

March 2017

Internet Society STRONG – Engaging for Impact

Board presentation

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Vision:

Bind all our supporters as
Partners, Advocates and Amplifiers
of our mission & messages



Strengthening the Internet Society

Building the Community,
Building the Organization





Encryption keeps your
private data, private.



We believe that end-to-end encryption
should be a standard for all Internet traffic.
We're committed to addressing the
important global issue of pervasive monitoring.

Help us keep your data safe, join us at internetsociety.org

What is different?

From January 2014 to December 2016 we have:

- Changed how we look and express ourselves to become bolder, more professional and stronger
- Grown chapter members (+28%) and more than doubled individual membership (+105%)
- Engaged more than 150 organizations who support the Internet Society mission

The challenge now is to take the next step:
becoming a member-focused
advocacy organization



Building a better Internet Society experience

Engagement and fundraising thrives when people enjoy a seamless, enriching, *member-centric* experience, based on:

Strong Relationships

Regular communication, opportunities for participation and feedback.

Trust & confidence

A dynamic interaction produces a greater level of engagement

Integrated experience

Coordinate well internally to generate a unified experience

Organization Members

Industry leaders as Internet Society partners

Integrated Organization Partnerships

Attracting Members

- New Audiences (ex.: security, on-line retail)
- Africa Business Development project

Structure & Process

- Consistent yet diversified 'care and feeding'
- Evaluate dues, tiers and benefits – Regional vs global models, member revenue vs Internet Society tier dues

Communications

- Blogging
- PubPol Debrief
- OMAC newsletter
- Upgrade Connect
- Short, frequent surveys

OMAC Leadership

- Advance meeting planning and publishing
- Leadership and staff individual outreach



The future of the Internet and your company

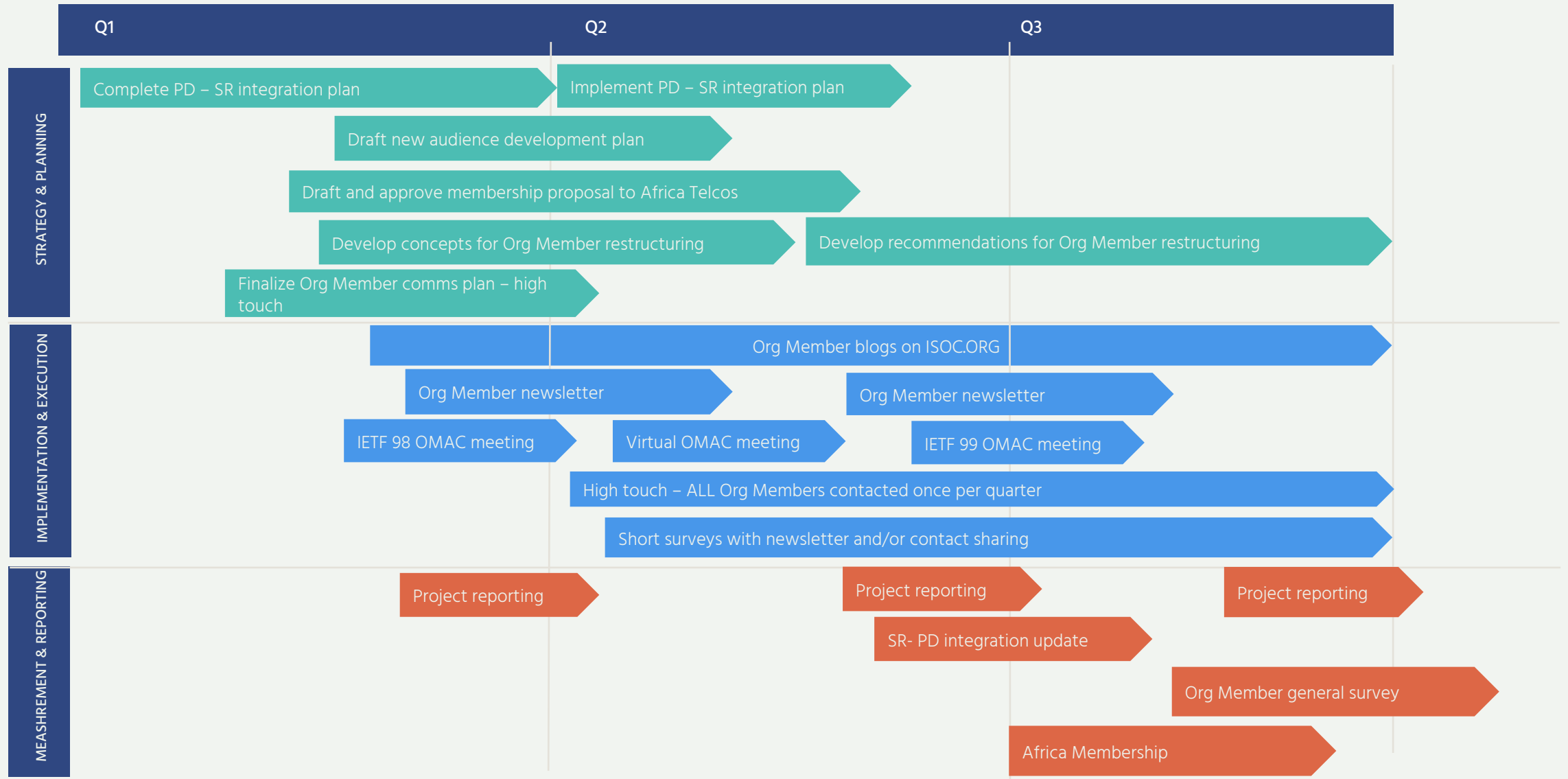
The Internet Society is consulting their members and wider community to understand the trends that will shape the Internet landscape of tomorrow. Through our scenarios work aims to offer you all the information needed to navigate through the complexities of today and plan for the long term. As an organization member, you get direct insights from our team of experts and detailed access to the results.

