

# KnowledgeDNA™ – Association Initiative

## Transparent Team Collaboration™

### Benefits:

How can KDNA™ help your Association? We give you a new way to solve these challenges:

- Stakeholder Communication and Buy-in
- Image Continuity, Larger “Footprint”, Brand Awareness
- Communication with Chapters, Committees, Boards, Partners / Vendors / Volunteers
- Fragmented Communication
- Keeping Everybody on the Same Page
- Managing Small to Large Projects
- Capturing a Master Record of emails and documents
- Donor Communication Mgmt.
- Branch Management
- Virtual Offices and Mobile Staff
- Too Many Meetings
- Standardization Challenges (Sharing Knowledge, Procedures, Templates, Docs.)
- Staff Turnover
- Building a Knowledge Base for the Future
- Shared Expertise – Doing More with Fewer People

### Challenges / Solution:

KDNA™ lets you manage Communications, Projects and Collaboration in a new way.

KDNA™ software, currently in use by the for-profit sector, is being offered through our Nonprofit Initiative, at little to no cost to your Association and local Chapters.

Using yesterday’s technology, organizations use fragmented emails, spreadsheets, meetings, handwritten to do lists, etc. to try to manage their activity. It doesn’t work.

We significantly improve communications between National and Association chapters, their Committees, along with managing projects and initiatives. KDNA™ creates a “Master Record” of key emails and documents, so everybody stays on the same page, and nothing falls through the cracks. The result: Greater buy-in from everyone.

With KDNA™ you can do more with less. We help you get the most out of your most precious resource – the people who support your organization.

The image displays two screenshots of the KDNA software interface. The top screenshot shows a 'Disc. / Collaboration & Document Library' window with a list of comments and details for a project. The bottom screenshot shows a 'Project Execution & Tasks Spreadsheet' with columns for Task #, Title, Item #, Status, Est. Hrs, Hrs. to Date, Start Date, Deadline, Most Recent, # Species, Assigned To, Sign Off, Leader, and Edit. The spreadsheet lists various tasks such as 'Step 1. Mission Statement', 'Identify problem', 'Define boundaries', 'Develop metrics', 'Identify stakeholders', 'Set Goals', 'Step 2. Current Process', 'History', 'Flowchart', and 'Identify key process steps'.

### The Result:

KDNA™ provides effortless support of communications, projects and collaboration. We host the software for free and use your own email system and Internet browser. This allows easy and immediate use by people inside and outside your organization.

### FREE Software Use – Collaboratives / Affinity Groups:

KDNA™ supports the building of “Collaboratives”— groups of Association Chapters at the local and national level, to share ideas, information and resources for all involved.

### FREE Software Use – Individual Organization Use:

Our Association Initiative gives your organization access to the same collaboration environment, typically costing \$100K or more, previously available only to larger, for-profit corporations. Our fees are minimal, covering only training and support.

### For More Information:

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