

Media Release

New platform to help revolutionise non-profit organisations

26 May 2011 Melbourne, Australia – Innovative web company Internet Vision Technologies is set to launch its newest product Nonprofit Online® at the Connecting Up Conference in Melbourne on 1 June 2011. Nonprofit Online® is the newest of IVT's suite of cloud based software as a service for the third sector.

Research presented to last year's Connecting Up Conference found that while there are approximately 600,000 non-profit organisations in Australia, many are yet to embrace the web for fundraising with only 27% selling goods and services online while as little as 22% use the Internet for fundraising. [*Connect Up National Report](#)

"Nonprofit Online® will open up the vital area of fundraising for non-profit organisations while delivering additional abilities including dynamic supporter engagement, administrative efficiency and strong donor management systems," said Jonathan Oxer, Founding Director of Internet Vision Technologies.

Nonprofit Online® is built as software as a service (SaaS) and offers the best possible options for convenience and security while IVT provides personalised consultation, site structure and website design. It is designed to help organisations' supporters embrace their mission and connect online to communicate, manage and grow.

"Nonprofit Online® revolutionised our disaster response capabilities," said Wesley Cooke, Marketing Manager of ACC International Relief. "When the devastating earthquake and tsunami hit Japan, we were able to immediately launch our online appeal. We included a multimedia presentation, received project specific donations, and were able to show real-time tracking to the project goal," he said.

"Since launching, we've witnessed never seen before levels of engagement with donors, and raised an unprecedented amount more compared to donations 2 years ago. We've improved communication with our existing donors, expanded our supporter base, and been taken seriously by the media," said Mr Cooke.

Nonprofit Online® is proudly a wholly Australian product designed by web natives. We recognise that Australian non-profits operate in a different regulatory environment than overseas. We structure the system to suit this environment, considering aspects such as Deductible Gift Recipient status, privacy laws and GST. Additionally our systems have not been migrated from cumbersome server based software – all our systems started in the cloud and make use of the best technologies software as a service can offer.

"We are excited about the launch of Nonprofit Online®. It represents years of development and is the outcome of some of the best brains in the business," said Jonathan Oxer. "It is another big step in our mission to help organisations utilise the power of the web."

Click for Media resources: Wesley: [Bio](#) & [Photo](#) | Jon: [Bio](#) & [Photo](#) | [Product Features](#) | [Brochure](#) | [Website](#)

Other resources: [Roulette graphic](#) | [Implementing Nonprofit Online®](#) | [Under the Hood](#)

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- Jon and Wesley will be available for interviews at the Connecting Up Conference, 1 – 2 June at The Crown Conference Centre, 8 Whiteman Street, Southbank Victoria

About Internet Vision Technologies

For over 10 years, Internet Vision Technologies have created innovative applications, designed solely for the web. This ensures we have the experience, stability and reliability to offer cost-effective solutions for our clients. Web applications are hosted on servers, stored in secure, enterprise grade data centres. IVT continually improve products based on feedback from our clients, and standard products receive regular enhancements automatically.

Key products offered by Internet Vision Technologies include:

- ▶ Enterprise eCommerce – allows any size business to provide an online store or catalogue and
- ▶ Association Online® – manages professional associations online and
- ▶ Tourism Alive® – helps promote tourism in local communities with interactive technologies.

IVT services clients across Australia with a Melbourne head office, and representatives in Sydney and Brisbane.

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