LMS INSIGHTS: NOT-FOR-PROFIT SECTOR
Totara Learning is rapidly transforming the learning technology software market. Our products include the award-winning Totara LMS, a functionally rich learning management platform and Totara Social, an enterprise Social Learning Network designed to foster collaboration, communication and knowledge sharing.

Totara Learning products are open source, highly flexible and bring powerful freedoms to all organisations with formal and informal learning needs, both within the workplace and the extended enterprise. They are used by many industry sectors, including finance, retail, energy, health, government and not-for-profit organisations. Customers range from small to large multinational corporations – a testament to our innovation, robust versatility and scalability.

www.totaralearning.com
Key challenges

Every sector faces budget challenges when it comes to learning and development, but this is a particular concern for the not-for-profit sector. Charities are put under particular scrutiny for their spending, and it’s vital that every penny counts.

Not-for-profit organisations are also very diverse, ranging from students to retirees, meaning all content must be fully accessible and user friendly. This, and the fact that many of their learners will be volunteers, means that learning must also be flexible, not too time consuming and available on a wide range of devices to get learners up to speed as quickly as possible.

Jonny McAlister from Synergy Learning explains some of the key challenges faced in the not-for-profit sector today, as well as some of the questions charities are forced to ask themselves when they make important decisions.

"Many organisations within this sector are made up of a large, diverse workforce consisting of staff, trainers, volunteers and fundraisers that are usually based worldwide.

How can organisations ensure that all employees are trained properly and are continually learning with a consistent, standardised approach, and how can everyone within the organisation communicate effectively with each other about their learning and training requirements?

A second challenge is the ability to devise and implement creative marketing and fundraising campaigns. Not-for-profits are under immense pressure to generate income, to attract and engage new and existing members to donate within restricted budgets and with increasing competition, donors have more choice and influence as to where their money goes.

Thirdly, many not-for-profits are facing difficulties when it comes to the onboarding of volunteers. Nailing this is a crucial part of the recruitment process in order to successfully retain volunteers.

This is a particular area that charities are finding challenging and are losing amounts of valuable time and resource on. They need to look carefully at their approach to this. Are they placing enough importance on this and allocating the right level of resource to make it successful? Are they making it a natural part of the recruitment and induction process rather than just a ‘good thing to do’?

The good news is that choosing a suitable LMS tailored to the organisation’s specific needs can help alleviate these issues and bridge any learning gaps that can exist within this sector.

CERTAINTY

Even with niche software applications like learning management systems, there is a bewildering range of options to choose from.

Going with a monolithic supplier may lessen the risk of vendor failure but there’s every chance that even if the feature set meets expectations, the price tag may not.

COSTS

Time and time again, not-for-profit organisations face the reality that traditional face-to-face training isn’t sustainable. Time away from work, inflexible scheduling, travel and other expenses, outmoded training methods and small training teams all conspire against hard-pressed learning and development managers. Add into the mix that the audience often comprises volunteers, and one can easily picture the challenges.

Ray Lawrence, Director, HowToMoodle

Jonny McAlister, Head of Sales & Marketing, Synergy Learning
Why choose an LMS?

Opting for an LMS can be a fantastic solution to many of a not-for-profit’s challenges. There are several reasons for this, including:

- **COST SAVING**
  An LMS can help cut the cost of training delivery by reducing transport, venue and amenities costs associated with face-to-face training.

- **EFFICIENCY**
  Everyone has access to new content as soon as it’s uploaded, meaning employees and volunteers reach competence faster.

- **ACCESSIBILITY**
  The LMS can be optimised to be more accessible for diverse not-for-profit audiences covering a varied set of demographics.

- **MARKETING**
  An LMS can be an effective marketing tool, educating staff and the public about the organisation’s work and encouraging donations.

- **PORTABILITY**
  Certifications and Open Badges mean volunteers can take evidence of their training achievements with them as an incentive to learn.

- **USER FRIENDLINESS**
  A single system makes it easier for those with no prior experience of online learning to find the content they need quickly.

