The future of nonprofit program delivery

How nonprofits use digital communications to accelerate their impact

twilio

IMAGE SOURCE: THE TREVOR PROJECT

Contents

Introduction

IMAGE SOURCE: MADE TO SAVE

The COVID-19 pandemic upended many nonprofits' way of delivering resources and connecting with their constituents. Person-to-person interaction was severely limited, staff could no longer work on-site, and even the ways people connected shifted further toward digital channels like messaging, email, and video. In 2020, many organizations were scrambling to adjust to a new remote-first world in order to keep services running. However, 2021 ushered in a period of steady digital innovation in the social impact sector.

In particular, nonprofit organizations are increasingly using digital communications to engage program participants and deliver services to support people globally. According to a global study by TechSoup, organizations that adopted digital strategies found program delivery to be the workflow most positively impacted. Whether they're sending automated appointment reminders, providing educational resources through chatbots, or connecting a refugee to a trained counselor over the phone, digital communications have become an essential part of program delivery. In 2022 and the coming years, digital communications will play an increasingly central role in how nonprofits build programs and serve more people.

Digital tools evolving how nonprofits communicate

While the pandemic was the catalyst for digital innovation for many organizations, it also worked to highlight opportunities to reimagine program delivery. Rather than just patching up holes caused by the pandemic, many organizations redesigned services from the ground up.

Implementing digital tools like SMS, WhatsApp, and cloud contact centers, nonprofits are finding creative ways to use automation for scale, and integrating intelligence into their communications to identify when someone needs 1:1 support. As the Harvard Business Review describes, "the use of chatbots to provide support and deliver services to vulnerable populations increased tremendously during the pandemic."

511M people helped by social impact organizations using Twilio in 2021.

Using digital communications, nonprofits create innovative solutions to engage people through the channels and methods that people prefer, and with the resources they need.

In this ebook, we'll share the most effective digital solutions for program delivery, showcase how leading organizations transformed their programs, and provide accessible resources so you can get started helping more people in less time.

IMAGE SOURCE: CITY HARVEST

Deliver personalized, accessible notifications to reach more people

IMAGE SOURCE: WORLD CENTRAL KITCHEN

It's no question that demand for nonprofit programs is rising. With increasing economic disparities, natural disasters, and health crises all around the world, many organizations feel the burden of constituent needs outpacing their capacity to meet them. Nonprofits have increasingly turned to automated **alerts & notifications** to deliver personalized communications that serve the preferences and needs of the recipient.

World Central Kitchen

When the COVID-19 pandemic hit, Chef José Andrés and his team at World Central Kitchen (WCK) realized they had to adapt their program model of serving community meals at a central location following a natural disaster. WCK sought to meet food needs all over the country–and they had to do it remotely. They also noticed families were spending valuable time waiting in line at a food bank, something not everyone had the ability to do. WCK created a simple app using Twilio's SMS and Voice APIs that helped people avoid waiting in lines for hours and eliminated hours of coordination and planning for staff.

WCK launched the app within two weeks, using Twilio Studio to create the text message and automated voice flow and connect directly to their contact database.

Families could now text or call in, follow a few basic prompts, and order meals from local restaurants free of charge. WCK launched the app within two weeks, using [Twilio Studio](#) to create the text message and automated voice flow and connect directly to their contact database. They were then able to implement delivery APIs, like Postmates, to deliver hot meals to households. Providing resources with dignity has always been a central component in WCK's mission and they were able to ensure they provided it.

Using Twilio, you can build **alerts and notifications** to:

- Send appointment reminders, informational updates, or triggered notifications

- Build a messaging flow within hours and scale to the size of any population

- Use the channels you need for your programs, such as SMS, email, or WhatsApp

- Send 1:1 or mass notifications

17B messages sent for good using Twilio's platform in 2021.

Elevate your self-service resources with IVRs and bots

IMAGE SOURCE: PARTNERSHIP TO END ADDICTION

Creating effective inbound channels are often just as imperative as a nonprofit's outbound capabilities. For many organizations, it's essential to allow people to reach out to them and let them know the resources they need, when they need it. However, having staff available 24/7 to answer every question can get costly and inefficient, and may mean losing the ability to connect with the constituents that need the most urgent attention.

