



Munus Community Foundation, of
Parma, Italy -

Website redesign to include
better digital communication
with stakeholders

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Lisa Gelati, Munus Community Foundation of Parma

Our digital transformation challenge

Last year of the pandemic completely changed the structure of the foundation which was to manage a very substantial collection (just under 3,000,000 €) that involved the whole community. Our challenge concerned the implementation on the new website of a direct crowdfunding platform to receive online donations.

Our solution

To develop a new site that will allow its funds to gain greater visibility and the possibility of finding online donations. This involved consideration of the entire governance and aims to support a new strategy towards all categories of stakeholders. The crowdfunding platform to serve our funds their multiple accessory features or additional modules (e.g. donations in memory, issuing automatic receipts, profiling donors, sending mail via mailing list, etc).

Takeaways from the action learning process

We understood the importance and the potential of all these additional features thanks to the exchange of information with other foundations and we really realized how every single challenge of the other foundations was somehow connected to ours It has been extremely useful to face all together the various steps of this "narrative of change".

It was also important to understand both the process of mapping stakeholders and what targeted actions can be taken to reach each category of stakeholders. In fact, this path is making us think about the strategy to be put in place in terms of communication and

relationship with stakeholders.

In our path we have not so much changed course but made some clarification breaks to give us the priorities of intervention, it is for this reason that we are late on the timing that initially we had given.

There is a strong involvement of the whole board (many ideas that have been thought will be kept aside for a future realization). In doing so, we all had to focus on certain priority activities. One of these activities has certainly been the care of the funds and the evaluation together with the promoters of new activities to help them in their fundraising. We also believe that this is an important achievement.

We have learned how to use new digital tools such as Mural and many others that were presented to us during the exchange and that we will deepen in the coming months thanks to all the material provided to us by ECFI.

Issues that remain unresolved

The project has greatly expanded the audience of the actors involved, all the governance and staff have been interviewed as well as initially some promoters of our funds. We will then get to involve them all in the preparation of their individual pages on the site and in the explanation of the new platform of crowdfunding once this has been definitively configured (this last step is expected by the end of June).

Find out more about the Munus Community Foundation here:

<https://www.fondazionemunus.it/>