Connecting the Information Dots

A Webinar Series for International Not-For-Profit Organizations
# Upcoming Webinars – 2015

<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Tues, July 14 @ 11:30AM – 12:45PM ET</td>
<td>Mobile Engagement: Easy as Sending an Email!</td>
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<td>Tues, Aug 11 @ 11:30AM – 12:45PM ET</td>
<td>Domain Name Strategies for iNGOs</td>
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<td>Thur, Sept 10 @ 11:00AM – 12:00 Noon ET</td>
<td>Customizing DHIS For Nonprofits: It’s Not About The Software</td>
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Webinar Recording

• We’ll be recording the webinars in our series
• We’ll make these recordings available to those who attended the webinars first, and then to the general public

Free Webinar
Questions

• Type your questions in the QUESTIONS box of the control panel. We’ll ask the presenters to respond to timely questions during their presentation. We’ll address the rest of the questions at the end of webinar.

• By default, your microphone is muted. Because we have so many attendees, we’ll keep everyone muted throughout the webinar.
Today’s Webinar

Mobile Engagement: Easy as Sending an Email!

Presenter
Louis Dorval, Cofounder and Chief Program Officer, VOTO Mobile
Suhuyini Shani S. Zango, Operations Associate, VOTO Mobile - Ghana

Moderators
William Lester, Executive Director, NPOKI
Igal Rabinovich, CEO, n-Village
Let’s Take a Quick Poll!

- We want to learn about your organization
- We want to learn about your organization’s use of Mobile Engagement
Please Call:

+1-202-600-4440
Name: Humu Hamza

Location: Nabogo Village, Savelugu District, Northern Ghana

Challenge: The borehole in her village is not working, and the district assembly is 20 kilometers away.

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Names: Rashid Imoro and Lizzy Jakalia

Location: Savelugu District Planning Office, Savelugu, Ghana

Challenge: Don’t know which villages have working boreholes and which need new infrastructure.

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The Challenge:
3B people are disconnected from valuable information
The Solution:
Mobile penetration rates – everyone now has a mobile phone!

“In 2013, there were some 96 cell-phone service subscriptions for every 100 people in the world.”
-UN Telecommunication Agency, 2014
And It Works

For MFIs: “messages sent before each payment date were effective in reducing late payments by 24 percent and in reducing the number of loans with unpaid balances by over 40 percent”

– Innovations for Poverty Action

For Banks: “simple and frequent reminders were effective in raising savings balances and helping people reach their savings goals. When the message mentioned a specific savings goal, balances increased by 16 percent.”

– Innovations for Poverty Action

For Health: “There is high-quality evidence from the two RCTs that mobile phone messaging at weekly intervals is efficacious in enhancing adherence to ART, compared to standard care.”

– The Cochrane Collaboration

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But some pieces are still missing…

1st Generation M4D tools **focus on SMS**, leaving out the **low-literacy citizens** that **need these services the most**.

**Custom software** development for each project is **expensive**, **time-consuming**, and inefficient.

Getting connected with mobile operators is **slow**, **expensive**, and **out-of-reach** for small projects and pilots.

It’s hard to get the **human side of the design** right, especially when trying this for the **first time**.

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Technology for universal connections: voice in people’s own language.

Simple, reusable software tools that don’t need setup or high technical capacity.

Mobile connections ready to go as soon as you are, at lower cost (through aggregation)

Thoughtful design consulting and research on how to translate mobile engagement to impact
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Mission – Create a communication platform that allows policy makers, service organizations and companies to meaningfully engage the poorest 3B people on the planet.

Vision – A world where policies, products and services affecting the world’s poorest 3B people are co-designed by those they are meant to serve.