Welcome to the
Internet of opportunity.

From the OMAC leadership "Developmental Aspects of the Internet"

The online open consultations are held throughout the period between two successive meetings of the CWG-Internet. This process gives an opportunity to all stakeholders to express their views with regards to the topic to be discussed at the physical meeting (3 February, Geneva). Suggestions from members welcome. More information about the questions and process are [available here](#).

Partnership and Organization Membership activities 2017

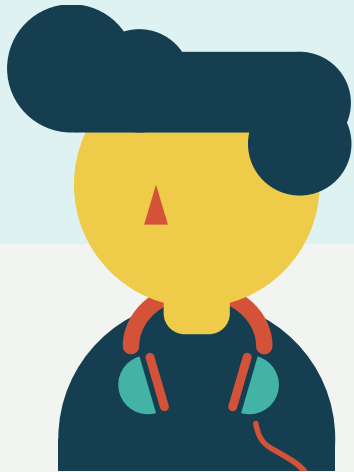


Individual Members

Champions to carry the Internet Society banner and tell our story to the world

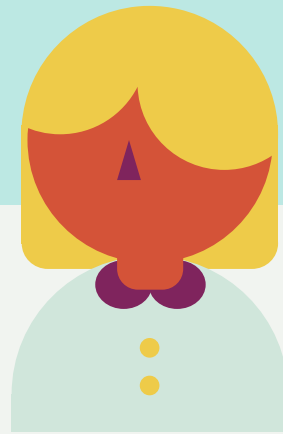
Followers

support ISOC's mission and are willing to take simple actions, but they are not seeking a formal connection (not members) or frequent activity.



Members

are committed to ISOC's mission, are advocates, seek to network and participate actively. They may or may not be affiliated to a chapter.



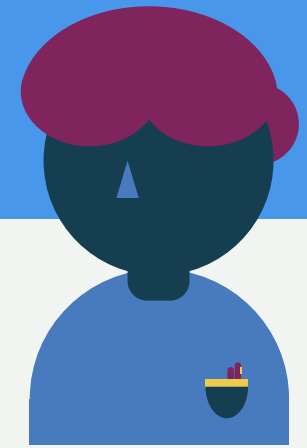
Leaders

are invested in ISOC's success, highly engaged, recognized as leaders by supporters and members. They maybe chapter leaders, very active member, board member, etc.



