

Emerging trend: the use of mobile technologies in Romanian nonprofits

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Abstract. *This paper is an exploratory intercession in the way mobile technology is used by the Romanian nonprofits, including work activities, stakeholder engagement, and the perceived impact upon their mission fulfillment. The purpose is to map the current state of use in order to identify the local trends and to shed light on how Romanian nonprofits can harness the entire potential of mobile devices. The research is based on a self-administered questionnaire developed by the author, addressing issues related with daily work flow, mobile applications, SMS campaigns and benefits of the mobile technologies for the organization. The global tendency in what concerns mobile technology for nonprofits has shifted from administrative efficiency towards delivering a mobile experience for the nonprofit stakeholders, innovation in fundraising strategy, data analysis, integration of their activities with their own mobile application and changes in the way nonprofits drive their mission online and offline. The findings reveal an increasing interest in the mobile technologies in the Romanian nonprofit sector, including building their own mobile app or using SMS campaign for different purposes, but the main activities are targeting the daily work routine and organizational administration.*

Keywords: *nonprofit/NGO; mobile technology; nonprofit development; digital technologies; information and communication technology (ICTs).*

Introduction

Mobile phones, smartphones, tablets, SMSs, applications, pictures, videos, and the near instantaneous ability to upload and share information on the Internet or within the personal online network are being integrated in the daily work flow of present-day nonprofits². These powerful tools allow direct communication with the entire world, and the advantages of

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2. Various terms are used to refer to the target audience, from NGO, community benefit organization (CBO), civil society organization (CSO), charity, nonprofit and social

these devices have only started to be discovered by the nongovernmental organizations (NGOs) as innovative fundraising campaigns, support for the efforts to amplify and generate social change, in addition to increased ability to communicate directly with the stakeholders, donors, partners, and volunteers.

Research in the domain of the use of information and communication technology (ICTs), as well as mobile technology³ within NGOs has typically focused upon the impact associated with major events and activities, for example the use of smartphones for natural disaster relief in the aftermath of the Haitian earthquake (Reiersgord, 2011; Yates and Paquette, 2011). There is, however, little research underscoring how the nonprofit sector integrates mobile technologies in their strategies, and which is the ultimate economic impact this has upon budgets and funding. This article will focus on the way Romanian nonprofits make a strategic use of smartphones and tablets, in addition to how mobile applications (apps) allow NGOs to directly engage stakeholders and influence the donation process, being the first research in the country to address these issues.

Today, many nonprofit organizations are seeking to go beyond simply using technology to strengthen operations; they are working toward transformational uses of these new tools and strategies to enhance their programmatic efforts and to achieve social outcomes (Pelstein, 2011, p. 45). In this sector, technology has enabled organizations to change and to go beyond administrative efficiency (Hacklet and Saxton, 2007, p. 474). As McNutt and Boland (1999) pointed, technology has the ability to enhance the playing field for organization of varying resource. Scheinder (2003) states that the nonprofits which lack the means to invest in technology (including financial and human resources) will fall even further behind in their quest to support and improve their programs. In what concerns the purpose of using technology, most of the nonprofits use ICTs to provide

benefit organization (SBO). In this research, nonprofits and NGO are used as umbrella terms for the sector.

3. The mobile technology definition used for the purpose of this research is: all the means with cellular communication technology, including smartphones, mobile applications or apps (defined as software units available for download on smart phones with specific functions), and tablets (mobile computers that are typically operated by touch screen) (Boles, 2013).

services to stakeholders (Hopkins, 2010). In addition, the successful usage of ICTs in the nonprofits enables the reconfiguration of their internal structure, as well as their relationships, both within organization and outside the organization, helping them to improve their learning and knowledge management systems (Burt and Taylor, 2000).

Towards a mobile world, including nonprofits

Portio Research (2013) shows that 1.2 billion people worldwide were using mobile apps at the end of 2012, and the market is projected to reach 4.4 billion users by the end of 2017. On the same subject, a report from Cisco Systems, Inc. (2014) affirms that by 2018 there will be 4.8 billion unique mobile users, up from 4.1 billion in 2013. According to the same document, by 2018, there are projected to be over 10 billion connected devices, 8 billion of which will be personal mobile devices, and smartphones, laptops and tablets will generate 94% of all mobile data by 2018.

These numbers have the potential to dramatically impact the nonprofit sector. Like their business counterparts, these technological transformations can readily be translated into increased efficiency, greater impact upon the community, fundraising prowess, effective budget management, and eliminating or at least mitigating development barriers. In the report *Technology for Good: Innovative Use of Technology by Charities*, authored by TechSoup Global and The Guardian, 10 primary domains have been identified in which technology can have a major impact in this sector. Many of them are related with the mobile technology and derivate tools, such as *mapping technology, social media and crowdsourcing, data management technologies, cloud technology, or portable networks*. Other studies made across the United States show that the most frequent used technologies among nonprofits are websites, e-mail systems and databases, and only 35 % of the nonprofits use mobile technologies (Boles, 2013, p. 71).