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VOTO and the power of **VOICE** Engagement

Total Participation

<table>
<thead>
<tr>
<th>Voice</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>0%</td>
</tr>
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</table>

Women Representation

<table>
<thead>
<tr>
<th>Voice</th>
<th>Text</th>
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<tbody>
<tr>
<td>45%</td>
<td>10%</td>
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</table>

Rural Representation

<table>
<thead>
<tr>
<th>Voice</th>
<th>Text</th>
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<tbody>
<tr>
<td>50%</td>
<td>20%</td>
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10x 2x 4x

Based on a **VOTO** & **World Bank** comparative study in Ghana, 2014

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VOICE – The ideal tool for connecting the next 3 billion

- Works on every phone
  And across all languages

- An inclusive solution
  1 billion non-literate adults, Two-thirds are women

- Doesn’t cost the respondent anything
  Receive calls or “flash” and call-back

- Allows for building a trust relationship
  Build in intrinsic incentives

- Advanced Analytics
  Accelerate learning and enable better decision making

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### Our Value Proposition, by user-group

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<th>BOP Products/Services</th>
<th>NGOs</th>
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<tr>
<td><strong>Customer Engagement:</strong></td>
<td><strong>Promoting Behavior Change:</strong></td>
</tr>
<tr>
<td>- Market Studies</td>
<td>- Healthy Behaviors</td>
</tr>
<tr>
<td>- Marketing / Marketplaces</td>
<td>- Savings Behaviors</td>
</tr>
<tr>
<td>- Product Registration</td>
<td>- Agriculture Behavior</td>
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<tr>
<td>- Customer Education</td>
<td>- Voting Behavior</td>
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<tr>
<td>- Customer Support</td>
<td><strong>Monitoring, Evaluation and Learning</strong></td>
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<tr>
<td>- Customer Feedback</td>
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<tr>
<th>Governments, Foundations, Investors</th>
<th>Other</th>
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<tr>
<td><strong>Policy Design:</strong></td>
<td><strong>Disaster Response</strong></td>
</tr>
<tr>
<td>- Need Assessment Surveys</td>
<td>Community Advocacy/Petitions</td>
</tr>
<tr>
<td>- Opinion Polls</td>
<td>Development Indices</td>
</tr>
<tr>
<td>- Implementation Monitoring</td>
<td>Supply Chain Monitoring</td>
</tr>
<tr>
<td>- Impact Assessment</td>
<td>Quantitative Journalism</td>
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Some of our 500 Users

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Case Studies
Mobile Health Promotion

Affecting hygiene behavior change and providing maternal health education to 3000 mothers and growing

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Local Market Insights

Surveying citizens to crowd-source promising local brands to channel investments to in Ethiopia

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Ebola Intervention Design

Measuring citizens’ current knowledge and attitudes towards the disease to help design a targeted intervention in Sierra Leone.

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Understanding Users
Surveying users to understand how they are engaging with the Internet.org platform in Zambia

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Farmer Calendar
Agriculture extension program connecting radio, call-in service and mobile information. 40,000 farmers engaged in Tanzania

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Understanding Customers
Surveying customers to better understand how they are engaging with the company’s product in India

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Is Anyone Listening?

Creating a new global index across 40 countries to measure how well governments are listening to citizens’ development priorities.
Vaccine Cold Chains

Understanding how long vaccines refrigerators would need to remain cold without power

Used voice surveys in 7 languages to mobile phones to collect 3000 responses across India, Nigeria and Uganda
District Feedback Panels

Regularly surveying rural and illiterate Ghanaians on behalf of local governments to hear their priorities

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Turn-out the Vote!

30% increase in voter-turnout!
Over 100,000 citizens reached in Brazil

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Social Marketing

A clean-stove producer in Ethiopia is conducting surveys to customers to understand perceived benefits. Insights guiding a social marketing campaign to accelerate product adoption.

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250 Women Citizen Journalists in the Kandahar Province of Afghanistan reporting peace and progress stories from their communities. Stories are shared with international media outlets (including BBC, NYT, TIME).
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Q & A
<table>
<thead>
<tr>
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<tr>
<td>Louis Dorval:</td>
<td><a href="mailto:louis@votomobile.org">louis@votomobile.org</a></td>
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<td>Suhuyini Shani S. Zango:</td>
<td><a href="mailto:suhuyini@votomobile.org">suhuyini@votomobile.org</a></td>
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<td>Igal Rabinovich:</td>
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<tr>
<td>Bill Lester:</td>
<td><a href="mailto:wlester@npoki.org">wlester@npoki.org</a></td>
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