

SOUND OFF

IT leaders answer questions on the role of technology to nonprofits.



Dave Kardesh

Title/company: Vice president of IT corporate systems, The Home Depot Inc.

Business: Support and involvement from the business community is essential to helping improve and make our communities a better place for all of us to live and work.

Gap: Funds are needed to lay the technological foundation and continue to build upon it.

One: The most important piece of technology that any nonprofit should have is a good Web site. An informative and easy-to-navigate Web site allows nonprofits to educate the public.



Phil Davis

Title/company: Chief information officer, GM Information Technology, Porsche Cars North America

Business: Businesses have the ability to leverage their strengths in technology, resources and expertise — areas that are generally the weakest in not-for-profits.

Gap: Providing nonprofits with low-cost infrastructure support, application/Web hosting and IT consulting can improve their efficiency and enable them to provide more direct value to the community.

One: IT personnel to design, implement and support their environment.



Becky Blalock

Title/company: Senior vice president and chief information officer, Southern Co.

Business: The not-for-profit organizations make an enormous contribution to the people and communities we serve.

Gap: If business can help nonprofit organizations become more efficient, then they can free up resources to serve the needs of more people.

One: Creating a Web presence would be my first application of technology at a new nonprofit. Through the Web, you can provide information and connect with a larger audience.



Sandra C. Hofmann

Title/company: Chief information officer-in-residence, Advanced Technology Development Center

Business: Every business has the responsibility of being a good corporate citizen in the community in which it operates.

Gap: From sharing best practices in security and infrastructure management, to deployment of software solutions that enable organizations, nonprofits can accelerate their operations through partnerships with corporations.

One: Any emerging nonprofit must establish their "virtual community" of a Web site.



Larry Clark

Title/company: Chief information officer, Randstad USA

Business: I believe helping the nonprofit service organizations is our social responsibility.

Gap: We can help by leveraging our people and their skills in helping the nonprofit community. Additionally, we can help by providing equipment and consulting through fund-raising events.

One: I would establish an immediate Web presence in order to communicate to clients, as well as fund-raising events.

- 1) Why do you think it is important for the business community to support not-for-profit organizations?
- 2) How do you think the gap between the technology used by corporate America and nonprofits can be bridged?
- 3) What is the one piece of technology nonprofits should invest in first?