

The Budget Matrix for Nonprofits and Campaigns

TECHNOLOGY TO STAFF, \$ TO \$\$\$



Scale	Tech Infrastructure	Human Infrastructure
\$	<i>Free, Inexpensive, or Open Source</i>	<i>Small staff, plus vol's or distributed labor</i>
<p>Email list: Less than 20K</p> <p>Internet budget: \$30K/yr or less</p> <p><i>Expect:</i> Startup fees of \$1,000 – 5,000 + Ongoing costs of \$250 – 1,500/mo + staffing costs</p>	<p>Must have:</p> <ul style="list-style-type: none"> • CMS (or blog) plus bulk email tool <p>Nice to have:</p> <ul style="list-style-type: none"> • Integrated CMS, CRM, and bulk email; grassroots advocacy tool • Budget for design <p>Vendors / Tools:</p> <ul style="list-style-type: none"> • CMS/Blog: CivicSpace OnDemand, Non-Profit Soapbox, CitySoft, Wordpress, Blogger, SixApart, Drupal, Joomla, Plone • CRM / hosted email: Topica, SalesForce, Campaign Monitor, Groundspring, MyEmma • Advocacy/Action tools: DiA, CitizenSpeak • All-in-one: DemcoracyInAction • Existing social tools: YouTube, Flickr, MySpace, Facebook, Mozes, Meetup, etc. 	<p>Must have:</p> <ul style="list-style-type: none"> • One staffer responsible for internet strategy, technology, and online communications • Volunteer, staffer, or contract labor available for ad hoc design/development/website <p>Nice to have:</p> <ul style="list-style-type: none"> • Dedicated all-in-one Internet Dir. (FTE or PTE) • Consultant available on small retainer or hourly for campaign development • Contract professional designer: Consider spending a few thousand dollars up front to save on monthly costs <p>Consider:</p> <ul style="list-style-type: none"> • Distributing writing/content development to other staff, including Communications, Field • Engaging volunteers / "super-volunteers" to write, maintain site, do rapid response • Distributed Volunteer Mgmt. Tools: VolunteerForChange.org, Amazon's mechanical turk (http://www.mturk.com/)
\$\$	<i>Hosted / All-in-One</i>	<i>Skilled internet staffers, carefully selected</i>
<p>Email list: 20K – 250K</p> <p>Internet budget: \$30K – \$200K/yr</p> <p><i>Expect:</i> Startup fees of \$15,000 - 50,000 + Ongoing costs of \$2,500 - 10,000/mo, + staffing costs</p>	<p>Must have:</p> <ul style="list-style-type: none"> • Integrated CRM, CMS, bulk email • Budget for professional design <p>Nice to have:</p> <ul style="list-style-type: none"> • Full array of online campaigning / networking tools available to support evolving internet strategy (events, fundraising, advocacy) • Peer-to-peer networking for supporters <p>Vendors / Tools:</p> <ul style="list-style-type: none"> • Above plus Convio, Blue State Digital, Kintera, DiA, Capwiz, NGP, Blackbaud. (Bulk email only: WhatCounts, Lyris, Campaign Monitor) 	<p>Must have:</p> <ul style="list-style-type: none"> • 1 Internet Strategy Director or New Media Director, responsible for online organizing and content (FTE) • 1 Webmaster / Technical Lead (FTE or PTE) <p>Nice to have:</p> <ul style="list-style-type: none"> • 1 dedicated Online Organizer or Blogger • 1 consultant or consultancy on monthly retainer to provide strategic counsel <p>Consider:</p> <ul style="list-style-type: none"> • Hiring slowly and deliberately • Creating shared internet budget from across departments (communications, finance, etc.)
\$\$\$	<i>All options available, and customized</i>	<i>Full web team</i>
<p>Email list: >250K</p> <p>Internet budget: \$200K/yr or more</p> <p><i>Expect:</i> Total custom design + dev't of a feature-rich site may range from \$50K–250K + \$15,000–60,000+/mo + staffing costs</p>	<p>Must have:</p> <ul style="list-style-type: none"> • Integrated CRM, CMS, bulk email • Advanced online engagement tools • Solid data integration • Budget for professional design <p>Nice to have:</p> <ul style="list-style-type: none"> • Custom tools tailored to specific organizational or campaign needs • Ongoing technical consultation or development support • Enterprise hosting for high-traffic scenarios <p>Vendors / Tools (for large scale implementations):</p> <ul style="list-style-type: none"> • Above plus EchoDitto, Development Seed, Mayfield Strategy Group, Jacobson Consulting, PlusThree, ForumOne, achieve, DigitalPulp, Civic Actions, Lullabot, threespot 	<p>Must have:</p> <ul style="list-style-type: none"> • 1 Internet Director (content) [65 – 120K] • 1 Online Organizer (organizing, outreach, content) [40 – 60K] • 1 Webmaster / Developer (tech) [45 – 70K] <p>Nice to have:</p> <ul style="list-style-type: none"> • Internet Director managing team of online organizers, producers, developers, designers • Database Administrator (DBA) • Dedicated Blogger/network outreach staff • Consultant on monthly retainer to develop strategy, review and support campaigns <p>Consider:</p> <ul style="list-style-type: none"> • Ensuring that internet director belongs to senior staff and reports to ED • Additional niche hires based on needs (online video, house-parties/meetups, etc.)

Additional resources:

- **EchoDitto Insights:** Sample job descriptions for your web team, and best practices (echoditto.com/insights)
- **Idealware:** Consumer-Reports-style reviews and articles about tools and software (idealware.org)
- **Organizer's Toolkit by dotOrganize:** Participatory directory of tools and providers (dotorganize.net)
- **TechSoup:** Technology information, resources, and support for nonprofits (techsoup.com)