



Parachute Digital  
Innovation

# Digital Innovation

Achieving digital excellence in the NFP sector

# INNOVATION AT PARACHUTE DIGITAL

We've been providing digital fundraising excellence within the not-for-profit sector in Australia and New Zealand for over a decade. As one of the only women led digital agencies in Australia and New Zealand, Shanelle, Marnie and Mamta (along with their incredible team of consultants, producers and collaborators), are **on a mission to connect people that care with the causes they care about** through digital innovation.



# DIGITAL INNOVATION

With the ever-changing digital landscape and new technologies emerging, we're here to deliver innovative digital solutions for you and your org through:



Using **block-chain technology** to help non-profits and for-purpose businesses track their supply chain and be more transparent with customers and donors where the money goes. Some examples of how to effectively use blockchain from WWF can be found [here](#)



**Digital transformation Automation** of data between systems. If you're not using Zapier to save **[XX]** hours for your staff each week/day, you should be!



Using **machine learning** to provide better experiences for the clients and customers of charity support services (i.e. disability services, aged care, healthcare etc.).



**Improving operations and efficiency** through digital transformation and improved backend connectivity.



Creating **new products** such as **lived experience storytelling** or culture/happiness tracking

If you are interested in working with us to find out how digital innovation could help your organisation please contact Marnie on **+64 21 121 4799** or email [marnie@parachutedigital.com.au](mailto:marnie@parachutedigital.com.au)

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# INTRODUCTION

Welcome, and thank you for your interest in exploring digital innovation in the not-for-profit space. Usually, when we think of innovation, we will have our fundraising hat on. But digital innovation isn't, and shouldn't, just be fundraising. There are many other functions within a not-for-profit where digital innovation can play a transformational role – which we want to share with you in this booklet.

From better supporter and client experiences to dynamic ways to demonstrate your cause's social impact, let us show you how you can reimagine digital innovation to transform your org.



# TIMELINE

## DIGITAL INNOVATION EVOLUTION

<b>1952</b> Machine learning developed	<b>1956</b> Artificial intelligence is founded	<b>1966</b> First chatbot	<b>1968</b> Virtual Reality (VR) is invented	<b>1979</b> Online shopping was invented	<b>1981</b> Blackbaud is launched	<b>1982</b> The Boston Computer Exchange was launched	<b>1984</b> First self-driving car
<b>1999</b> Blackbaud pioneer the non-profit technology market by introducing reliable, secure, and donor-friendly online donation forms. E-learning was invented	<b>1998</b> Google is launched	<b>1997</b> Wi-fi is invented	<b>1994</b> Yahoo and online gaming are launched	<b>1993</b> World Wide Web launches	<b>1992</b> Augmented reality is invented	<b>1985</b> Windows launches	
<b>2003</b> Skype, MySpace and first Metaverse is invented	<b>2004</b> Facebook	<b>2005</b> Reddit	<b>2006</b> Twitter and cloud computing	<b>2007</b> Tumblr and first iPhone released	<b>2008</b> Blockchain technology is invented	<b>2009</b> Uber and Pinterest	<b>2010</b> Instagram and GoFundMe
<b>2021</b> Advanced digital personalisation	<b>2020</b> Tesla self-driving car	<b>2019</b> 5G	<b>2015</b> Discord	<b>2014</b> Musical.ly (now TikTok), Alexa and Apple watch	<b>2011</b> Snapchat		



Digital innovation  
is ever-present  
and ever-evolving

## DIGITAL INNOVATION IN THE NOT-FOR-PROFIT SPACE

Charities have been digitally innovating for many years – from implementing their first donation page and text to donate, to payWave donations and building communities through social media. But digital innovation has REALLY accelerated since the Pandemic.

Physical restrictions forced charities to deliver innovative digital solutions. Whether it was live-streamed events, creating apps, or a digital-first appeal or event, the Pandemic was the turning point for many orgs to elevate their digital offering and opt for digital solutions to reach their goals and deliver their services.

VR now lets supporters walk in the shoes of beneficiaries in the virtual world. Streaming has become a big revenue stream for some charities in recent years with gamers, artists and musicians connecting with their communities to raise funds. Some charities have implanted AI technology to allow their communities 24-hour access to their services. Others have developed e-learning modules to educate their communities. And let's not forget the rise and rise of Crypto and NFT's as new fundraising sources.

Digital innovation is ever-present and ever-evolving – and it's only going to become more important for how we connect with supporters and raise money in the future.