Using **Interactive Voice Response (IVRs) and bots**, nonprofits are able to customize a communication flow that's exactly right for their audience and automate conversations, freeing up valuable staff time. IVRs and bots allow incoming users to navigate a phone menu to find the right information, perform automatic transactions or lookups, and find the right people to help. (Think: the ability to press "2" for Spanish, then "1" for hours of operation). They're also able to serve people globally and increase accessibility, spanning time zones, languages, channel preferences, digital access, and levels of literacy.

Partnership to End Addiction

Partnership to End Addiction is transforming how the U.S. addresses addiction by putting partnership first. In their work, they quickly saw the key role meaningful partnerships between families and their loved ones played in the journey of overcoming addiction. They also recognized the need to frequently communicate small wins and on-demand resources through what can be a very long and difficult journey.

Using Twilio, they built an interactive messaging system that engages families and those recovering from addiction, making use of tailored behavioral nudges to improve long-term outcomes. "Let's say I was going out tonight and I wanted to moderate my drinking," Fred Muench, Ph.D and president of the Partnership said about their texting program. "I could just text 'drink,' and based on that I can get a plan for the evening." Partnership sends nudges on the channels a user prefers, and their messaging evolves based on a user's preferences and health factors. Using easy-to-build workflows and automated bots, they're able to scale quickly and affordably send tailored messages to more people without a higher demand for staff. With interactive messaging, Partnership built accessible, personalized family support and recovery tools that have supported tens of thousands of families.
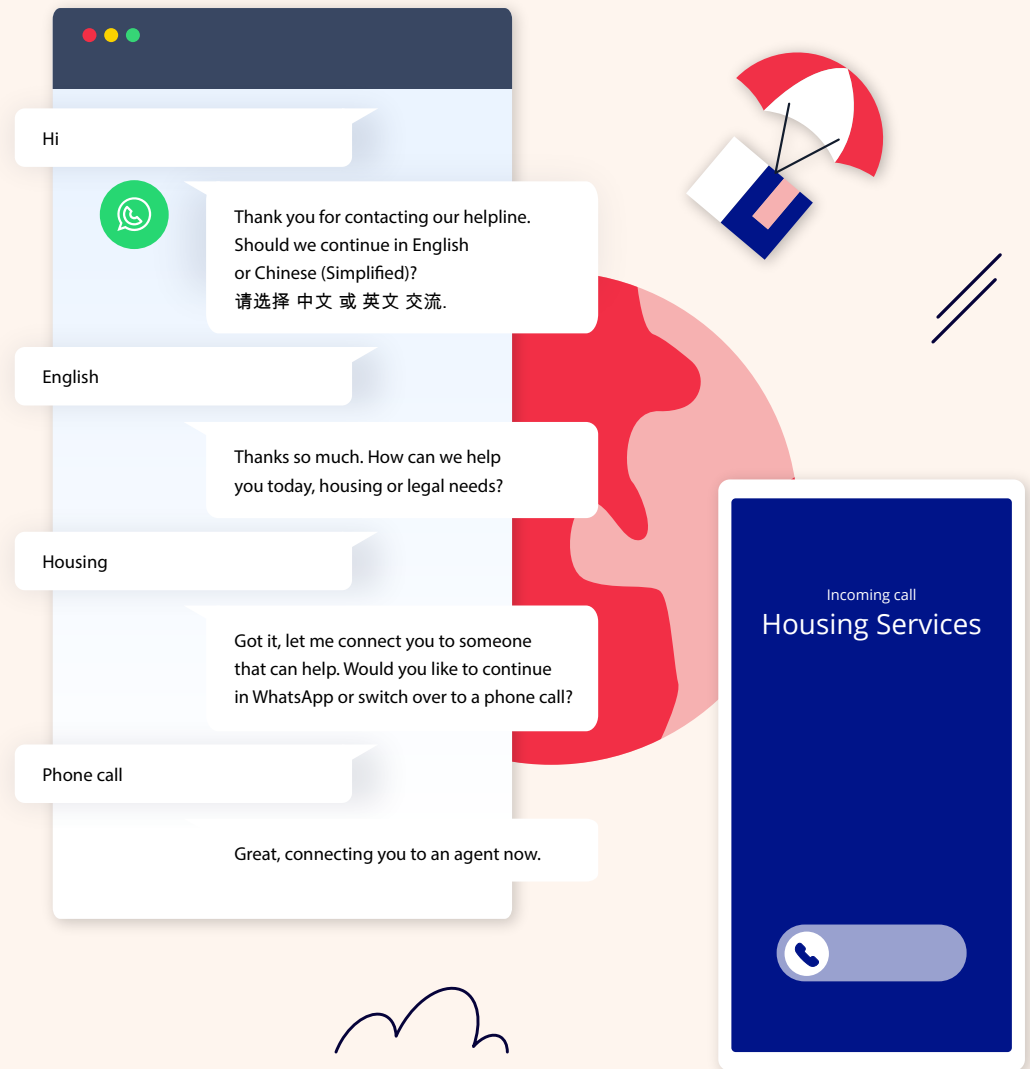
"Twilio powers everything we do. We were drawn to Twilio because of the omnichannel communication to reach the most disenfranchised populations"