Using mobile technologies, NGOs are afforded the possibility of maintaining close relationships with individuals who support their cause, and find innovative solutions to deliver their mission. In the *State of the Nonprofit Industry* (2012; 1500 respondents from nine countries:

Australia, Canada, France, Germany, Italy, Netherlands, New Zealand, Great Britain and the United States), two thirds of French nonprofits planned to implement at least one mobile strategy in their fundraising efforts in 2013, and the majority of the UK organizations planned to use SMS/text giving as part of their fundraising strategies. The same study indicates that by the end of 2013, two thirds of organizations will have mobile-optimized websites, and over one third of organizations plan to use at least one mobile application in their fundraising strategies.

Hackett and Saxton (2007) have identified six key strategic organizational competencies related with the ITC field for the nonprofits: IT planning; IT budgeting, staffing, and training; Internet and website capabilities and use; the measurement of IT effectiveness; board support and involvement in IT decision-making; and leaders' understanding of the strategic potential of information technology.

Not only how technology is used within nonprofits is important for our study, but also it is relevant to have a look at the stakeholders' behavior, especially the donors, in what concerns the use of technology. As mentioned earlier, important events affecting large communities, such as hurricanes, conflicts etc. have been triggers for a change in the donor behavior. Researchers state that, starting from 1999, the Internet fundraising has a major milestone. At that moment, Kosovo crisis and Hurricane Mitch spurred a massive increase in online giving, followed by 9/11 events, when online giving reached the hundreds of millions (Bhagat, Loeb and Rovner, 2010).

In the light of the mobile devices rise, it can be observed a change in the way donors interact with nonprofits. For example, the study conducted by Bhagat, Loeb and Rovner (2010), shows that 77% of the respondents heard something about mobile giving options for Haiti relief, 9% actually donated and another 22% say they considered it. The results showed that 41 mil. USD have been raised through the SMS campaign. Other situation refers to the fact that individuals can donate money to UNICEF by texting *FOOD*, or give money to the International Rescue Committee by texting *AFRICA* (Linskey, 2011). In the survey conducted by Coda Research Consultancy, 40% of the respondents mentioned they had texted

a gift after the 2011 Japanese tsunami and earthquake, 27% did so after the 2010 British Petroleum oil leak in the Gulf, and 18% gave a mobile gift to help those harmed by U.S. tornadoes in 2011 (Smith, 2012). A 2012 Pewinternet research asserts that over 50% of all donors already use mobile devices to access NGOs websites and to check their emails, while nearly 40% use a mobile device to make donations.

The facts above allow us to take into consideration the means technology brings both the NGO and the donor closer: donating via SMS, via an app, through special mobile devices etc. are all instruments a nonprofit can use in its fundraising strategy. From this point of view, special attention should also be given to the mobile applications. Portio Research (March 2013) forecasted that 82 billion apps will be downloaded worldwide in 2013, and by 2017 there will be more than 200 billion downloads per year. Mobile apps can be used as both endorsement mechanisms for NGOs' causes, and as a tool for fundraising.

An example of good practice in what concerns the mobile apps are the mobile applications that allow NGOs to enhance fundraising indirectly. Apps developed in order to manage donor databases, such as Blackbaud's *The Raiser's Edge* and *SofterWare's Donor Perfect* help fundraisers make updates regarding former pledges, to update contact information, and to siphon and sort demographic data. Other tools, such as FrontLine, a free, open source system⁴, and one of the first platforms to help harness the power of mobile technology for social change, allows NGOs and not only to distribute and collect information via text messages, opening the door for increasing their capacity in what concerns the professional use of SMS to engage stakeholders.

Furthermore, there are numerous applications allowing for direct payments to NGOs for live events and donations. These applications have payment technologies available, such as point of sale (POS) that can be installed on mobile devices and work as a scanner for credit cards. Also,

4. Open-source software (OSS) is computer software with its source code made available and licensed with a license in which the copyright holder provides the rights to study, change and distribute the software to anyone and for any purpose.

money transfers through SMS have gained success and developed in new directions of raising money. Vodafone launched in 2007 for Safaricom, Kenya's leading mobile phone operator, M-Pesa (*m* for "mobile" and *pesa*, the Swahili word for "money"), a program regarding banking services through mobile technology and micro-financing service, without needing a banking infrastructure. Starting from Kenya, the services expanded to Afghanistan, South Africa, India and Eastern Europe, Romania included.