Donors

demonstrate their support for ISOC through financial contributions. Donation can happen independently or in addition to other forms of participation.



Member Communication

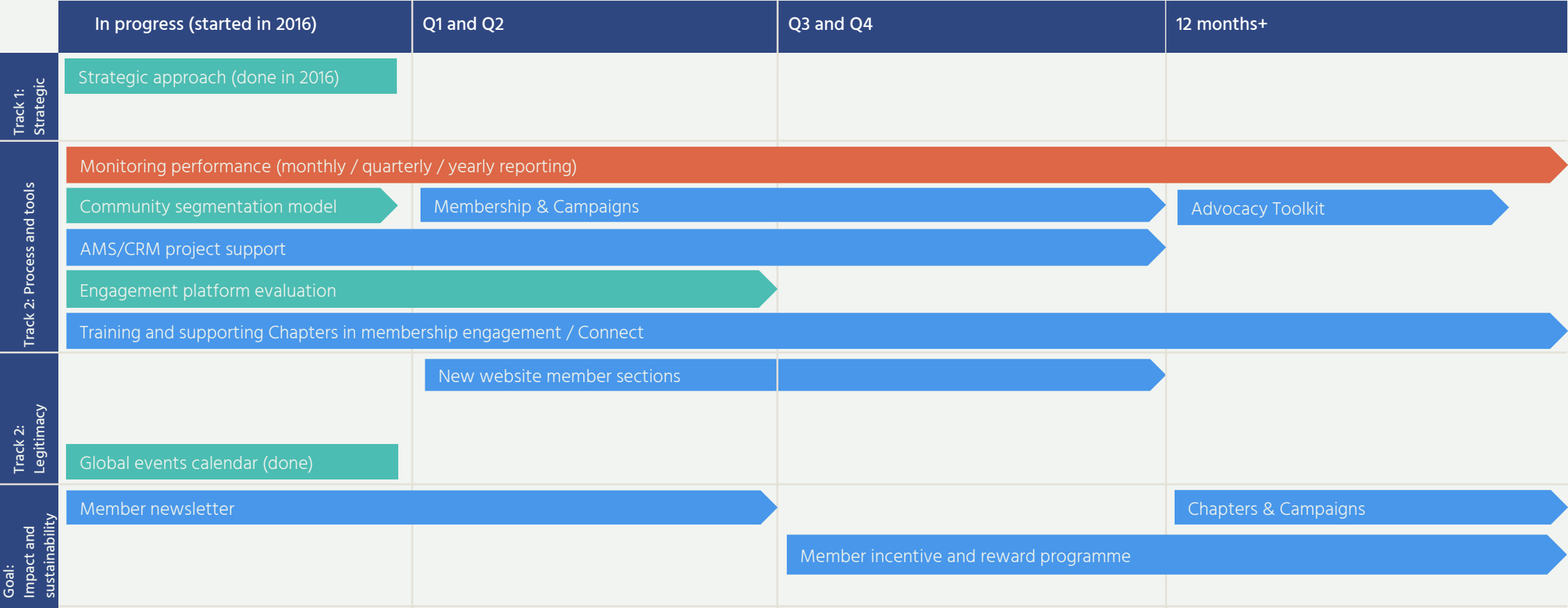
+90,000 people engaged in and amplifying our campaigns

Lead the membership component of the 25th anniversary campaign via:

- Member communication & experience
- Campaign planning and execution
- Open, collaborative discussions
- Special events and consultations
- Support regions & SIGs/chapters
- Connecting the dots internally
- Transforming our toolbox



Overview of Initiatives



Member re-opt-in

Re-confirm membership status for everyone in our database

Why we need to do it:

- Meet legal and programmatic needs
- Good business practice to clean up before we integrate a new AMS and the surrounding tools
- Todd and Ayesha's teams will be working together

