

Case Study:

NTEN (The Nonprofit Technology Enterprise Network)

Holly Ross, Director of Programs

As the Director of Programs for the Nonprofit Technology Enterprise Network (NTEN), Holly Ross works hard to help nonprofits use technology to achieve their goals. Educating the NTEN's diverse and geographically dispersed member base is a challenge, so the organization started holding webinars with ReadyTalk to reach out to the community.

"Webinars are going really well. They have grown into a program that our constituency expects and is used to, so we have a lot of repeat attendees," she says. NTEN's webinar program began in 2005 with 8 webinars and 209 attendees. From January through June of 2006, they have already conducted 14 webinars with a total of 497 attendees.

Types of Webinars

NTEN conducts skill-based and policy-based webinars. Skill-based webinars help nonprofit organizations take immediate, tactical actions to make staff members' jobs easier and their organizations more successful with topics ranging from fundraising to blogging. Policy-based webinars are designed to inform participants about big-picture topics and issues that affect the nonprofit sector. These two types of webinars complement one another and enable NTEN to target specific members of their database.

Building and Maintaining Relationships

Holly loves using ReadyTalk for NTEN's webinars because they give her a great way to connect with sector leaders. She says,

"Speaking on a webinar doesn't require a lot of time and doesn't require any travel. Inviting industry experts to speak has been great for building and maintaining relationships. Those people we might not be able to convince to come out to our annual conference are more likely to get involved after presenting on a webinar." Further, 36% of webinar attendees are non-NTEN members who are introduced to the organization through their participation.

Budget Savings

Along with providing NTEN with a great tool for communication, relationship building and member recruitment, ReadyTalk has also saved NTEN thousands of dollars. Their average budget for regional conferences used to be approximately \$20,000. Thanks to ReadyTalk, their regional conferences have been replaced with a combination of webinars and small, targeted one-day events that cost only \$2000. A webinar carries a reasonable per-minute cost for audio, and either a per-minute or a flat-rate cost for the web portion of the event. No flights, auditorium reservations, hotels, catering, and extensive logistics are required.

"The savings have been tremendous," exclaims Holly. "ReadyTalk has changed the way we structure our program. It has made a huge difference for us."