Fred Muench, Ph.D and president of the Partnership (he/him)

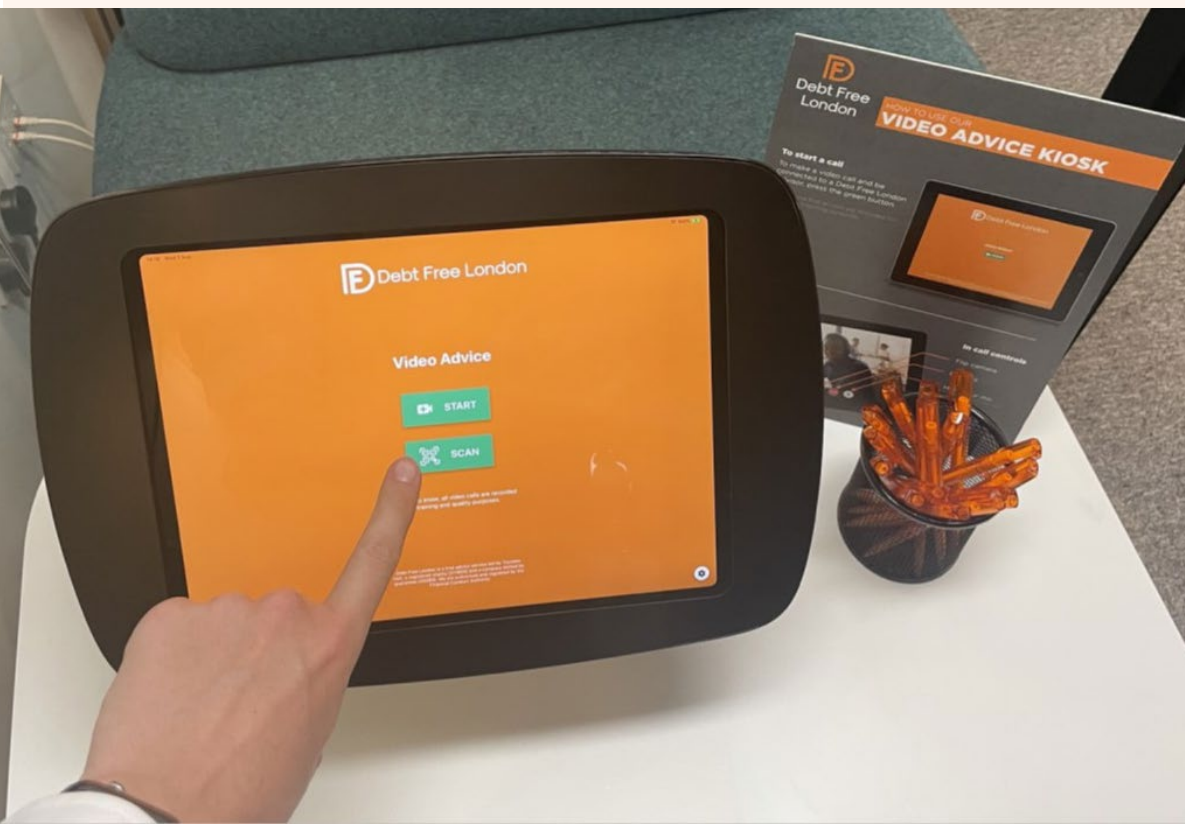## 1.8B voice minutes providing resources using Twilio.