In what concerns the impact of mobile technology for the NGO employees, a research conducted by the United Nations and the Vodafone Foundation, reveals that 86% of NGO employees use mobile technology in their work. NGO representatives working on projects in Africa or Asia are more likely to be mobile technology users than their colleagues in areas with more wired infrastructures. Moreover, nearly a quarter describes this technology as *revolutionary*, while another 31% say it would be difficult to do their jobs without it. This finding is supported by Hopkins (2012), who identified the perceived value of smartphones in the workplace after adoption takes place. He found that 87% of respondents identified with being able to send and receive emails at any time and place as the most valuable smartphone service. At a much smaller but still significant rate, 30% of respondents found mobile Internet access valuable for business related purposes (Hopkins, 2012, p. 71).

Romanian nonprofits mobile landscape

In what concerns the mobile technologies usage in Romania, a study conducted by Ipsos Group and Google (2013) in 84 countries across the world, revealed Romanians behavior when it comes to these types of devices. The study shows that 28% of the respondents own a smartphone, and 90% of the ones with Internet access use this option daily. 71% of them access their mobile apps daily, and, on average, the Romanian user has 17 apps installed, 2 being paid apps. The study also points out that 95% see advertisements on their mobile devices, offering this type of equipment a greater efficiency (opportunity to see) than in other environments. Additionally, a research conducted by EuroGSM group, asserts that 80% of Romanian mobile users are Android based devices.

Looking at the mobile for social good, in the last two years, have been several initiatives encouraging the use of apps to support Romanian nonprofits. Local and international companies, especially from the ITandC and telecommunication fields, had calls for apps ideas or developed in house such tools. For example, the Romanian IT company ITNT⁵, launched in 2013 two social IT applications, an email application for vision deficiency persons, and an audio guide for museums. 12 students under the supervision of the companies' specialists built the apps during program training, ITNT Bootcamp. The email application, called *Echoes*, allows the users to receive and to send emails from/to their mobile phone, using only gestures. The audio guide, called *Mooseum*, available in several languages, allows visitors to use it directly from their mobile phones.

Mobile for Good, an international initiative of Vodafone Foundation had an echo in the Romanian landscape as well. Launched in 2012, this is one of the most important programs in Romania tackling the way mobile technology can enhance the disadvantaged persons to have a better life. The initial investment for this program was 500,000 euro from Vodafone Foundation, benefiting in the same time from the Vodafone network and the associated services. The first projects were developed for persons with diabetes, elderly who needed home care services and sportsmen with intellectual disabilities. For example, elderly persons have the possibility to benefit from home tele-assistance. A project developed by Caritas Alba Iulia Association together with Vodafone Foundation offers special mobile phones, with panic buttons and bigger keys. When the button is pushed, a call goes to a server, allowing the nurses to get alerted. The information provided to the hospital personnel helps them to know where to go and what they need to do for those persons. In 2013, 600,000 euro more were invested, growing in this way the number of beneficiaries. Moreover, three new projects have been released: a 4G telemedicine solution for the new intensive therapy section for newborn from Marie Curie hospital in

5. ITNT is one the most successful IT entrepreneurial initiatives in Romania, being specialized in web, mobile, server side, desktop, marketing, sales, support, editorials development and having an international impact. One of their most successful project, Soft32, is one of the most renowned software platform in the world, hosting over 100 000 Windows, Mac and Mobile applications.

Bucharest, a pediatric call-center in Cluj county and video telemedicine equipment for the SMURD⁶ ambulances in all over Romania.

Orange Foundation has a grant program, called the *World through sound and color*, which aims to find innovative solutions for vision and hearing deficiency persons. In 2014 took place the second edition, and 9 projects were elected to benefit from the grant, having and the total value of 357,724 euro. Among the proposals, there were ideas involving mobile technology. *Elephant step* is a project proposed by Urban Development Association. It aims to equip a special school for vision deficiency persons with 10 tablets and software that can transform schemes, graphics and formulas in audio documents. MediaPro Foundation for Education and Development aims to develop with the help of the grant an application that can audio convert a series of news from several websites from their company's portfolio, allowing the vision deficiency persons to gain more independence in their access to information.

Related with using the mobile technology in order to fundraise, the Romanian nonprofits can benefit from an American initiative. Vouchery, an American based company, with over 20 years experience in cause marketing, has launched *Vouch!*. This mobile app allows the user to choose a local charity (in this case, a Romanian nonprofit already listed in app), or an international one (there are over 900,000 causes displayed). After the app has been installed, all that the user has to do is to click the option Vouch, which is an action similar with the Check-in one. For every Vouch, the user receives a certain number of virtual cherries. When the user collects 10,000 cherries, he can monetize them into a donation for their cause.

