Less than \$1M)	18.4%
Medium (\$1M - \$10M)	11.3%
Large (\$10M+)	12.7%
Total	13.5%

Who is an NPO?

The 7 characteristics used to define an NPO for .ngo|.ong validation:

1. Focused on acting in the public interest
2. Non-profit making/non-profit-focused entities
3. Limited government influence
4. NGO staff/members are independent actors
5. Active Organizations
6. Structured
7. Lawful

Validation

- Self-Certification
- Validation required for entry into the community
 - Criteria validation
 - Documentation
 - References
- A system of checks and appeals keeps .ngo|.ong clean
 - Community challenge process
 - Regular reviews



.ngo|.ong – A Secure Space

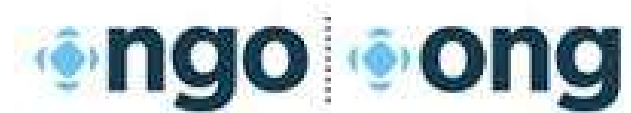
- Validation process
- Strong technical security standards, as with .org
- Ongoing contributions to security education for .NGO members through Public Interest Registry's partnership with ISOC and other initiatives



Trust

What Does Success Look Like?

- More NPOs online
- Connection to funders around the world
- More connections between north and south
- SUCCESS FOR NPOS LIKE YOU



Thank You!



For any questions:
rregansachs@amglobal.com
Skype: regan-sachs



www.globalngo.org