- **CUSTOMISABILITY**
  The LMS can be customised to match the organisation’s branding and look and feel, making it consistent with the rest of their digital activity.

- **BYOD APPROACH**
  Not-for-profits can cut costs with a multi-device LMS which can be accessed from volunteers’ own devices, including tablets and phones.

- **PROGRESS TRACKING**
  The organisation can track learners’ progress to understand how successful their training or behaviour change campaign has been.

“The not-for-profit sector can often be impacted by factors such as budget, headcount, and limited IT bandwidth. Totara LMS presents this sector a cost-effective yet feature-rich enterprise solution capable of removing traditional obstacles within this sector due to its ease of administration, built-in integrations, and connection with Open Sesame, providing a ready-made course catalogue to supplement organisations’ content offerings. The Totara Partner Community can supplement in-house capabilities and bandwidth, while also providing Totara LMS as a hosted solution to alleviate the overhead related to servers, infrastructure, and ongoing maintenance.”

Jason Miller, Director of Business Development, Synegen

“Profit or not-for-profit, the benefits of a well-configured LMS centre on consistency of training delivery, global reach without associated travel costs and visibility of learner engagement. All have an impact on the efficiency of training effort and therefore costs involved. It is the cost factor that is perhaps most relevant to the not-for-profit sector for which quality (and transparency) of spend on what could be viewed as administrative functions is super critical.

A further benefit of an open source solution like Totara LMS is the ability to scale quickly without the burden of licensing costs. This presents the opportunity to expose not only internal staff to learning content, but also to reach out to external stakeholder and even public audiences. Sharing of learning opportunity in this way can markedly increase the social impact of an organisation. Furthermore, since the access to learning content is tracked, it is also possible to demonstrate ‘value for money’ in supporting this kind of outreach.”

Sam Lewis, GM International, Catalyst
Reducing training costs

Understandably, charities are held accountable for everything they spend. People who donate time, money and resources want to feel reassured that their donations are being used wisely, making it essential that everything spent on training is put to good use.

While an LMS can initially look expensive, it can actually save a lot of money over the years when compared with traditional face-to-face training, making it a great-value option for not-for-profits looking to cut the cost of training. We spoke to the global Kineo team to find out more about how and why organisations are turning to learning management systems for better-value learning.

“The business case for an LMS is not about cheaper ways of training – but the value of improving the engagement and performance of volunteers. It is important to choose an LMS that you can grow into.

As your understanding of how the LMS can benefit your business grows, you can slowly unlock its full potential.

An open source platform such as Totara LMS is a great value proposition for not-for-profits as there is:

- No monthly per-user license fee so your overall running costs are lower
- An ever-expanding/improving feature set thanks to the open source community
- A wealth of support materials that can be searched
- A support network through the Totara communities
- Functional flexibility by being able to turn on/off different features

Reducing training costs

“Clearly there are massive savings to be made in delivering learning online, as opposed to face-to-face, through saving on venue hire, travel cost, accommodation and meals etc. For a volunteer audience, it also means less time away from home and ensures accessibility to the training ie not everyone would be able to make a face-to-face event. Additionally, material can be updated and deployed rapidly, allowing the organisation to react quickly to their needs. Open source can also often offer a much lower cost than proprietary systems.”

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The Kineo US team worked with American Cancer Society to help them create a Totara LMS to support more than three million volunteers across the country. One of the key reasons they opted for Totara LMS over proprietary alternatives was the great value it offered the organisation. As this is a key concern of a large not-for-profit like American Cancer Society, this made the decision to go with Totara LMS an easy one.

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Lewis John, Solutions Consultant, City & Guilds Kineo

Steve Harris, Senior Learning Technologies Consultant, American Cancer Society

Katy Morriss, Solutions Consultant, Kineo Pacific
Upskilling volunteers

Most not-for-profits rely on the time and efforts of volunteers to help them achieve their purpose. Whether this is a school student working in a charity shop at the weekend, someone helping out at an event or someone offering support over the phone, volunteers are the lifeblood of many charities.