In what concerns the SMS campaigns, according to ww.donatie.ro⁷, Romanians send annually 280,000 SMS to support humanitarian causes,

6. SMURD is an emergency rescue service based in Romania. The name is the Romanian acronym for "Serviciul Mobil de Urgență, Reanimare și Descarcerare", which means Mobile Emergency Service for Resuscitation and Extrication.

7. Donatie.ro is a web-based platform developed by Community Relation Association during the program Easy Giving Mechanism. This offers customized Client Relationship Management software that allows the use of two types of fundraising tools for the NGOs: donations through mobile phones – one-time donation of small amounts in response to a fundraising event or emergency; and Direct Debit donations – for recurring donations, based on a long term contractual commitment to a cause.

meaning more than 550,000 euro for projects lead by the local nonprofits. Between June 2012 and July 2013, 23 nonprofits developed 25 campaigns using the platform. Local telecommunication players, such as Vodafone, Cosmote, and Orange joined the program, allowing NGOs to raise more money for their projects. The value of an SMS is 2 euro, and the donations went mostly to rehabilitation and equipment for hospitals (216,712 euro), human rights and children education (193,590 euro), hospice and health services (185,308 euro), as well as individual causes (18,962 euro). Additionally, the platform offers the direct debit option for fundraising.

In 2012, TechSoup Romania, together with TechSoup Global, conducted a survey regarding the use of cloud computing⁸ in the nongovernmental organization in Romania (250 local respondents, the results were integrated with an international survey⁹ on the same topic). Asked about what cloud based services they use in their daily activity, the respondents mentioned as primary tools email (83%), social media (69%), and web conferencing (45%). In what concerns the mobile, SMS (cloud based) is used by 12% and phone services by 10% (Figure 1).

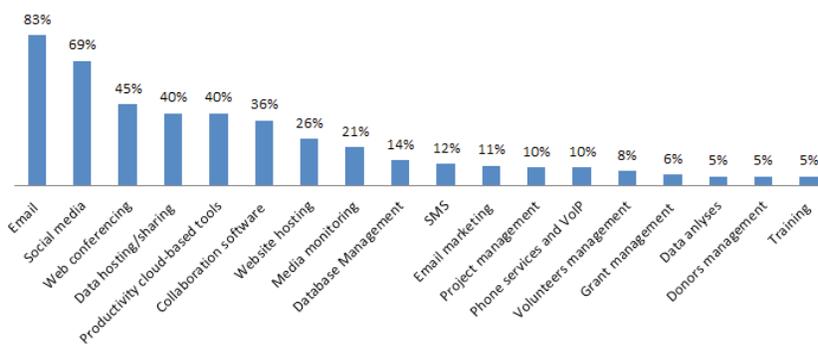


Figure 1. Cloud based services used by Romanian nonprofits

8. The definition of cloud computing used in this research is that cloud computing allows persons to access software via the Internet instead of from your hard drive or your local computer network. Cloud-based software is available anywhere through the Internet, not being limited to a certain space or place (e.g. the office).

9. Over 10,500 respondents from 88 countries from Africa, the Americas, Asia Pacific, Europe, and the Middle East took the international survey regarding the use of cloud computing in the nonprofit sector.

The main challenges faced in terms of ICT were inadequate IT system (41%), insufficient training for IT staff (26%), and integrating data from different systems (25%). Romanian respondents cited email (37%), client/CRM database (23%) and volunteer management (18%) among the cloud-based services they plan to start using in their daily activity.

Having these facts in mind, it can be observed that mobile technology is a key factor in what concerns the organizational development of the NGOs, their fundraising strategy and their relationship with the donor. Moreover, nonprofits are confronted now with the possibility to unlock the real potential of mobile technologies. Integration of their work together with the use of mobile offers them a new path for growth, innovation and joining the technological changes their stakeholders have embraced. Confronted with these tools, organizations can build towards smarter working space, increased efficiency, new types of collaboration, stakeholder engagement, receive and give more information about their activities, measure their impact and their performances, as well as tackling new opportunities for fundraising. As seen above, there has been a continuous interest in the topic across different countries, especially in Africa, the United States of America and Western Europe. Incorporating the mobile technology in their daily activities and delivering mobile experience, finding supporters across the country and even from abroad, building their own applications, and including mobile technology in their fundraising strategies are emerging trends in these regions. The global trend is going mobile when it comes to nonprofits, and it's not limited only to the organization. The current research was conducted having these trends in mind and the purpose was to map a picture about these shifts towards tech for social change in the country, as per date there were few studies regarding the Romanian landscape.

Research methodology

The current research, conducted in June-July 2014, aims to give a better understating of the mobile technology use in Romanian nonprofits, and future plans regarding the integration of technology in their activities. By looking at the current situation, as well as identifying trends and concrete examples of technology use in nonprofits, the first intention of

the author is to shed light on how the Romanian nonprofits can harness the potential of mobile technologies. The value of this research will be beneficial both for the nonprofit sector, as well for the ICTs companies which aim to develop new programs for the sector, showcasing different trend and patterns in the local nonprofits.