# THE RISE OF VOICE SEARCH

Voice search (think Siri and Alexa) is on the rise – up 50% in 2020 – so it should be on your radar. But not many organisations have optimised their digital content for voice search. This is a huge opportunity to get in there first with your SEO to ensure you have the right keywords for voice search.

Beyond voice search rankings, you could also be innovating by creating content for voice speakers (like Alexa) and engaging with your audiences using voice guides. It's on the rise in the UK already. Accessibility charity, Whizz Kidz, have a voice guide on navigating London step-free for wheelchair users and people of limited mobility. The British Red Cross have a first

aid voice guide, and Breast Cancer Aware has a voice guide on how to check for early signs of breast cancer.

Amazon Pay has also recently launched in the UK, where customers can purchase using Alexa. With voice speaker sales sitting at around 150 million, this could be a game changer to diversify your fundraising.



**Give it a go –  
ask a question**

(e.g. “Siri, what are the signs of heart disease?”) and see where your organisation sits on voice search for related topics. Can you improve your ranking?



# BLOCKCHAIN TECHNOLOGY – WWF TUNA PROJECT

Blockchain is a continuously expanding list of electronic records, called blocks, providing a way to record and transfer data that is transparent, traceable, easily auditable, and resistant to tampering or outages. This verifiable digital record of information is accessible to everyone – and WWF are using it to change the way we eat fish.

WWF New Zealand, Australia and Fiji are Blockchain Project partner's and are using the innovative technology to protect the environment through smart, sustainable fisheries and stamp out illegal fishing.

## Why is this important?

Illegal, unreported, and unregulated fishing is still a problem in the Pacific region. For years, there have been disturbing reports that consumers may have unknowingly bought tuna from IUU fishing and from operators who use slave labour. But blockchain technology and WWF are revolutionising this.

As part of the Blockchain Supply Chain Traceability Project, WWF are using the technology to help people track fish from ship to shop, so people know exactly where their fish is coming from, and how sustainably it's been caught.

## But how?

Simple: scan your tuna package and the smartphone app tells the journey of a tuna fish. A combination of radio-frequency identification (RFID) and QR codes will be used to capture information throughout the supply chain so you can see where and when the fish was caught, by which vessel and fishing method.

This digital innovation means you can understand exactly where your food comes from – telling the story about the fish, the fisherman, the families, the crew – and make ethical and environmentally-conscious choices.



How could your organisation use Blockchain technology to provide transparency to consumers or gain donor trust?



## Tech-savvy: the story of your tuna

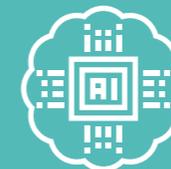
Through the Blockchain Supply Chain Traceability Project and blockchain technology, a combination of radio-frequency identification (RFID) and QR codes will be used to capture information throughout the supply chain. A RFID tag will be affixed when the fish comes on board the vessel, which will follow the fish and register automatically at various devices positioned on the vessel, at the dock, and in the processing facility. Once the product enters the processing facility and is partitioned out into various products, it will receive a QR code (or potentially in the future an near field communication (NFC) device) that will track the product to its ultimate fate all the way past the retailer. From ship to shop – the tale of your tasty and ethically-sourced tuna.

# AI/MACHINE LEARNING

Simply put, AI is the new segmentation. It provides big-picture value by giving you a more detailed understanding of the patterns in your donation data. Machine learning technology takes the guesswork out of segmentation by generating constantly updated lists of donors who have a high likelihood of taking your target action if asked. When integrated with your database, AI technology makes it easy to filter your donors by propensity scores and immediately begin crafting the perfect message for that unique segment.

By using all known data about your supporters and predicting what they'll do in the future (rather than simply looking at what they've done in the past), you can create more targeted appeals, use your resources more efficiently, and raise more for your mission while spending less.

Artificial intelligence can be used by non-profits to talk to donors in all kinds of new, data-driven ways. When investing in AI or machine learning software for non-profits, look beyond basic prospect scoring tools that only measure RFM metrics. Deeper insights that take many more factors into account will deliver everyday value in a wider variety of fundraising contexts.



