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## TechBridge Helps Local Nonprofit Answer the Question: "O' Brothers...and Sisters...Where Art Thou?"

Like most organizations, the web is an integral part of the marketing strategy for Big Brothers Big Sisters of Metro Atlanta. When a shift in the agency's tactics signaled an increased urgency to communicate more effectively with its sponsors, volunteers and donors it decided a complete website overhaul was needed.

"The website is our primary marketing tool," says DePriest Waddy, EVP and COO of Big Brothers Big Sisters (BBBS) of Metro Atlanta. "We rely on it to recruit volunteers and donors and to keep the community informed about recent news and events." BBBS of Metro Atlanta would also now leverage its website to help enhance brand awareness and create emotional connectivity with its audience.

As a finalist for TechBridge's 2005 Technology Innovation Award, given by Accenture, BBBS of Metro Atlanta chose to invest the awarded technology services in its website upgrade project. The agency engaged TechBridge to manage, develop and deploy its new site. In addition to providing a more compelling visitor experience, the new site also had to be more interactive and make it easier to facilitate donations and volunteer support online.

Because of the website's critical importance to BBBS of Metro Atlanta's marketing communications strategy it had to include a sophisticated content management tool that would be both quick and easy for the agency's non-technical personnel to use. Today, the new site is supported by TechBridge's EasyEdit which resembles the popular, easy-to-use Microsoft Word.

Recognizing that significant technology projects can be a daunting challenge for most nonprofit organizations, TechBridge has created a successful multi-staged approach. Ongoing communications and detailed project management enabled BBBS of Metro Atlanta to move through the information architecture and site flow phases easily. "We found the TechBridge team to be very consultative and innovative in their approach," said Waddy. "They worked with us to accomplish our goals and were very cost conscious to stay within our budget."

Since the redesigned site's launch in the summer of 2006, BBBS of Metro Atlanta has received more than 200,000 hits and 75,000 unique visitors. "The site allows us to communicate news faster with our families, volunteers and sponsors," said Waddy. "Now, we can quickly share the success stories of

children's lives being changed through the commitment of our volunteers and the support of our donors."

Thanks to the generosity of TechBridge sponsors, TechBridge hosts BBBS of Metro Atlanta's website at no cost. Please visit [www.bbbsatl.org](http://www.bbbsatl.org) for more information on how this agency transforms the lives of children through professionally supported, one-to-one mentoring relationships with caring, well-trained volunteers.

### TechBridge Continues History of Rewarding Nonprofit Innovation

The winner of TechBridge's 7th Annual Technology Innovation Award will be announced at the Digital Ball® on May 10, 2008. Given by Accenture, the award recognizes nonprofits that have leveraged technology to significantly impact their mission. Past recipients are:

- 2002: The Atlanta Community Food Bank
- 2003: The Atlanta Community ToolBank
- 2004: Project Open Hand Atlanta
- 2005: Hemophilia of Georgia, Inc.
- 2006: CHRIS Kids
- 2007: Juvenile Justice Fund / Fulton County Children's Advocacy Center

### Digital Ball May 10, 2008 Georgia World Congress Center

Are you among the who's who of Atlanta's business and technology community that will celebrate the spirit of philanthropy at TechBridge's Digital Ball®? TechBridge's Digital Ball, presented by Accenture, is a vibrant event that brings together more than 1,100 members of the business, nonprofit and technology sectors in support of the TechBridge mission: to help nonprofits use technology to better serve our communities. An evening of dinner, dancing and visually stunning performances helps facilitate the formation of valuable business and priceless personal relationships. The annual Digital Ball is the 'not to be missed' event in the technology community. Sign up today. Sponsorships will sell out soon. Make sure your company doesn't miss this unique opportunity.

#### Co-Chairs:

Kristin Kirkconnell, CIO - AGL Resources  
Jean-Michael Arès, CIO - The Coca-Cola Company

#### Presenting Sponsor:

  
High performance. Delivered.