However, training hundreds, thousands or even millions of volunteers each year can become a very costly and time-consuming exercise if it is not done efficiently.

When volunteers are not being paid for their training efforts, how can not-for-profits ensure that everyone benefits from their learning initiatives?

“Delivering training and content via an LMS is a great way to reach a large audience in a very cost-effective way, with the facility for users to access content at a time and pace that works for them. This is particularly relevant for a volunteer audience, who are giving up their own valuable time, and who hence need flexibility around how and when they access the material.”

Lewis John, Solutions Consultant, City & Guilds Kineo

“Volunteers need skills and knowledge to perform – just like full-time employees. Unlike full-time employees, however, they do not get to apply their learning continually within the workplace – instead, it is applied more on an as-and-when basis. Having access to a source of learning resources in one go-to location, such as an LMS, is an invaluable way for a volunteer to know where to go for learning resources and performance support materials that can help them when they need it.

With learning resources held within an LMS – whether structured, unstructured, formal or informal – they can be easily ‘found’ by learners in the catalogue, or can be combined into a learning plan and pushed out to the volunteer.

Creating different ‘audiences’ is a great way to direct learning to groups of individuals, job cohorts, project teams or location groups.

Certificates provide incentives for learning, and badges can help reward those volunteers with higher-level experience/knowledge.

With an LMS that can be accessed over the internet, learners will be easily able to access the resources they need, using whatever device types they prefer – whether that’s a desktop computer, tablet or mobile device – and in any language that they prefer.

An LMS is also a great way for learners to share their learnings within their community – or externally to different communities.”

Katy Morriss, Solutions Consultant, Kineo Pacific

“One of American Cancer Society’s key challenges is how to provide consistent and effective training and support to volunteers who range from high schoolers to retirees. With more than three million volunteers, American Cancer Society needs to keep training accessible and consistent. E-learning and webinars are a key part of this strategy, and Totara LMS has become the delivery vehicle.

The organisation particularly values the ability to brand and configure Totara LMS with its own logos and recognisable look and feel. By doing this, they have achieved their number one goal of creating a site their volunteers respond positively to and feel comfortable using.”

Lewis John, Solutions Consultant, City & Guilds Kineo
If you’re considering implementing an LMS, it’s worth understanding the technical factors. These can have an impact on everything from scalability to the number of users who can access the platform at once to the devices on which content can be accessed. Totara Partner Catalyst specialises in technically complex projects, and shared with us some of the technical solutions they’ve used when working with not-for-profits.

1. Select an open source platform like Totara LMS
Whether you are local or global, your platform will cost-effectively scale with you. You will also be free from lock-in to a particular vendor, and should you wish to collaborate with peer organisations, you are free to share both the costs and benefits of any developments you make.

2. Work with an experienced development / hosting partner
You don’t need to own or invest in maintaining technical infrastructure, so you can focus your time and budget on content. The right hosting partner will back-up, patch and manage disaster recovery for you. They will also make sure that your content is delivered consistently (with head office performance), wherever in the world you need it.

3. Select an LMS that allows you to deploy existing training content
This might include slideshows, PDFs, audio and videos. You can then create knowledge checks (quizzes etc.) within the system. Creating custom content can be expensive, and depending on the type of training outcomes you are looking for, a redundant cost.

4. Select an LMS that has native mobile capability
You want this ‘out of the box’, and configurable using internal tools. That will allow you to render your content across whatever device your internal (or external) users choose to use.

5. Keep your interface simple
It should be intuitive, and particularly if you are working with limited linguistic or digital literacy, lean towards images and good iconography. Consider how you catalogue your courses to be most relevant to your audiences and their learning objectives, and make sure that there is a strong and intuitive search functionality wrapped around this.