The research questions are:

Q1. What are the main activities in which Romanian nonprofits use mobile technology?

Q2. How do Romanian nonprofits use mobile technology to engage with their stakeholders, including fundraising?

Q3. How do Romanian nonprofits perceive the impact of using mobile technologies in their activities?

The research was conducted online, through a self-administered questionnaire made available using Google forms, during 15th of June and 10th of July 2014. The questionnaire included 36 items, identification questions, closed questions, multiple answer items, items with one answer and Likert scale items. The author, for the purpose of this research, developed the questionnaire. The questionnaire was sent to over 250 persons, nonprofits representatives. The results of the research are based on 106 responses gathered in the period mentioned, from the representatives who answered the online form.

Questions 1-10 target general information about the organization: activity, localization, team members, budget, general view about technology and local ICT infrastructure (devices and Internet access). The next questions focus on the current research topics. Questions 19-23 tackle the subject regarding how nonprofits use mobile technologies inside their organizations (correlated with research question 1). These items refer to the use of mobile technologies in general in the nonprofit, the trend of Bring your own device, applications used by the respondents in his work activities, applications used in general in the organization. The next couple of questions (24-27) are correlated with research question number 2. The respondents had to answer if their nonprofit has built its own application, what's the purpose of it, if they ran SMS campaigns and what was their purpose. Questions 28 to 36 tackle the way respondents perceive the

value and impact of mobile technology for their organizations, being correlated with research questions number 3. This last set of items include the evaluation of the return on investment regarding mobile technologies, difficulties in accessing and implementing mobile technologies, and the impact correlated with specific activities (time management, budget economies, efficiency, communication and interaction with their stakeholders).

Results

Regarding the main activity of the organization, the focus is on education and activities related with it (Figure 1). The majority of the respondents are from Bucharest (59%), followed by Cluj (3%) and Bacau (3%), other answers referring to various cities across the country. Most of the respondents have only one branch (83%), followed by 13% which have 1 to 5 branches, 3% between 6-10 and 2% more than 15 branches. In what concerns the employment, 36% have 1 to 5 employees, followed by 34% who do not have any employee. 13% of the respondents have more than 20 employees. In addition, 29% of the organizations have more than 20 volunteers, followed by 26% that have 1 to 5 volunteers and 24 % who have 6 to 10 volunteers.

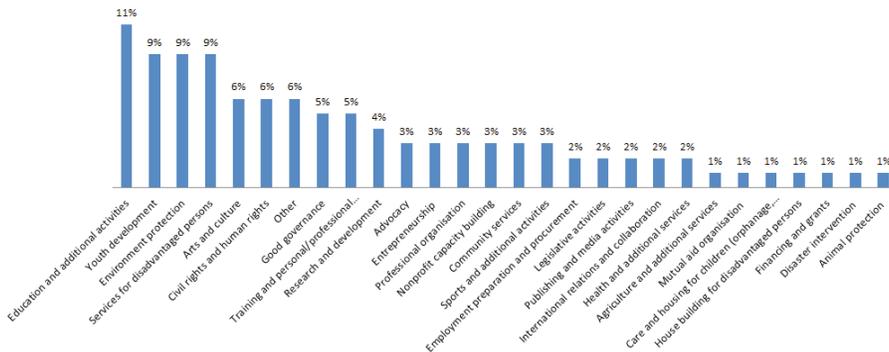


Figure 2. The main nonprofit activities mentioned in the survey

The top three biggest sums mentioned as annual budget are 5,000,000 euro, followed by a budget of 3,000,000 euro and 2,000,000 euro. There was one NGO that mentioned 0 euro, and the medium budget mentioned

was more than 160,000 euro. In what concerns the official position in the organization, 24% of the respondents were Executive Directors, followed by 12% project managers (Figure 3).

