Oxfam

"Zoho Creator is a great, easy to use solution for non-profits who need to share and track information and strategies."

-Lindsay Shade, Online Communications, Oxfam America

THE CUSTOMER

Oxfam America is an international relief and development organization that creates lasting solutions to poverty, hunger, and injustice. Together with individuals and local groups in more than 120 countries, Oxfam saves lives, helps people overcome poverty, and fights for social justice.

www.oxfam.com

THE CHALLENGE

The employees at Oxfam faced their biggest constraints while campaigning to reform the 2007 Farm Bill.

- Needed a affordable data collection tool
- Tool should be up and running within few minutes
- Collaborate with allies, lead organizers and activists
- Needed password protected accounts as the campaign had confidential strategy information

Their existing software really did not serve the kind of function they were looking for, which was to get feedback from all of their allied organizations, field/ community organizers, etc. on how their lobbying was going. They needed to know which senators and representatives were visited, how many people wrote letters or generated media hits (such as letters to the editor), and what various congressional offices were saying about how they would vote on various amendments and other reform efforts.

To meet these needs they thought of creating such a database in MS-Access, but the big hindrance was being able to host it with password protection on the web, so that they could open it up to people outside the organization. They did not want to bother their web designers to host something like this on their organization's web space, since they had other large,

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THE SOLUTION

After spending some time researching on other database alternatives, Lindsay Shade, Online Communications Coordinator of Oxfam, stumbled upon Zoho Creator and found it was much easier to use . She found Zoho Creator to be highly customizable and at the same time is kind of like a canned tool that is ready to go right out of the box.

How did Zoho Creator solve their problem?

- Enabling users to create and share a web form easily
- No need to download any software unlike other database programs
- Zoho Creator required almost no logical work to develop an application
- Ensures highly secured access to all the users

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THE BENEFITS

Easy Data Tracking and Reporting

Using Zoho Creator, Oxfam was able to track and report on their lobbying efforts leading up to the House campaign. The reports they compiled from Zoho Creator were (and still are) key to developing and adjusting their campaign strategy - for instance the data is available to readily identify policy makers who might be on the cusp of supporting their reform.

Cost and Time

Oxfam says "If we did not have access to Zoho Creator, we probably would have taken much longer to launch/implement the data collection tools we needed and would not have been able to collect much of the valuable information that we used to inform our campaign strategy during the run up to the House vote on the 2007 Farm Bill. In fact it probably would have taken several weeks longer, and that means we would have had no lobby information to use before the House vote. We also continued to make use of Zoho Creator to impact the Senate vote."

Flexible solution for growing needs

Oxfam initially planned to use Zoho Creator for a small stint of their campaign and with only a small subset of volunteer organizers. Zoho Creator proved so useful to the campaign that they re-vamped their initial design and made it much more comprehensive and began requiring all of their staff to enter lobby reports into Zoho Creator on a weekly basis. The reporting structure Oxfam America has developed with Zoho Creator has become a model on which to base future data collection and reporting needs concerning campaigns, especially where shared data and strategies - both within and outside the organization - are essential.

Why did Oxfam choose Zoho Creator?

Comprehensive Data Tracking and Reporting

Easy and Quick to set up

Highly Flexible and Customizable Solutions

ZOHO®
Work. Online
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