## Using AI technology, you can:

- Hyper-personalise comms and appeals to drastically increase your conversion rates and raise more revenue. With an AI-driven approach, non-profits saw a 10% increase in response rates – around 40% from the top 1,000 donors
- Improve your direct mail appeal response rates by showing you exactly who is more likely to respond to direct mail appeals at different giving levels
- Boost regular giving by pinpointing the donors with the highest propensity to set up a recurring donation or upgrade an existing one. AI tools can also predict lapsed donors who are likely to reactivate
- Reduce attrition by predicting who's at risk of lapsing or churning. These immediate insights will show you the overall health of your stewardship strategies and point you to donors who need an extra, personal touch to stay engaged
- Strengthen major gift fundraising strategies with deep insights and accurate predictions from machine learning tools allowing you to prospect, cultivate, and solicit major gifts from those most likely to respond.

# AUGMENTED REALITY

Non-profit organisations can't always afford to launch massive promotional campaigns to attract attention to their cause. However, more and more charitable organisations have started to recognise the benefits of using advanced technologies. Sometimes, a photo exhibition or storytelling isn't enough to get the awareness that's needed for an organisation. That's where augmented reality can help give users an immersive experience with the cause.

## Up Close & Personal

WWF Armenia and a Yerevan-based AR/VR app development company organized a campaign to draw more public attention to the problem of endangered species. It was called "Take a Photo with the Leopard" and aimed to spread the information about Caucasian leopards, which face a threat of extinction due to extermination and natural habitat loss.

The campaign featured AR markers put throughout the Yerevan in the most foot-trafficked places. After downloading a special AR application, people could scan those markers and watch a 3D model of a Caucasian leopard appear in front of them.



But, for information to spread, the organisers asked users to share their results via Facebook and gave a prize (a mountain bike) to those people whose posts were the most informative and creative.

As a result, WWF-Armenia has managed to reach more than 100,000 people around the world as well as receiving lots of feedback from users.

They also strengthened the animal's existing habitat management, created several new safe areas, and have taken the initiative to develop a network of leopard caretakers near their natural surroundings.



## A Bloody Good Show

Another example of augmented reality usage is a campaign launched by NHS in London and Birmingham. They needed 200,000 blood donors yearly and wanted to increase public awareness of the importance of blood donations.

They placed several interactive billboards that showed people who required a blood transfusion. Then, NHS volunteers offered pedestrians to put special

stickers on their arms (where usually the needle goes). When hovered over with an iPhone, a 20-second simulation of blood donation was shown on its screen.

As the blood bag filled up, the ill-looking patient on the billboard becomes healthier, and then shows a personal "thank you" message. During that mini simulation, the participants were also asked to register as blood donors.

# METaverse

The Metaverse is a broad term that encapsulates the next evolution of the internet. It's a digital reality, a cyberspace made up of multiple worlds. It combines components of social media, gaming, virtual reality, augmented reality, cryptocurrencies and NFT's (non-fungible tokens).

AR applications in the metaverse will enable users to choose from several layers that can be projected onto their current surroundings. Augmented reality and virtual reality will allow applications to take information about locations and other information and digitally place them into the physical world where it is relevant.

We'll be able to interact with this information layer through AR or VR devices and users will experience the internet all around them using connected devices, whenever and wherever they like.

**New spaces in the metaverse are being created all the time, but despite the best charitable intentions, some are forming without the benefit of the sector's expertise. So why not get in on the ground up?**



## A cash-less reality

Virtual economies also exist across several applications, offering cryptocurrencies and peer-to-peer transactions of mediums of payment between their users. This is an incredible opportunity for non-profits to diversify their fundraising – and get in while it's not overcrowded.

The Metaverse is often populated by people who are idealistic and future-focussed," according to Mitchell. Virtual economies are already being used by innovative orgs to support their cause and show their impact. For example, Betterverse is in the process of creating an immersive, virtual space to support the real-world

work of charities. Like many (but not all) of these projects, they are using Non-Fungible-Tokens (NFTs) as an entry point for donors. In this case, donors receive an NFT tree in return for their donation.

The Betterverse NFTs also use blockchain technology so that donations can be tracked as they are spent in the real world by the charity partners. Donating to receive an NFT will also eventually give donors access to the Betterverse as it becomes a space in the metaverse. The value attached to an NFT is called its utility. As well as having monetary value, many NFTs have membership utility.

## Collaborating with existing Metaverse spaces

If traversing the metaverse alone sounds daunting, there's a lot of opportunity to collaborate with existing spaces. Allbright, the women's members club established in London in 2018 to support women leaders, has launched Allbright Meta, a version of their offering within the metaverse.

They have established a club within an existing metaverse space called Decentraland, to bring digital members together. Organisations working for social good have appeared as speakers at the digital version of the club to connect with potential donors.

# AI TECHNOLOGY

Lifeline launched Australia's first suicide prevention Twitter chatbot to increase the accessibility of suicide prevention and self-harm information, with in-kind support from a software development company.