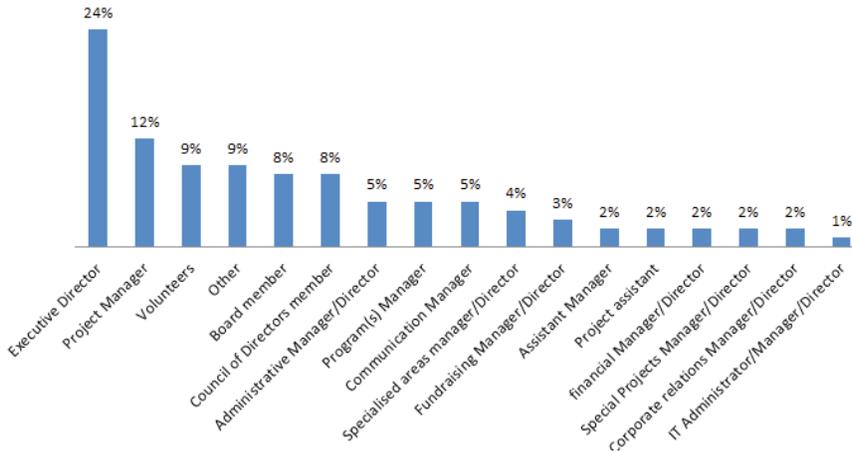


Figure 3. The position of the respondents in their organizations

92% of the respondents use ICTs in their work, seen as the use of hardware devices and software, smartphone use and/or other portable devices (including the intention of buying this kind of devices), plans to employ qualified personnel and to train the current employees.

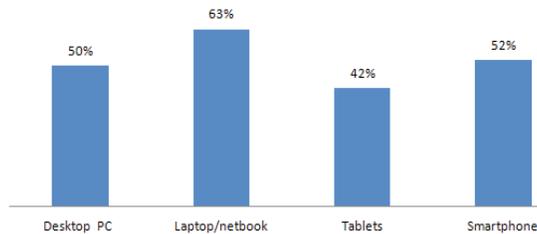


Figure 4. The percentage of respondents who own 1-5 devices from each category mentioned in the survey (desktop PC, laptop/net book, tablets, and smartphone)

As we observe from Figure 4, there is a shift towards the use of mobile devices, the focus still being on laptops, followed by smartphones. Looking at the ownership of these types of devices from big size NGOs¹⁰ (12%), there are more desktops, laptops and smartphones within the organization and in small size NGOs¹¹ (70%), there are more laptops, smartphones and tablets. Besides that, the trend *Bring your own device* has emerged among Romanian nonprofits as well, 42% of the respondents encouraging their team to use their own equipment, many of them being from small organizations. Reasons for the spike of this trend are numerous, including savings for the organizational budget, increased connectivity, more productivity and time flexibility. On the other side, nonprofits need to take into account the implications regarding data security, disaster recovery and specific IT policies in what concerns the work on the personal devices.

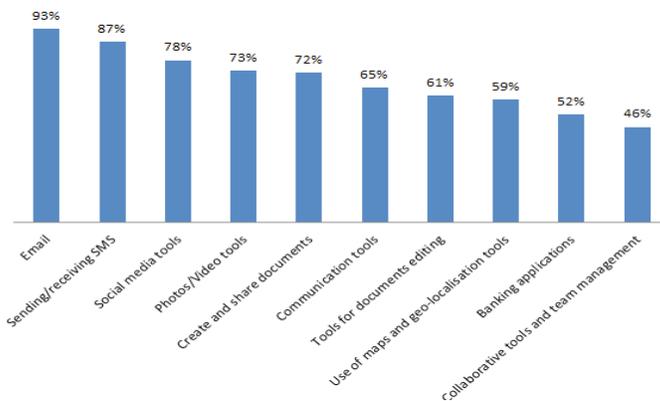


Figure 5. The main activities involving mobile technologies, as used in the work routing by the respondents

Many of the respondents use the main functions of mobile devices, from email to social media applications, as it can be seen in Figure 4. Regardless, there is a number of respondents who add a series of other activities in which mobile technologies play an important role for them. These are:

10. Big NGO is going to be considered a nonprofit having more than 10 employees, more than 10 volunteers, with more than five branches and a budget over 100,000 Euro.

11. Small NGO is going to be considered a nonprofit having 0 or less than 5 employees, 0 or less than 5 volunteers, with one branch and a budget under 50,000 Euro.

programming and design, eLearning, applications for their beneficiaries (for children with autism), applications to gather physical and chemical parameters regarding the environment, applications for graphic design, applications for media live and on-demand, screen sharing for trainings, workshops and video production, applications for web audiences monitoring, applications to create presentations CAD applications, fax applications, data base management, remote control for desktop, event management applications. These additional responses show us that a new trend is emerging, which surpasses the administrative functions of mobile technology, and goes to the strategic use of it, fitting their specific mission and activities, and bridging the gap between the current and the maximum potential of ICT in their organization.

