

Introduction to Digital IMS

The foundation of Digital IMS can be traced back to 1992 when Jay Wilkinson opened a print-communications company with a philanthropic heartbeat. A division specializing in website development was formed in 1996 and the company quickly prospered by landing clients as diverse as Kinko's International, Rubbermaid Corporation and the BackStreet Boys Band.

In 2000, Digital IMS completed development of a suite of extensible Web site software applications that set a new industry standard for dynamic content administration. Numerous turnkey website products were launched throughout the U.S. in specific industries which resulted in a substantial growth for Digital IMS.

In 2003, Digital IMS began a massive research project to learn how to build the ideal website for nonprofit organizations. Hundreds of people from across the U.S. participated in focus groups and completed surveys to define preferences and habits of nonprofit constituents. In 2004, the research results were parlayed into a project called the Digital Community Initiative which enables nonprofits to utilize the Web as a powerful tool for a fraction of the typical cost.

Today, Digital IMS serves more than 2,500 clients in 14 countries. As Digital IMS expands into new markets, research and progressive development will continue to be the cornerstone of the enterprise – ensuring a quality experience for the end user every time and assuring website clients a positive return on their investment.

Today's Facilitator



Jay Wilkinson
Digital IMS CEO

Mr. Wilkinson speaks about technology and Internet issues throughout the United States. As the founder of numerous successful companies, he understands the importance of utilizing the Web as a tool to communicate and build relationships with constituents. He has appeared on CNN and other news programs discussing how emerging technologies affect nonprofits and is considered a leading authority on the proper use of the Web as a tool to enhance the core mission of any enterprise.

Why Nonprofits Need a Web Presence

Top Ten Reasons

Based on research conducted with nonprofits and their constituents

1. To not get left behind.
2. To manage volunteers and their schedules online.
3. To broaden the organization's reach.
4. So e-mail addresses are associated with the organization, not "yahoo" or "hotmail".
5. To create a credible, professional image for the organization.
6. To reach out and connect with a younger audience.
7. To be available/open all of the time.
8. To be able to react to the needs of constituents quickly.
9. To increase donations and contributions.
10. To reduce costs by making information available online.

Summary

Establish _____.

Create a _____-Friendly Environment.

To Increase _____ and/or Save _____.

Developing a Website Strategy

The 2 Biggest Mistakes Nonprofits Make

#2: The "Do It _____" Mentality.

#1: Lack of _____ and _____.

What Makes Your End-Users Click?

Four Attributes of a Viable Web Presence

1. P _____

2. P _____

3. P _____

4. P _____

Top 10 Directives From Nonprofit Constituents

From Digital IMS Research Archive

1. The front page must look clean and organized. Otherwise, I'll assume you don't care.
2. Make the site easy to navigate
3. How about making it easy to volunteer and participate in special events?
4. Help me find what I'm looking for!
5. I want to hear back quickly when I e-mail a request for information.
6. I want one place where I can go to get key information about committees or assignments I'm working on.
7. I want to interact with staff and volunteers in online discussions.
8. Let me find your contact information and send you an e-mail from anywhere on the site.
9. Facts and figures are important, but I'd much rather read about how your organization impacts the community.
10. Many websites I see are never updated. It's nice to see pages change every so often. Update the content once in a while.