#### Sponsor Information:

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**Calling All Nonprofits!** Applications for the 2008 Technology Innovation Award are now being accepted. Applications may be obtained at [www.techbridge.org](http://www.techbridge.org) and must be submitted electronically by February 8, 2008. The Award includes prizes valued at more than \$45,000 in TechBridge technology services, Microsoft software and cash. Additionally, two finalists will each be awarded over \$16,000 of the same. Winner and finalists will also receive valuable PR opportunities. Organizations that submitted applications in prior years are eligible to apply, but must submit a proposal based upon new work.



Students receive their scholarships to Cisco Networking Academy. L to R: Brian Panosian, Cisco; Dr. Peter Ejindu, Atlanta Technical College (front); Elijah Blue Thompson (back); Richard Shah, Jr.; Jason Julius Clarke; Kenneth Johnson; Susan Weatherly, Cisco; Rodney Ellis, Atlanta Technical College; Jack McMillan, TechBridge. Not Pictured: Dorothy Washington

## TechBridge Sponsors Extend Their Impact Beyond Technology

### TechBridge and Cisco Partner to Change Lives of Local Students

Ask any technology executive about their most challenging management issues and the lack of highly qualified employment candidates to fill future staffing requirements is likely to be near the top of his or her list of concerns. Cisco Systems, Inc. is doing its share to help keep the pipeline of qualified IT candidates full. Its Networking Academy Program is a comprehensive curriculum that teaches critical IT skills in a high school or community college learning environment. Students can earn college credits, and become a Cisco-certified network associate. Since the program's launch in 1997 approximately 400,000 students have graduated in the United States.

At the TechBridge Digital Ball in May 2007, Atlanta-based Cisco account manager, Brian Panosian, announced that Cisco would provide scholarships to the Cisco Networking Academy Program administered by the Atlanta Technical College to five young people from economically

disadvantaged backgrounds. TechBridge worked with local nonprofits to identify five deserving scholarship recipients. "Certification provides an opportunity for a lifelong career in technology," explains Panosian. "Graduates of the Networking Academy Program will be fully certified Cisco networking associates."

The Atlanta Technical College joined the Cisco Networking Academy Program in 1999. Since then approximately 250 students have participated. "We were among the first of the Cisco Academies," says Dr. Peter Ejindu, Atlanta Technical College. "Most of our students have proceeded to get their four-year degree and are employed in the technology field and related fields."

During a special Sponsor Reception held September 25, 2007, TechBridge and Cisco announced the recipients of the five scholarships: Jason Julius Clarke, Kenneth M. Johnson, Richard Shah, Jr., Dorothy M. Washington, and Elijah Blue Thompson. All recipients are currently enrolled as students at Atlanta Technical College.

To further support the scholarship recipients, TechBridge is urging companies to provide internships and asking IT Executives to serve as mentors. "After the scholarship announcement, IT Executives at the Digital Ball immediately stepped up to help," said Panosian. For more information about the Cisco Networking Academy visit [www.cisco.com](http://www.cisco.com) or Atlanta Technical College visit [www.atlantatech.edu](http://www.atlantatech.edu).

### TechBridge and The Home Depot: A Good Natured Relationship

With a corporate culture that focuses on giving back to the communities where it does business, the Atlanta-area IT associates of The Home Depot are to be commended. Recently awarded the 2006 Building CommUnity Award, an internal award recognizing associate-led volunteer activities, the IT group received a \$2,000 grant to use for the improvement of a community gathering space.

Through its partnership with TechBridge a deserving nonprofit candidate was quickly identified: the Chattahoochee Nature Center. More than 70 volunteers from IT worked two days in October to repair and overhaul the Center's onsite learning center cabin. They also laid mulch, removed unwanted vegetation, cleared and winterized a greenhouse, and built 20 new benches. The group will return in December to construct a new bird recovery center. "Volunteer opportunities make great team-building events," said Doug Pisik, senior manager of IT for The Home Depot. "They allow our people to work side-by-side with their colleagues and have a little fun outside the office while contributing to a great cause." For more information about The Chattahoochee Nature Center, visit [www.chattnaturecenter.com](http://www.chattnaturecenter.com).



IT associates from The Home Depot volunteer their time to improve the grounds of TechBridge client, the Chattahoochee Nature Center.