6. If you’ve got learners in remote and internet-limited environments, consider offline options
An offline player will allow a learner to download course content when connected, complete that learning while offline and then synchronise completed details when back online again. It’s not as simple as it sounds and not all offline experiences are created equal, but for not-for-profit organisations who have staff and volunteers needing support and training at the front line, there can be significant value in this investment.

Sam Lewis, GM International, Catalyst
Marketing your LMS

When we think about a LMS, it’s easy to think purely about platforms designed to be accessed by employees. However, particularly in the not-for-profit sector, we see platforms designed for public education purposes to inform the wider population about the charity’s mission. If you need a LMS for public access, how can you ensure it attracts the right people, spreads the word about what it is you do and market it effectively? Several Totara Partners share their expertise when it comes to marketing a not-for-profit LMS here.

FOCUS ON USABILITY

The LMS should lead its users to what they are looking for in as few clicks as possible. Think through your course structure, the course catalogue and make sure you only show necessary functionalities for your target audience. Using the dashboard function in Totara LMS, you can fine tune the platform’s landing page to the exact needs of a specific user group. By setting up a good dynamic audience structure, based on your organisations and positions and combined with the power of audience synchronisation enrolment, it is fairly easy to set up a push catalogue system within Totara LMS. This ensures that users get the right content immediately available on their homepage without even the need to search for it.

COMMON ONLINE MARKETING APPROACHES

Involve the marketing department to help you work on the public presence of your learning management system. Their best practices for other projects can help you in putting your system in the spotlight. Involve them in designing the user interface, representing the brand and ensuring your LMS fits in with your company mission and vision.

CONSISTENT AND TAILOR-MADE USER INTERFACE

Your learning management system should blend in perfectly with the rest of your digital landscape. Make the effort to design a custom user interface, tailor-made to the needs of your target audiences. Make sure the user interface is optimised for easy access to all content. Your LMS should be the almost invisible and seamless motor which facilitates the learner’s journey.

Maarten Schouppe, Senior Specialist, Deloitte Learning Solutions

“Whether designing a solution for a corporation or a NFP, understanding the needs and tasks of users is critical to ensuring the success of the platform. Clearly the LMS should reflect the values and vision of the organisation as well as being on brand, augmenting the relationship between the organisation and the volunteer in an online environment.”

Lewis John, Solutions Consultant, City & Guilds Kineo

COMMUNICATION BASED ON USER SEGMENTATION

In line with finding content as easily as possible, it is also possible to suggest what could be interesting for the learner based on previous learning patterns. Some ideas for setting this up might include:

- Link courses together based on their subject (use categories) – make sure you invest enough time in the course metadata
- Use tags to index courses and allow to easily find them through course catalogue filters
- Allow users to rate courses so people get an immediate feeling of the quality of the course
- Experiment with an algorithm that links courses together based on the patterns of previous users to create an Amazon-like function showing information such as ‘other people also followed …’.

BE INNOVATIVE

Digital learning is part of the future. It’s a way of learning that allows the users to learn whenever and wherever they are located, thus making it a very flexible form of learning. Using enriched media, the learning experience can be personalised, deepened and standardised for every learner.
Pilot studies

Before Kineo launched their LMS for American Cancer Society, they ran a series of pilot studies to ensure they had the right solution. Pilot participants gave the LMS an average score of 3.7/4 when rating the system on usability and look and feel. As Steve Harris, Senior Learning Technologies Consultant, put it, ‘Volunteer feedback has been over-the-top positive.’

Having an enthusiastic response from pilot participants is ideal for marketing the platform to other users, who are likely to trust the opinions of their peers.

If their colleagues see the benefit of the platform, others are more likely to approach it with a positive outlook, making the job of your L&D team easier.

The Totara Learning marketing team share their tips for promoting your not-for-profit LMS:

1. GET YOUR OWN MARKETING TEAM ON BOARD

Marketing campaigns for charities and not-for-profit organisations need to be some of the most powerful and persuasive out there, so channel some of that creativity into the marketing of your LMS. If your marketing team can create campaigns that attract donations and volunteer efforts, they can certainly help you demonstrate the value of your LMS to your audience!