With **Twilio's solutions for IVRs and bots** you can:

- Enable people to contact you on-demand through the channels they prefer, like text, voice, and WhatsApp

- Build a solution within days and scale to the size of any population

- Quickly customize messaging bots and templates for different regions, language needs, program context, and more using Twilio Studio

- Seamlessly transfer a conversation from a bot to a staff member when a caller needs more help

- Collect information needed for a follow-up from a program participant and automatically store context in your system of record

Hi

Thank you for contacting our helpline. Should we continue in English or Chinese (Simplified)? 请选择 中文 或 英文 交流.

English

Thanks so much. How can we help you today, housing or legal needs?

Housing

Got it, let me connect you to someone that can help. Would you like to continue in WhatsApp or switch over to a phone call?

Phone call

Great, connecting you to an agent now.

Incoming call
Housing Services

Provide scalable, personalized support with contact centers

IMAGE SOURCE: DEBT FREE LONDON

Human-to-human connection has always been an integral part of the work that nonprofits do. For the conversations that need a human touch, like urgent mental health crises or providing resources to a fleeing refugee, organizations use contact centers. **Cloud contact centers** like Twilio Flex allow nonprofits to connect with people across channels, carry over context from multiple conversations, and personalize their reporting all in one platform.

Debt Free London

In 2020, Debt Free London had to close the doors to its physical advice centers overnight at the onset of the pandemic. They worked quickly to find a way to support their clients remotely while also coordinating the involvement of its 21 partner organizations without consistent IT infrastructures. Some teams used webchat, while others utilized WhatsApp via personal numbers.

They soon worked with Ciptex, a Twilio solutions integrator, to deploy a rapid deployment solution built on Flex. Within days, Debt Free London deployed a centralized control center to distribute messages through multiple channels, supporting native web chat, video, WhatsApp, Facebook Messenger, email, and SMS. They were also able to create a single phone number for all the partners they worked with, detangling the previous mismatched infrastructures. They then set up video kiosks at their advice centers to allow clients to start video discussions with remote agents. With Flex also recording every call, trainees and advisors were able to learn more about the needs and preferences of those they served.

7,500+ social impact organizations using Twilio to do good in 193 countries

Debt Free London was able to hire more staff and extend their opening times due to their new digital freedom and accessibility, helping more people in the UK with free financial advice when they need it most.

With **Twilio Flex**, you can:

- Quickly gather context from your program participants and automatically route people to the right staff member to help

- Access local phone numbers in more than 100+ countries, or bring your own local connectivity to Twilio

- Add custom metrics and track outcomes in real time to inform program needs and adapt to changes as they occur