The bot also offers an additional pathway to help people connect with Lifeline's crisis services and partner organisations.

Launched in conjunction with a \$100,000 pro-bono advertising campaign provided by Twitter as part of the Ads for Good initiative, the chatbot and Lifeline's Twitter handle were promoted extensively on the social media site.

Advertising targeted a broad range of health-related influencers and populations identified as having an increased risk of suicide.

Users of the bot are asked a series of questions and are channelled through different flows depending on their responses.

The Twitter bot helps people connect with Lifeline's crisis services and partner organisations.

They can be referred to different types of information based on their interactions including direct links to Lifeline's online chat, text and telephone services.

Since its launch, the greatest uptake has been from the LGBTIQ+ community who face a significantly increased risk of suicide. The advertisements are boosting Lifeline interactions on social media and outperforming industry benchmarks. Feedback from users has been largely positive with plenty of requests to expand the bot's content.

**How could your organisation use AI technology to reach your audience quickly and effectively? Are you a service provider? This is where AI technology could help you to increase your response times, help people more quickly, triage online chat and help direct people to other services.**

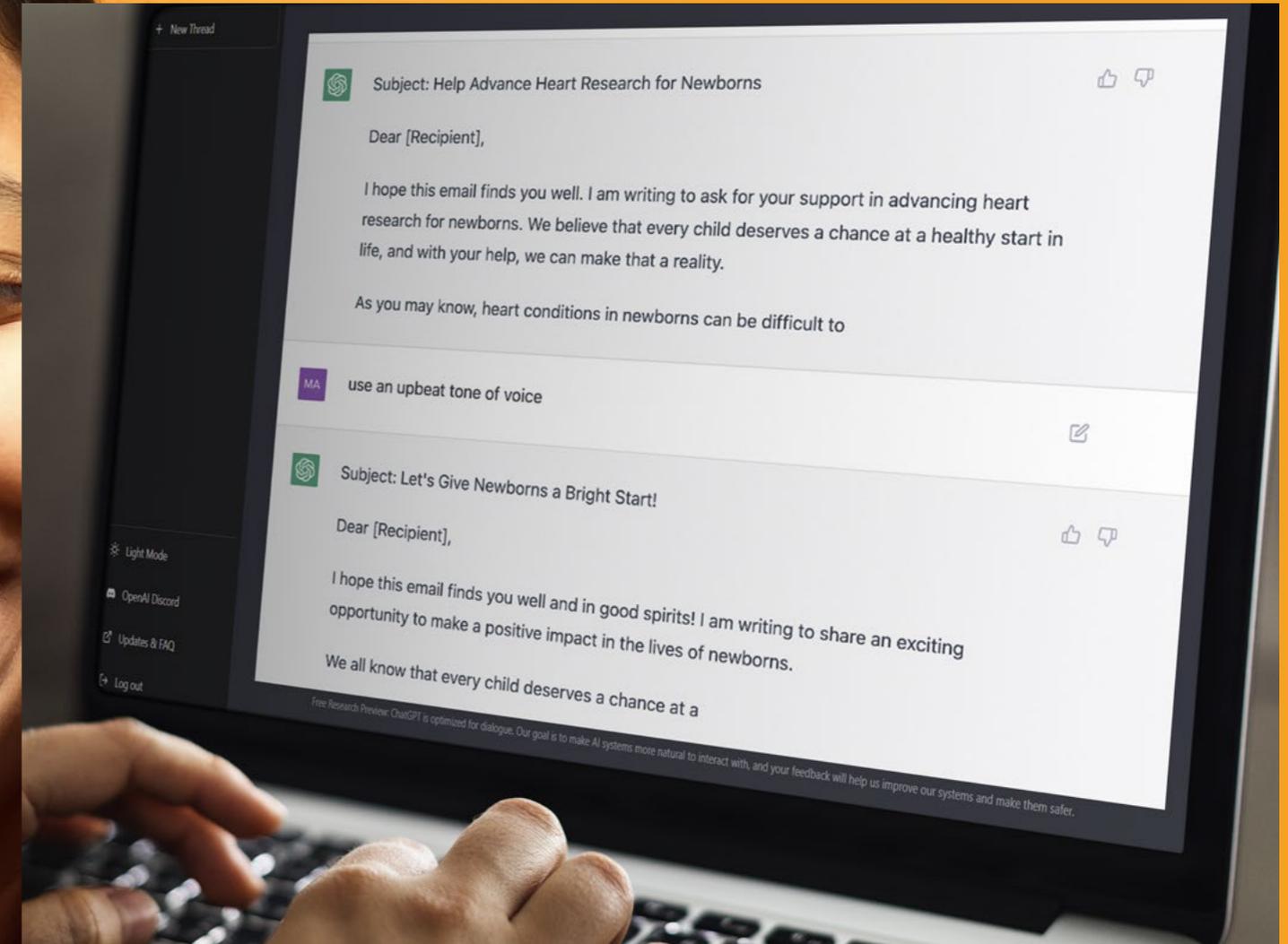
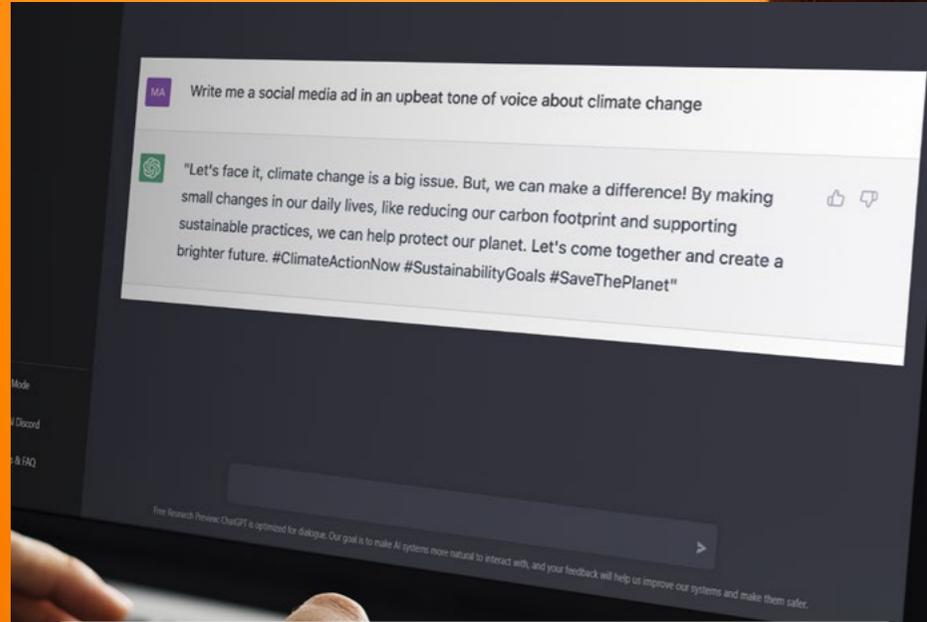