2. ALLOW EMPLOYEES AND VOLUNTEERS TO TRAIN WHEN AND WHERE THEY WANT

Avoid expensive travel and classroom training costs. A cloud-based LMS can change the way people learn by facilitating education from remote locations. Allow employees and volunteers to train when and where they want, from any device, with a cloud-based LMS. The more appealing the platform is to learners, the easier it will be to market - don’t make it difficult for yourself!

3. MAKE USE OF REAL-LIFE STORIES

Stories resonate with people - for instance, aid charities may show powerful footage of post-disaster cleanup efforts in poverty-stricken parts of the world to encourage donations. Consider sending out a survey to early users of your LMS to find out how they’re putting their learning to good use - have they put any of their new skills into practice? Have they managed to double their fundraising efforts? Have they literally saved lives? These stories are what people will remember - make sure they’re heard.

4. GENERATE MORE REVENUE

Finally, a good learning management system frees up a nonprofit’s funds by lowering its bottom line. Not only does it reduce the costs associated with in-person training, but it changes the way nonprofits operate. Well-trained employees, members and volunteers are more likely to generate the revenue your organisation needs. A learning management system allows nonprofits to easily track user’s participation around the world, attract mobile donations and free up funds to achieve their mission’s goals.

TIPS FROM THE TOTARA LEARNING MARKETING TEAM

What does a non-profit need to succeed?

- A strong online presence where people can engage
- A learning model that enables online and offline training from any location around world for speakers of any language
- A lower bottom line

Marketing a LMS, whether it’s internally to colleagues or externally to volunteers or the general public, follows the same principles as any marketing campaign. It needs to show why the LMS is beneficial to the audience, and draw them in with the key information.

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Crowdsourcing innovation

Not-for-profits need to constantly innovate to continue to attract attention and engage the public with its fundraising and education efforts. If your organisation is suffering from creative fatigue, it may be time to look outside the usual pools of innovation. Social learning is a great way to share ideas and inspiration across the organisation, and is especially suitable as a cost-effective solution for not-for-profits with their diverse learner bases. Totara Partner Synergy Learning worked with a not-for-profit to create a Totara Social platform to help facilitate connections and idea generation across the organisation. Find out what they did and how they did it here.

“Human beings naturally interact with others, share ideas, observe behaviours and generally do not like to be in isolation. Social learning by its very nature involves learning through interactions, engagements and discussions.

Within the not-for-profit sector, social learning can enable communication quickly and easily within communities, wider groups and globally. New initiatives can be unlocked for fundraising, for example, through an open source Enterprise Social Network (ESN) such as Totara Social.

Totara Social provides a social channel for all users to connect to the knowledge and resources within the organisation. Cross-channel communication can take place freely between staff, committee members, governing bodies and volunteer workers. This provides real opportunities to grow their network, share success stories, discuss changes and challenges they are experiencing and enhance overall communication flows amongst the individuals and groups.

One of our projects with Sport England, their Club Matters site, is making very good headway using Totara Social to develop their online learning and communication strategy.

Developed around a three-tier communication model, at the highest level, National Governing Bodies (NGBs) can connect with sports club committee members to provide important information and vice versa. Within the club, members, trainers, coaches and volunteers can discuss important agenda points and topics such as training regimes, mentor management and general topics that require wider discussion. Finally, clubs can connect with other clubs in similar sports across the province to share ideas or discuss common pain points.

Specific usage to date has included:

- Engaging in discussions and forums with the club and wider Club Matters community
- Asking questions or proposing ideas, sharing these with specific people, club members or any other organisations on Club Matters
- Visibility of support other connected club members are accessing, for example registering to attend a workshop or completing an online module, ‘liking’ and commenting on these activities
- Sharing club photos, video and documents

The way we communicate and collaborate is changing and organisations need to start communicating with their staff in the way they want to be communicated with and allow them to obtain up to date information from individuals, across teams, the business and further afield.