- Customize every aspect of your omnichannel helpline and scale your communications to support people wherever they are with both inbound and outbound support
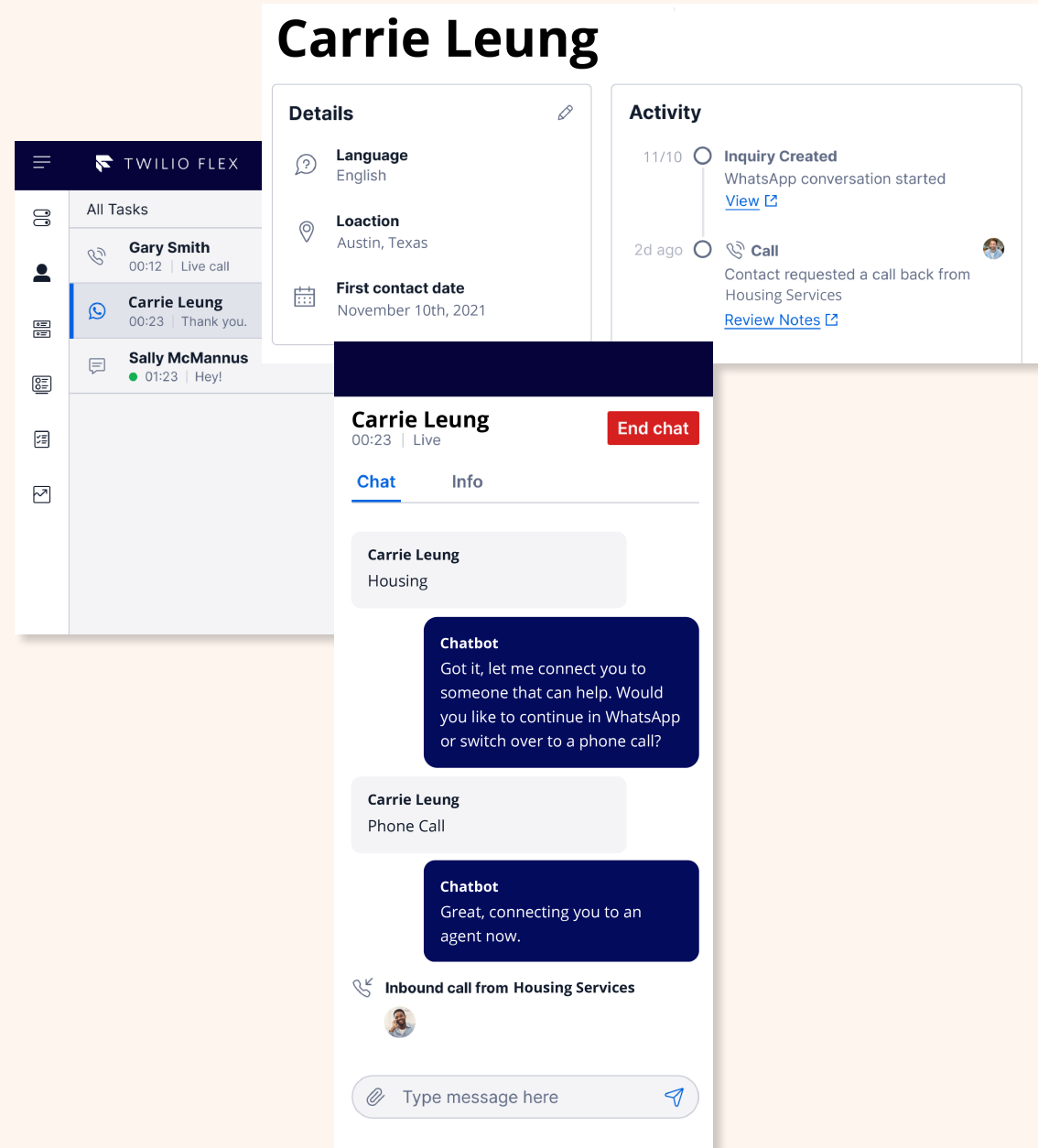
Build life-changing communications with Twilio

From teams of volunteers to global organizations, nonprofits all over the world innovate using digital tools to provide resources to people when they need it most. When providing life-changing support and resources, you need to select the right partners to provide technology, support, and expertise in building essential communications.

Twilio partners with more than 7,500 social impact organizations to build and scale their life-changing communications.

Child Helpline International created a multichannel contact center that enabled child helplines to reach 100 million children a year without sacrificing service quality using Twilio Flex

American Red Cross decreased their disaster response times by 50% through Twilio's Programmable SMS

Donors Choose implemented Twilio SendGrid and built one of the most successful email programs in the nonprofit sector, raising more than $25M annually for the teachers & students who need it most

Twilio shares your goals to deliver help when it's needed and create positive change. Since 2014, Twilio.org has supported the nonprofit sector using our products, people, and capital, empowering nonprofit organizations to serve more than 500 million people each year.

