

CASE STUDY: TECHSOUP

Better Understanding the Nonprofit World



How Alchemer helps TechSoup Survey and Qualify Nonprofits Around the World

TechSoup is a nonprofit that helps other nonprofit organizations get the technology and resources they need. “We’re like a bridge for smaller nonprofits to the discounts that larger organizations get. We have a catalog of donated or discounted products from around 50 technology companies that they make available to nonprofits,” explains Mike Yeaton, Senior Consultant at TechSoup. “Consequently, we need to vet each organization to ensure they’re eligible.” TechSoup uses Alchemer to send eligibility surveys to up to 1,000,000 (one million) U.S. and international non-profit organizations in order to better understand their capabilities, needs and challenges.

TRANSLATION CAPABILITIES MEET LOCALIZATION NEEDS

One core capability TechSoup needed was translations in order to localize the surveys. “We hand the survey and an Excel file with all the questions and responses to someone who could translate it,” says Mike. “And then we get back a translated file which we can then load for different languages. This really blew me away the first time, because we translate this survey into 26 languages using partners around the world. The fact that we could actually manage that was pretty cool. It was not something I had anticipated.”

BETTER UNDERSTANDING THE DIGITAL DIVIDE

From the rich data TechSoup collects with Alchemer, they can then analyze and sort by country and see where there is a lack of internet tools or skills. “We can compare regions and see that the speed of the internet is not a problem in Japan, but it’s a challenge in Indonesia,” Mike explains. TechSoup works with an organization called Connect Humanity, whose goal is to reduce

the digital divide and wire the world. Today, only half the world has reliable internet access. “Having data about internet access, obstacles, and safety is useful in Connect Humanity’s campaigns. And it also fits with our mission of helping digital transformation in nonprofits.”

USING HUBSPOT TO PERSONALIZE SURVEYS AND ENRICH CONTACT DATA

“I find it really powerful that I can enter my e-mail in a survey, and data is being pulled from my HubSpot contact record into Alchemer to enhance the survey taking experience,” adds Mike. Additionally, if the survey respondent edits their profile information in the survey, it’s been configured through Alchemer’s integration with HubSpot to overwrite the old data in HubSpot. “This is really exciting for us,” explains Mike. “Because when nonprofits register with the government, they can only choose one area. But half of all the food banks in the U.S. are run by churches. And now we can capture that information, too.”

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Mike Yeaton,
Senior Consultant at TechSoup

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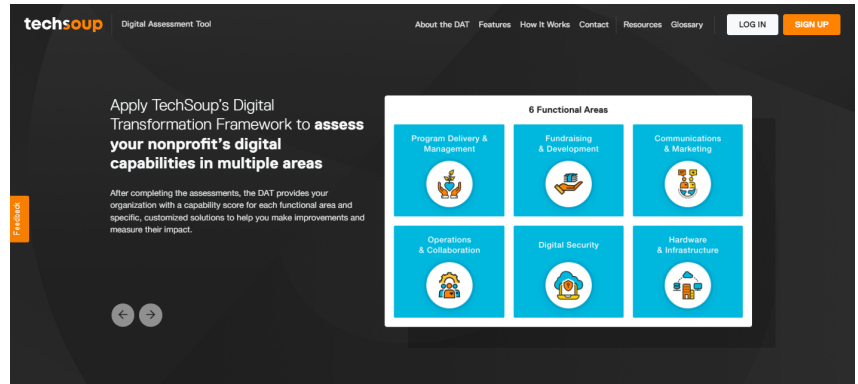
CREATING AND SCORING SELF-ASSESSMENTS

“Alchemer is so customizable,” says Mike. “I haven’t found a thing that wouldn’t work for me. Plus, it hits the sweet spot of cost and function.” For example, TechSoup assesses the digital preparedness of nonprofits with Alchemer. “I know it’s designed for quizzes,” says Mike. “But I can use Alchemer as a self-assessment tool for us. One of my tenets is don’t build anything you don’t have to, and Alchemer is a much more efficient way for us to use assessments. I love the fact that this is so easy to do, and you can also trigger automated emails notifications from the Alchemer Platform.”

WHY ALCHEMER?

“Overall,” Mike concludes, “Alchemer is a great company to work with because they stand behind their products in a way that’s really unusual. Every single interaction I’ve had with my sales team, with the professional services team, or with the support team has been positive.”

You can learn more about TechSoup at <https://www.techsoup.org/>



What is the Digital Assessment Tool?

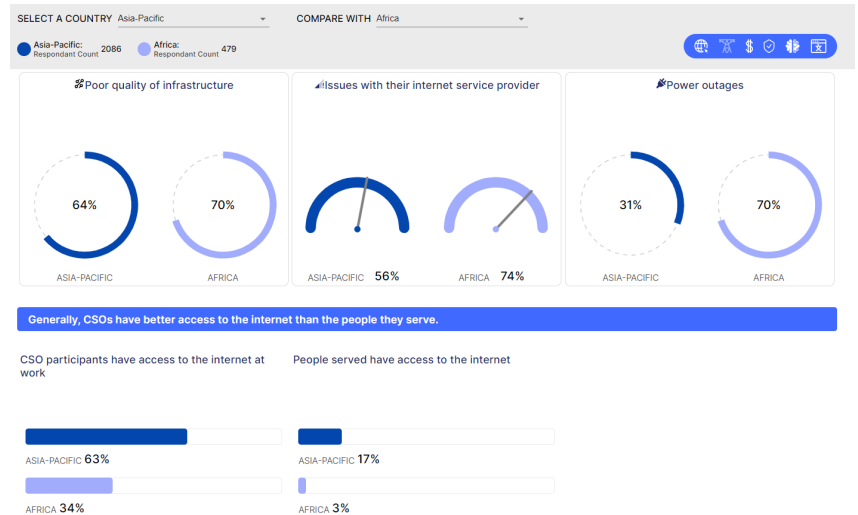
The Digital Assessment Tool (DAT) is a free web-based application that helps nonprofit organizations assess their technology needs and understand their digital capabilities. It provides customized recommendations and tools to manage the digital transformation journey.

Why use it?

The DAT was created specifically for nonprofit organizations that lack the resources or expertise to develop plans for digital transformation. It uses TechSoup’s Digital Transformation Framework to help an organization identify their needs in six functional areas and align the plan with their mission.

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TechSoup also collects data that it shares with Connect Humanity for reports like these. You can learn more at <https://datadashboard.connecthumanity.fund/data>



Call your account executive, or visit www.alchemer.com/non-profit/ to learn more.

Alchemer

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