Jonny McAlister, Head of Sales & Marketing, Synergy Learning
Totara top tips

We asked some of our Partners for their top tips when it comes to designing, implementing and launching a LMS for a not-for-profit organisation.

**DON’T OVERTHINK IT**
As a non-profit, the key is to quickly find the greatest amount of functionality in a LMS for the best value. I would also advise not to overthink things once you find said solution.

Todd Eakes, VP Sales, Envisiontel

**CREATE BLENDED PROGRAMMES**
Totara LMS presents this sector a full-featured enterprise solution capable of coordinating organisational needs for e-learning, instructor-led training and performance management within a single solution.

Jason Miller, Director of Business Development, Synegen

**MANAGE SEMINARS MORE EFFICIENTLY**
Not-for-profits don’t use the full possibilities of the LMS to manage their seminars. Usually room availability, costs planning (even for the purposes of least-cost planning), trainer bookings and accommodation options are still managed with spreadsheets instead of in the LMS. But by switching to the LMS, efficiency would increase significantly.

Georgi Dimitrov, Consultant E-Learning Solutions, LearnChamp

**MANAGE PERSONAL DEVELOPMENT**
Learning = personal development. Not-for-profits often struggle with developing their personnel beyond basic competencies specific to their operating roles. As well as administering that competency content, your LMS also provides scope for learning across knowledge domains and provides inbuilt opportunities for conversations with mentors/managers to build a learning plan which may benefit appraisal conversations and succession planning.

Sam Lewis, GM International, Catalyst

**WAVE SPREADSHEETS GOODBYE**
Still managing classroom training on spreadsheets? The Face to Face/Seminar module in Totara LMS provides you with a comprehensive suite of options for self-service, organisation and manager led course enrolments. Secondly, stop collating spreadsheets of stats every day, week, month. Report builder enables granular reporting across a wide range of data. Your managers can schedule delivery of the reports to their inbox as often as they like.

Ray Lawrence, Director, HowToMoodle

**PROMOTE KNOWLEDGE SHARING**
Non-profit organisations have an enormous amount of different talents and skills, thanks to the diverse employee base in these environments. Totara LMS, with its social learning functionality, is the perfect solution to gather all this knowledge and experience to later to be documented and shared with all the staff, helping achieve excellence through knowledge sharing.

Mario Planas, CEO, Actua Solutions
MAKE USE OF AUDIENCES

Totara LMS makes it possible to separate internal training from publicly available training. By using audience-based visibility, guests can browse the public catalogue and enrol on a course, while still restricting access to internal courses. By adding open badges to the mix, achievements made by learners can be shared and validated, as well as being used as a tool to increase awareness of the organisation’s mission.

Rickard Skiöld, Product Manager, Xtractor

USE COURSES AS MARKETING

Not-for-profits need to think how they can extend the ‘reach’ of the LMS to the groups they serve. A charity might offer short courses or quizzes on the subject matter which is core to their beneficiaries. Of course a flexible and affordable software subscription model is needed - especially for huge audiences.

Coen Flach, CMO, The Courseware Company

SUPPORT USER-GENERATED CONTENT

For a not-for-profit with a distributed workforce and volunteer base, subject matter experts (SMEs) can be working anywhere. What works and is trained in one part of the world may not be applicable in the same way in another, so localisation of content can be critical to performance but also learner engagement. The challenge in this is how to capture SME insight and present it in a manner that is as consistent and discoverable as your other course content. In this case, consider a publishing workflow.

Sam Lewis, GM International, Catalyst

EMBRACE SOCIAL LEARNING

Not-for-profit organisations that provide learning and development can really help get people back into the workplace and your volunteers engaged. An LMS can push learning out to the community to allow users to access your learning resources and get the skills they need to help them on their way to internal voluntary placements and get on the ladder to full employment in work placements. The use of forums can engage your volunteers and provide your service users with peer-based support to help and guide them. Social networks and social learning can be invaluable for these groups and the right LMS can make this possible.