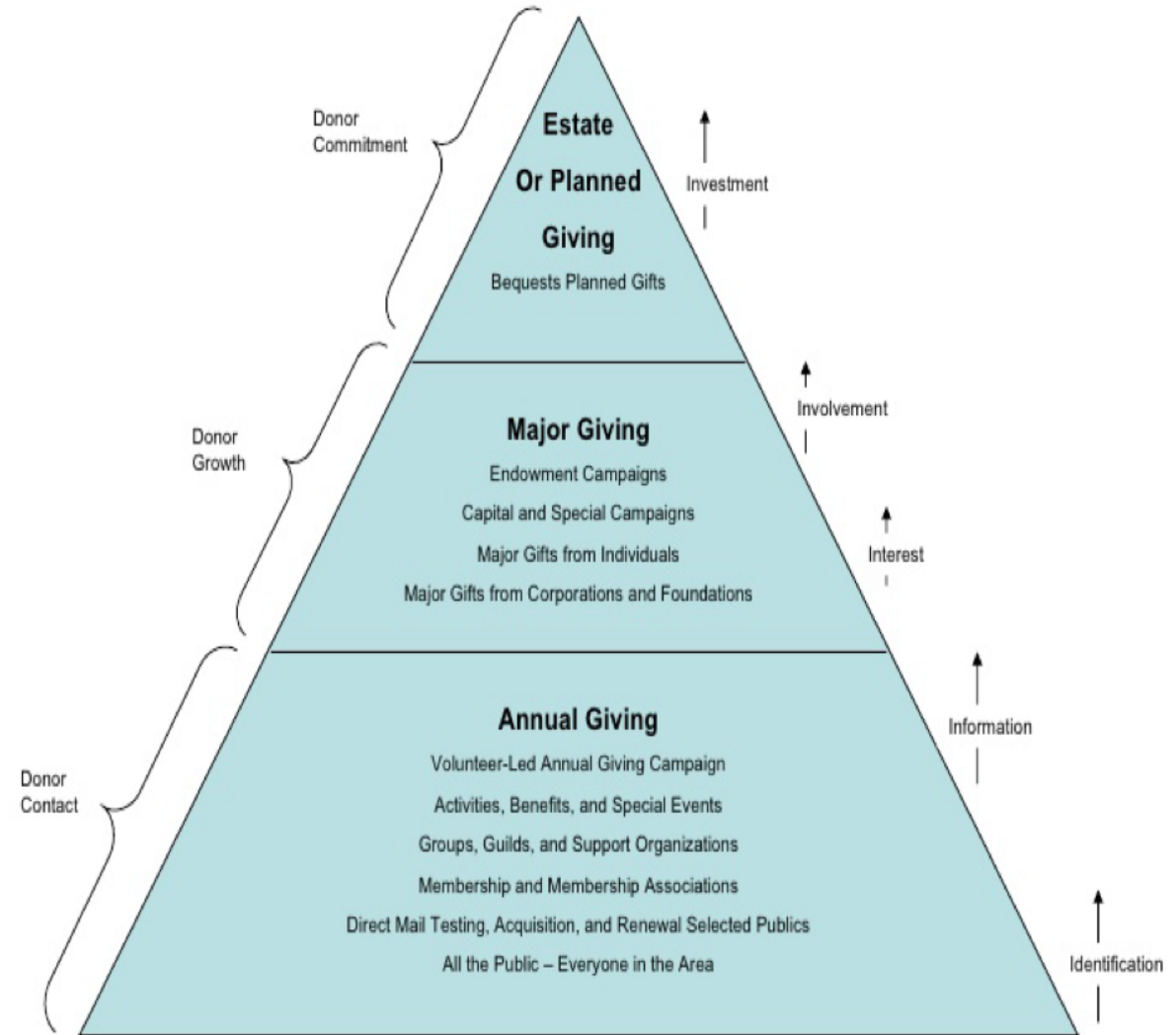
Individual Giving

Donor Centric – Reflecting the Internet Society's value via individual contributions