# ChatGPT

ChatGPT (Chat Generative Pre-Trained Transformer) is a chatbot that was launched in November 2022 by Open AI, and is making headlines around the world. Simply put, it is a large language model that can be used for natural language processing tasks such as text generation and language translation..

For instance, you can direct the Chatbot to write you social media ads, write an assignment for you (not so good for the education sector) or even write job cover letters. It's also really useful to create chatbots for customer service, generating responses to questions in online forums or creating personalised content.

A ChatGPT content is easy to understand and there's not a wrath of information to choose from. The Chatbot also understands follow-up questions, for instance;



**ChatGPT is here, and it's here to stay and will change the way we go about our daily lives! Have you tried it yet?**



# E-LEARNING

E-learning has been around for decades, offering online learning solutions to many organisations and their clients.

Be You is the national mental health in education initiative that equips educators with knowledge, tools and resources to support the mental health and wellbeing of children and young people from birth to 18 years.

Delivered by Beyond Blue, in collaboration with Early Childhood Australia and headspace, Be You empowers every learning community in Australia to be their most mentally healthy, positive and inclusive in ways that work for them, at a time that works for them, and all free of charge.

It offers e-learning through;

- Support from Be You consultants
- Online interactive sessions and events
- Accredited Be You professional learning
- Fact sheets
- Wellbeing resources
- Planning and implementation tools



What e-learning opportunities does your organisation have? How might you formalise your learning offerings within an e-learning environment?

# MEASURING SOCIAL IMPACT – IMAGINE THIS...

Do you ever imagine how you could easily measure your social impact through digital innovation? A place where all your programs and data could be housed? Where at a touch of a button you could get real-time information on program performance. Where reporting back to the board and donors would be a simple process? Imagine a program where all your data fed into, where there were user friendly reporting dashboards and the ability to drill down into detail. How are you currently measuring and reporting social impact for your programs?



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## GET IN TOUCH

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