Richard Chambury, Director, Chambury Learning Solutions

RAISE AWARENESS THROUGH YOUR LMS

Many of our clients in the not-for-profit sector are using their LMS in a different way to the typical approach of internal tracking and compliance-based learning. For example, Breast Cancer Care, The British Safety Council and The National Day Nurseries Association are all using their LMS to campaign and raise awareness. In particular, the main use for Breast Cancer Care’s LMS is to provide free, publicly available training to raise awareness of the symptoms of cancer, so that women can hopefully spot this terrible disease at an early stage and seek treatment sooner rather than later.

Conor Gilligan, Global Head of Division - Professional Services, Webanywhere

MAKE IT MOBILE

When targeting a public audience, make sure your LMS works across all relevant devices. This means ensuring that both the LMS and its content fully support responsive web design.

Rickard Skiöld, Product Manager, Xtractor
Case studies

HUMANITARIAN LEADERSHIP ACADEMY
Humanitarian Leadership Academy’s key focus is to ensure humanitarian workers and volunteers have the skills and knowledge they need to respond to crises when they arise. Small organisations and distant communities often struggle to access the information they need in times of crisis, so Humanitarian Leadership Academy worked with Catalyst to create a Totara LMS to help them deliver learning quickly and cost effectively.

The Kaya platform was developed to help expand the reach of HLA’s learning, and this, combined with their Academy Centres, comprised the solution to HLA’s challenge. Catalyst used their content delivery network (CDN) to ensure content could be delivered more efficiently to remote parts of the world.

The world’s first digital humanitarian platform will eventually deliver content to more than 100,000 learners globally.

AMERICAN CANCER SOCIETY
American Cancer Society needed an effective way to deliver learning to three million volunteers across the US to support fundraising efforts and care for cancer patients and their families. The e-learning provided needed to be consistent and accessible for a very diverse audience, ranging from high school students to retirees.

American Cancer Society chose to work with City & Guilds Kineo to design a fully branded, user-friendly LMS. The LMS has been a massive hit with volunteers, who rated it 3.7/4 for usability and look and feel. The platform helps save precious time for unpaid volunteers, and accelerates them through the training process to enable them to realise better results faster.

 TEACHING MATTERS
Teaching Matters is dedicated to improving the effectiveness of teaching in urban public schools in the US. They needed a better way to deliver training to 1,200 teachers across 200 schools a year, and opted to work with Envisiontel to develop a Totara LMS which would support their microcredentials and enhanced career pathways for teachers.

Functionality such as Open Badges, custom reporting and a Salesforce plugin from Envisiontel were particularly useful for Teaching Matters. The LMS was also used to support their innovative Emerging Teacher programme. Teaching Matters has realised some impressive results, ultimately increasing the pool of Teacher Leaders in struggling schools by 65%. An amazing 92% of teachers who took this learning programme said they intended to stay in the profession beyond five years - almost double the national average of 50%.

Read about the Humanitarian Leadership Academy on the Guardian website

Read the full case study for each organisation.
EUROPEAN COPPER INSTITUTE

The European Copper Institute (ECI) is an international not-for-profit organisation dedicated to promoting the benefits of copper in areas such as sustainability, energy and health. They needed a technology-based solution to replace their previous seminar-based delivery method, which cost around €10,000 for each session, which targeted around 50-100 attendees.

The ECI chose to work with Deloitte Learning Solutions to design and implement a new platform. They used the programme management functionality in Totara LMS to create separate academies for over 200 units of learning for easier organisation. Learning sessions on the platform nearly doubled in just one year, and a key benefit for ECI was the boost to its reputation as a result of the platform, helping them build a strong network of institutional partners they would not otherwise have worked with.

Disability Matters is a suite of free resources to support those who work, volunteer or engage with disabled children and young people. They needed a learning platform to support its e-learning courses on a range of disability-related topics for two separate audiences: anonymous individuals looking for one-off training courses, as well as professionals and care workers who could login and complete learning packages which would be stored in personal learning accounts.