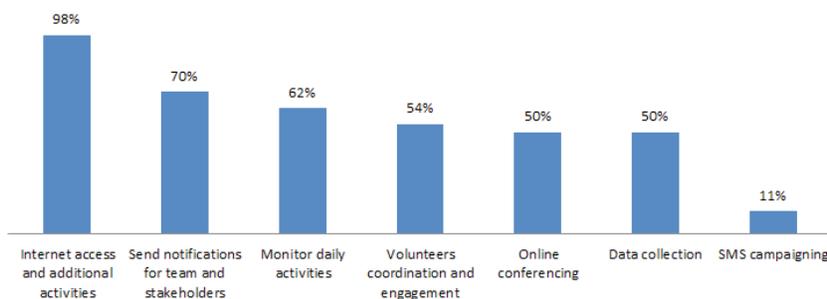


Figure 6. The main activities using mobile technology involving the organization and its stakeholders

Concerning the use of mobile technology as a point of reference for engaging with stakeholders, many of the respondents use the Internet and its additional features, an important role playing coordination and monitoring activities, as well as communication. Findings reveal that, besides the activities mentioned in Figure 6, the respondents use mobile technologies for the following purposes: design (with pressure sensitive accessories), desktop publishing (for drafts and schemes), meetings management, web design and content creation, as well as fundraising. We find it important to mention that one person mentioned that the organization does not use any of the mobile technology tools in its activity, as well as one person who mentioned that the activity has shifted from working on laptops to working solely on tablets. These findings help us to better understand the current capabilities of the NGOs, as they foster a

new set of practices. Interestingly, it is more likely for small and medium NGOs to invest in these types of tools rather than the big organizations.

Asked if they build their own mobile app, 9% mentioned they do have a mobile application build for the use and/or promotion of the NGO. Nevertheless, 45% said they do not have an app, but they intend to have one in the next three years, while 36% do not have an application and they do not intend to build one in the next three years. When detailing their own application, the nonprofits mentioned the following:

Table 1. Information about mobile application developed by the respondents

Name of the organization	Activity Domain	Name of the application	Description of the application
Adept Foundation	Community promotion	Discover Tarnava Mare*	A touristic mini guide, allowing the users to visit and plan, overall, a walk through Târnava Mare, Transylvania. <i>*Besides this application, the organization mentions they have an application for time management, project timesheets, and daily activities.</i>
Carpathian Transylvanian Society	Environment	Geographic information system (GIS) of the protected areas	<i>(development in progress)</i> The application will offer information about the protected areas managed by the organization. It will offer ecological education and ecotourism information, a virtual path paved with QR (quick response) codes.
Ecoteca Association	Environment	Waste reporting	The application has the role to inform and educate about the selective waste collection.

Legal Resources Centre, EPAS Association and Eruption anti-corruption Movement	Civil rights, Legislative activities	InfoCorruption	Allows the user to report in an anonymously manner and to take notice regarding the corruption situations he encounters himself and/or situation in which he did not have to bribe, to be informed about anticorruption events across the country and to join the online community of the project.
MaiMultVerde Association	Environment	First aid lesson	Was developed together with SMURD and ING Life Assurance in order to offer a prevention and education program to the most frequent emergency situations for persons without a prior medical training
Pro Romanian Diaspora Association	Community promotion	Access to forum and support Pro Romanian Diaspora	Offers accessible information for the members of its community.
React Association	Health and additional services	Controllin	Helps their diabetic beneficiaries, offering glycaemia monitoring through a telemedicine system, showing data regarding the patient health evolution and real time information, sending alerts when there is a change in the information, as well as offers training regarding a healthy lifestyle
Reper21 Association	Social responsibility	Societal	Was built in order to promote the homonymous project and the principles of social responsibility, based on the triple bottom line (environment, economy and society).

Romania on bicycle	Sports and additional activities	Romania on bicycle	Offers information about cycling roads in Romania. The application allows the user the view a map with the roads and details about them, the type of recommended bicycle, and other needed data for the this type of activity, has a voyage data recorder and an alarm system alerting the user when he has lost the track.
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Additionally, *www.donatie.ro* was mentioned among online tools used by the Romanian nonprofits.

These results reveal that the apps developed by each organization are in strong connection with their mission and they are used as promotional tools for the organization. Most of these apps can be found in Google Play Store, and not in other app stores, and they are free to install. As seen above, 80% of the market share is using Android system, allowing these nonprofits to target the mass of the population using the system developed by Google. Still, the evidence shows us a slow adoption of this practice and none of the above applications are used in fundraising purposes.

When it comes to the use of the SMS, 49% of the nonprofits said they did not have such a campaign and they do not intend to implement one in next 1 to 3 years. 12% said they did have a SMS campaign, while 35% said they did not have one, but they do intend to develop a strategy in this direction for the next 1 to 3 years.

In what concerns the type of campaigns the nonprofits did their responses show the following activities: volunteers' mobilization and coordination, campaign for 2% donation¹², fundraising activities, promotion of the organization mission, information. The specific examples the nonprofits gave are: *Știri la zi (Daily news)* - daily campaign implemented in order

12. 2% donation is a legal facilitation affording Romanians to distribute this respective amount from their tax on income for a nonprofit.

to send relevant information about the main areas of interest for the organization's beneficiaries), SMS alert campaign for the farmers in order to inform them about real time changes in what concerns the National Plan for Rural Development, *Bistrița mea, secretul meu!* - online votes raising campaign developed in order to obtain the community support for a nonprofit financing competition (twice), campaign to promote the foreign citizens rights in Romania, and Oltenians for Oltenians campaign.

