Assessing your DNA
- Digital Nonprofit Ability™

The NetHope Digital Nonprofit Ability (DNA™) Assessment Survey and resulting DNA analysis is available to all nonprofit organizations. We encourage you to familiarize yourself with the content below, explore our methodology, and answer the survey questions. Your input will contribute to our ongoing research into the state of Digital Transformation within the nonprofit sector. Interested to receive your results? Email The Center for the Digital Nonprofit to find out how.

**Is your nonprofit ready to be digital?**
*Let’s check your DNA (Digital Nonprofit Ability™)*

Digital transformation is a strategic, organization-wide approach to IT that brings together people, process, and technology to create exponential impact through free-flowing insight that enables innovation across the entire value chain.

A digital nonprofit has both excellent digital operations and fundraising, and provides a best-in-class digital experience for beneficiaries.

**Quadrant Definitions**

1) **TECH-ENABLED Nonprofit**
   A technology non-profit employs technologies as a utility (e.g., office suite, infrastructure, functional systems) to sustain business growth as usual. Technology is perceived as a requirement of the modern world vs. a catalyst to mission acceleration or program transformation or beneficiary empowerment. Investments in technologies are made out of compliance or necessity and kept to a minimum. Data is in silos, used for information outputs such as to produce reports or graphs. People view technology as a specialty best left for the IT department to do.

2) **AUTOMATED Nonprofit**
   An automated nonprofit focuses on computerizing operations for efficiency (e.g., finance, HR, legal) and digital fundraising (e.g., donor CRM, website, social media). Money-to-mission is the process that is most often computerized and through which integrated data flows. This can be achieved through the implementation of a combination of CRM and ERP platforms. Data exists for compliance and to answer traditional business questions, such as “how much did we raise for this?”, “where did we spend these funds?”, “who worked on what?”.

3) **CONNECTED Nonprofit**
   A connected nonprofit provides a best-in class digital experience to field teams, partners, and beneficiaries using an ICT4D framework. The organization’s approach to technology and data is beneficiary-centric, identifying digital gaps with beneficiaries (e.g., ICT4D, skills) and providing solutions (e.g., digital trials). Data is shared both internally and with nonprofits and governments who service the same beneficiaries. Resources are allocated based on outcome/impact vs. activities/functions. Data is used to sense perceptions beneficiaries have regarding their experiences in order to provide better programs and mission results. Data is used to compare program output, outcomes, and impact across the organization.
4) **DIGITAL Nonprofit**

A digital nonprofit can bridge the gap and transform how we deliver aid by combining the best of the automated and connected nonprofit models. It is inspired by powerful, readily accessible platform technologies. A digital non-profit reimagines the relationships between the beneficiary and the nonprofit that places the beneficiary at the center of the demand for services. The digital nonprofit delivers unique, integrated business capabilities with transparent, open data in order to do good better. The largest change is a mindset shift where orders of magnitude increase in scale and scope; and where impact can only be realized by working in collaborative systems and innovating collectively as opposed to individually. Digital nonprofits seek to build platforms for others to use and/or actively seek to find external innovation to accelerate their mission.

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**Let’s check your DNA (Digital Nonprofit Ability™)**

Assessing digital readiness is an effective first step for a nonprofit to create a digital strategy. A good digital strategy is inspired by powerful, readily accessible technologies, and delivers unique, integrated business capabilities in ways that are responsive to constantly changing market conditions.

In this [survey](#), we ask that you rank how accurately the sentences reflect the present status of your nonprofit:

**Disclaimer:** Your information is confidential between you and NetHope. No personally identifiable information will be shared outside of your organization. Your responses will be combined with other respondents’ answers and summarized in a report that will be public. The report will include the calculation of aggregates (e.g., benchmarks, trends, averages).

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**State of Nonprofit Digital Transformation**

More than a quarter of the nearly 60 NetHope members have taken the Digital Nonprofit Ability ™ (DNA) assessment to date. In the process, they have learned insights into their digital readiness from the perspective of the People, Process, Technology, Data, and Investment it will take to make it a reality.

Have questions about how you can assess your organization’s readiness? Contact NetHope’s [Center for the Digital Nonprofit](#).