They decided to work with City & Guilds Kineo to create a customised look and feel for both audiences using Totara LMS. They used the Audiences, courses, learning plans and programmes within Totara LMS to achieve this. The platform has already received an RCPCH 2015 Award in the Creativity & Innovation category, and it has helped them work with 18 partner organisations to date, helping increase exposure for their cause.

MindEd is an open-access learning portal providing vital information on mental health issues in young people, aimed at adults working with these children and teenagers. City & Guilds Kineo were chosen to produce the platform, working in collaboration with e-Learning For Healthcare who worked on the content.

Users do not need to register to access the site; however, using the ‘Audiences’ functionality in Totara LMS, users were given personalised learning pathways based on their profile selections. Learners can opt for a more self-guided or structured learning experience based on their preferences. Since the platform launched in 2014, there have been well over 1.25 million page views from over 100,000 learners, and continues to receive positive feedback from learners.

Find more not-for-profit case studies at www.totaralearning.com.
Building a business case

For many not-for-profit organisations, a key challenge to implementing a comprehensive learning strategy is gaining stakeholder buy-in. As we have seen, a LMS can help reduce the time and cost of training significantly in the long run, and improve the learning experience for employees, volunteers and even the public.

If you’re a not-for-profit struggling to secure the budget for a LMS, what can you do? Totara Partner Synergy Learning explains some of the routes which have worked for their not-for-profit clients over the years to help you build your business case, and Partner HowToMoodle offers up seven benefits to include in your not-for-profit LMS business case.

7 BENEFITS TO HELP YOU BUILD A CASE FOR A LMS IN YOUR NON-PROFIT ORGANISATION

Cut costs: Reduce travel and accommodation costs associated with face-to-face training - a huge consideration for many non-profit organisations when tasked with reducing or maintaining budgets.

- **Improve consistency:** Many not-for-profit organisations see an improvement in quality by reaching all learners with the same content and assessment standards – meaning the end of regional variations.
- **Improved access to training:** All training is available nationally or globally 24/7/365.
- **Improved productivity:** There is a significantly reduced need for unnecessary time away from work for short training interventions.
- **Ease of audit:** Non-profit organisations benefit from a comprehensive overview of training completed.
- **Compliance training assured:** The automated allocation and management of recurring training is a huge factor benefiting not-for-profit organisations.
- **Social engagement:** Creating a single portal for promoting and facilitating online discussions and other collaboration.

“A suitable learning management system such as Totara LMS is a great way for not-for-profit organisations to promote and spread awareness of their good work, but what concerned stakeholders will really want to know is the nitty-gritty of how the LMS will actually enable long-term change in learning behaviours. How will it provide additional support for employees? How will it allow them to effectively promote and spread awareness about the charity’s good work?

Not-for-profits often have clientele and employees distributed across the globe, working remotely, so a major persuasion point is being able to demonstrate specific aspects of how a LMS can enhance the overall learning experience for these types of workers.

For example, the open source nature and cloud-based delivery of some learning management systems will allow users to access them from any device, in any location, 24/7. The ability to have course content in multiple languages, standardisation of training methods ensuring consistency across the board and cost reductions are all key features of a LMS that will enhance the overall user learning experience.

From working with a number of renowned not-for-profit organisations, we have found that visibility of data across the entire organisation is a key factor.

When working with any not-for-profit, we will always place the chosen LMS at the nucleus of the organisation ensuring that all other applications can work simultaneously with this.

For other not-for-profit clients, meeting compliance standards is fundamental to delivering services, and so a platform such as Totara LMS which has robust monitoring, tracking and reporting features is critical.

And finally, getting support early from key departments or user groups such as IT, the training and development team and anyone else who will have an influence in the decision-making process is important.”

Jonny McAlister, Head of Sales & Marketing, Synergy Learning

Ray Lawrence, Director, HowToMoodle
GET IN TOUCH

Email enquiry@totaralearning.com to learn more about how Totara LMS can be used to cut costs, save time and deliver learning in your organisation.

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