Twilio was built to handle the most demanding applications, from Lyft's 3 million weekly customer interactions to the International Rescue Committee responding to real-time disasters across the globe.

Expertise: Twilio powers over 1 trillion interactions across channels globally every year. With experts in nonprofit communication for every region, Twilio can help you determine the most effective ways to engage your program participants.

Scale & reliability: Your communications are essential. With 99.999% API uptime, you can reach your audience (and they can reach you) whenever you need.

Omnichannel: Connect on the channels people use and prefer wherever they are — from text messages to WhatsApp, phone calls to video, intelligent chatbots and back — within a single powerful platform.
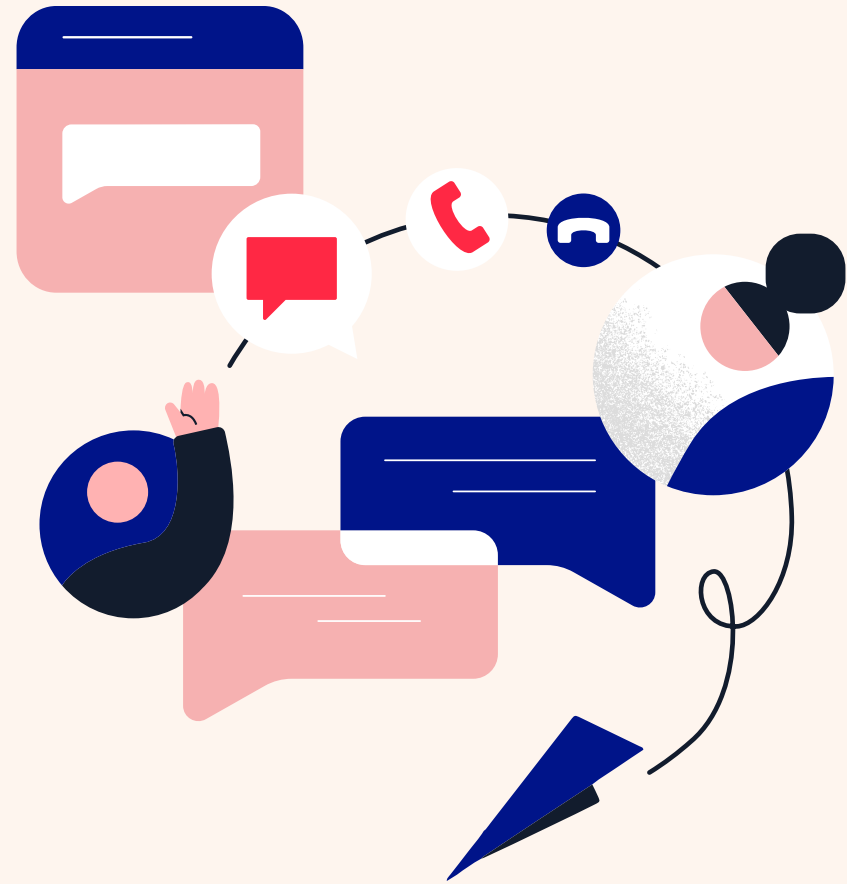
Twilio powers over 1 trillion interactions across channels globally every year.

Get started today

Twilio provides solutions that match your organization's needs.

- **Low code and no code:** Build your first app in minutes using Twilio Studio, or explore pre-built social impact applications and templates in the CodeExchange for Good.

- **Work with a software integrator (SI):** Connect with one of Twilio.org's SI partners. With deep nonprofit expertise, our SI partners can build a custom solution for your program.

- **Build your own solution:** Create exactly what you imagine without compromise, using Twilio's APIs. Visit our docs, or talk with a Twilio specialist to get started today.

Talk to a communications expert about your nonprofit program

Our team of social impact and communication experts is here to help you succeed. Whether you're just getting started, or you're ready to deploy, our team can provide the expertise and exclusive nonprofit pricing to help you build.

Connect with a specialist today.

Thanks for reading

If you would like to learn more about what Twilio can do for your organization, please contact the Twilio sales team or give us a call at 844 814 4627.