The numbers are surprisingly low for SMS campaigning, compared to their potential. This type of campaigns are easier to develop and implement, being in the same time an efficient and fast method to communicate the cause and to fundraise, not to mention the possibility to enlarge the donor data base and to start building on a long term relationship with the community. Moreover, SMS campaigning can also involve volunteering possibilities or can work as an informative channel, as seen from some of the responses. Looking the other way round, it is easier for the potential supporter to give money, to get involved in the organization's activities or to keep him informed about the evolution of the programs he has donated for.

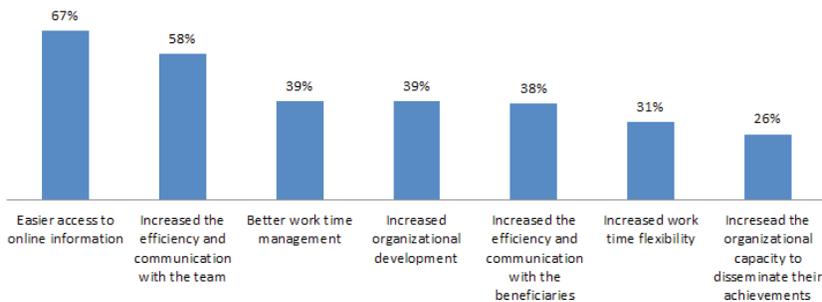


Figure 7. Main benefits of using mobile technology in daily work for nonprofits

Romanian nonprofits use mobile devices in order to perform basic work activities. Taking into consideration the advantages of using these types of devices, there is a strong correlation with the daily tasks, including communication with the team, access to information and better time management. Advantages like using them as fundraising tools or making a

contribution to the organizations budget are still underrated advantages of mobile devices, the nonprofits could benefit (Figure 7).

Conclusions

Mobile technology can be used to serve a series of purposes and missions for nongovernmental organizations. The NGOs examined show that nonprofits use technology mainly for increasing their efficiency and communication purposes, but they also all likewise used them to raising funds, management team and volunteers; afford assistance or specific activities related with their mission. The profile of the organizations that use mobile technology, both in terms of size and budgets (mid organizations, with 1 to 5 employees, 10 to 20 volunteers, medium budgets being around 110,000 euro), make us question if building an app would be as fruitful for small sized entities and why big organizations have not invested yet in developing their technological dimension. None of the three nonprofits having budgets over 1,000,000 euro has its own app or invested in SMS campaign, as well as their answers regarding the use of technology, in general, are situated below the average level. This finding is opposite to the ones from Hackler and Saxton (2007, p. 482), who found that less wealthy nonprofits are, less likely to have the organizational capacity, or *IT savvy*, that can facilitate the strategic utilization of information technology.

The organizations which invested in building their own app are rather small to medium size NGOs, and their interest is bigger not only in using, but also in investing in infrastructure (e.g. using tablets in their work). Although the international trend is the shift towards harnessing the potential of mobile technologies beyond increasing administrative efficiency, in Romania the numbers are still showing us the fact that local nonprofits have not yet fully given the credit and explored additional options when it comes to mobile. Regardless of the route ultimately selected by an NGO, there remains a continuous growth of data collection, use of smart and handheld devices, and a host of options for donors and volunteers to utilize. Although, there is a promising path of integrating ITC in the daily work routine, seen as tools to make significant developments for their strategic plans, currently nonprofits have not made a big step in what concerns their ITCs capabilities.

In what concerns the perceived impact, the results are mixed. Mainly, nonprofits perceive technology rather as administrative tool, and focus on the basic ways to employ ICTs. Not many of the respondents believe IT can have a bigger impact in areas like research, donations, or stakeholder relationship management.

This research could be a starting point for a wider debate in academic domains about the use of mobile technology for this sector. As new as it is, the subject has the potential to contribute to the development of the NGO sector, in at least three areas: donors behavior, fundraising development, and lastly opportunities for NGOs to deliver their mission goals more efficiently and cost effectively. The limited volume of academic articles on this subject was a point of particular difficulty, especially regarding the Romanian landscape.

Mobile devices will almost certainly become the instrument of choice in the nonprofit assistance and fundraising sector if for no other reason than that is where the market is heading. In a donor driven world, where technology moves fast and funders possess a myriad of options, successful NGOs will modify their organizational behavior and use technology to directly reach out to, compartmentalize and understand the motivations of those who afford them funding, and to ultimately solicit future funding from donors.

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