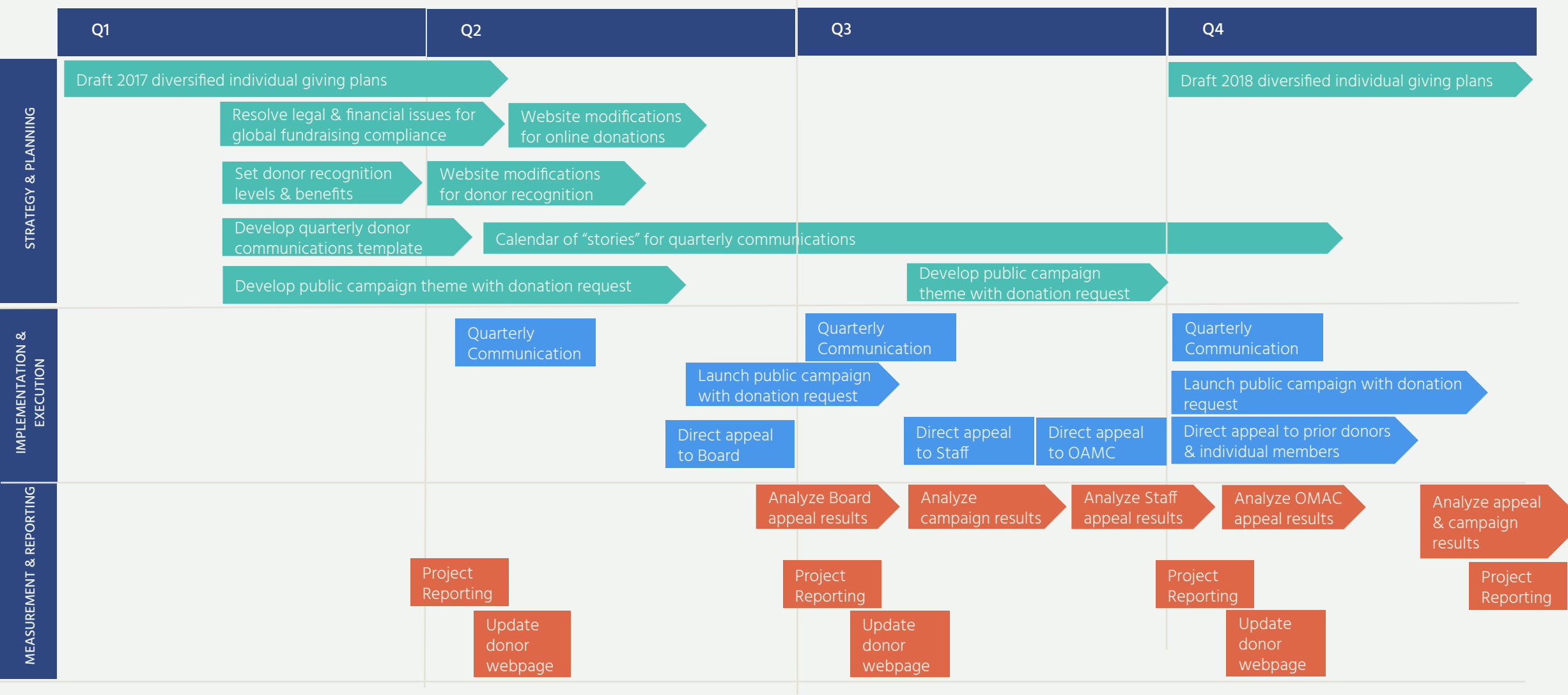
Individual Giving

- Differentiated plan for global **public campaigns** and **tailored appeals** to board, staff, OMAC & prior donors
- Coordinate messages and **complement efforts** across the organization, especially campaigns
- Engage the **Board and ISOC staff** as champions
- **Deepen engagement** of key individual donors through quarterly communications and donor recognition
- **Solicit past donors** through a sequence of appeals

Donor-Focused Engagement



Individual Giving Activities 2017



Connecting the dots

New website

New, more compelling content and improved utilities for membership engagement, organization members, and individual fundraising

AMS

Improve how we manage and sustain our members, with ability to track supporter relationships across multiple activities

Campaigns

These will provide the content to attract and keep people engaged in our mission, and motivate them to give

Events: 25th anniversary

Use our main events, especially the 25th anniversary celebrations, as a way to mobilize the community

Get involved.

Join us @internetociety.org

Visit us at
www.internetociety.org
Follow us
@internetociety

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