PHILANTHROPY AND
DIGITAL CIVIL SOCIETY:

BLUEPRINT

THE ANNUAL
INDUSTRY FORECAST

by Lucy Bernholz

2020

lucybernholz.com
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Stanford SOCIAL INNOVATION Review

Stanford PACS
Center on Philanthropy
and Civil Society

Digital Civil Society Lab

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WHAT IS THIS MONOGRAPH?

Philanthropy and Digital Civil Society: Blueprint 2020 is an annual industry forecast about the ways we use private resources for public benefit in the digital age. Each year, I use the *Blueprint* to provide an overview of the current landscape, point to big ideas that will matter in the coming year, and direct your attention to changes on the horizon.

WHY IS IT CALLED A BLUEPRINT?

I started this annual forecasting process in 2009, publishing *Blueprint 2010* in December of that year. I use the metaphor of a blueprint to describe the forecast because blueprints are guides for things yet to come and storage devices for decisions already made. My father is an architect. I grew up surrounded by giant rolls of blueprints and scale models of buildings. I also spent a lot of time in unfinished foundations, trying to play on and not get hurt by exposed rebar. I worked in his office some summers, eavesdropping on discussions with contractors, planning agencies, clients, and draftsmen[1] — all of whom bring different skills and interpretations to creating, reading, and using blueprints. I learned that creating a useful blueprint requires drawing ideas from many people, using a common grammar that gets real work done, and being prepared for multiple interpretations of any final product. I intend my *Blueprints* to speak to everyone involved in using private resources for public benefit and help people see their individual roles within the dynamics of the larger collective project of creating civil society. I hope you will use it as a starting point for debate and as input for your own planning. Please join the discussion on Twitter at #blueprint20.

WHO WROTE THIS DOCUMENT?

I'm Lucy Bernholz and I'm a philanthropy wonk. I am a senior research scholar and director of the Digital Civil Society Lab, which is part of Stanford University's Center on Philanthropy and Civil Society (PACS). *The Huffington Post* calls me a "philanthropy game changer," *Fast Company* magazine named my blog *Philanthropy2173* "Best in Class," and I've twice been named to *The Nonprofit Times'* annual list of 50 most influential people. I studied history and earned a BA from Yale University and an MA and PhD from Stanford University. On Twitter I'm known as @p2173, and I post most of my articles, speeches, and presentations online at www.lucybernholz.com. The Lab supports the Digital Impact community and curates, creates, and shares free resources related to data governance at www.digitalimpact.io.

WHERE CAN I GET MORE INFORMATION?

The best way to keep up with my thinking is via a free email subscription to *Philanthropy2173*. Information about Stanford's Digital Civil Society Lab is at pacscenter.stanford.edu. Previous *Blueprints* can be downloaded at www.lucybernholz.com/books or https://pacscenter.stanford.edu/resources/blueprints.

If you are just joining the *Blueprint* series with this edition, welcome. If you've been reading since 2010, thank you. Feel free to go back in time by reviewing previous editions (several of which include organizational worksheets). The worksheets are free online at https://digitalimpact.io/toolkit/ and previous *Blueprints* are free online at https://pacscenter.stanford.edu/resources/blueprints/.

INTRODUCTION

This is the eleventh annual *Blueprint*. The second decade of the series. It's time to try something new.

Just as the first *Blueprint* was an experiment, so is this one. I've changed the format. What you'll find are five short essays. In the first, I lay out a vision of digital civil society and of the cycles of change that civil society has experienced as we've become dependent on digital systems. In the second, I discuss where we are now and the key arenas in which we must act if digital civil society is to advance effectively. In the third, I challenge philanthropy and digital civil society to engage with the real complications of how we move between digital and physical systems. In the fourth, I identify larger, contextual shifts that are pressing on and shaping digital civil society and philanthropy.

The final section is something different. Here, I hold myself to a challenge I put out in *Blueprint 2019*. That challenge was to get out of the way, to listen to people you usually don't, to elevate new and younger voices, and to engage with ideas and people who you might not hear unless you make a bit of an effort. I've done this by inviting dozens of people to contribute to this *Blueprint*. You can find their thoughts in section five.

I've also got some buzzwords for you, and I'll check in on the 2019 predictions. Now, more than ever, predicting the future feels like a fool's errand, so I've also changed up the prediction section. I hope you'll read and learn and let me know what you think about this new *Blueprint*.

A VISION OF DIGITAL CIVIL SOCIETY

DIGITAL AS A GIVEN: THE LANDSCAPE OF DIGITAL CIVIL SOCIETY

Imagine you climbed a high plateau and are looking out over a vast valley landscape. Spread out as far as you can see are lights, buildings, roads, open spaces, transit systems, and people. But this isn't a city, it's a space called digital civil society. What do you see before you? What does digital civil society encompass?

What you notice first is easy to recognize: groups of people coming together to take action—joining protests one day, raising money the next. You see familiar organizations: foundations, nonprofits, volunteer organizations, community groups, houses of worship, and political activists. There are impact-investing coalitions and social enterprises, banks and mutual fund companies with vast donor-advised funds, private banks, and family offices. This view doesn't look much different than when you and I surveyed the landscape in 2010, in the opening of the first *Blueprint*.

Ten years ago, when you looked to the far horizon where new things grow you could make out impact investors, crowdfunding platforms, nonprofit assessment groups,

A decade ago the edge of civil society was experimenting with new ways to use financial resources. Now it is focused on calling out concerns about digital data.

corporate social responsibility officers, and cause marketing programs. Out there, we also saw "what looks like a river of energy, where new technologies including mobile phones and text messaging are being used to organize, move money, make change, and move on." All this has moved to the center of the landscape—even political activity, over in the part of the valley where the philanthropic LLCs hover. They're small in number but enormous in size, using their money for philanthropy, political support, and impact investing.

A decade ago the edge of civil society was experimenting with new ways to use financial resources. Now it is focused on calling out concerns about digital data.

Today, you see 501(c)(4)s, groups working on algorithmic discrimination and artificial intelligence, and a steadily growing peak of crowdfunding platforms. A hazy cloud of more than 100 "ethical AI manifestos" swirls in the wind. You notice emerging regulations focused on data protections and privacy rights, clustered around Brussels and California but starting to sprawl out into innumerable conferences, legal services, consulting groups, and funders talking about digital security and data governance. Mixed in among the new data trusts you spot active alliances between human rights, civil rights, and economic justice organizations. You see associations among activists of color, women, LGBTQ people, Muslims, labor unionists, and people in marginalized neighborhoods.

You see distributed, leaderless associations using digital tools to connect and work on
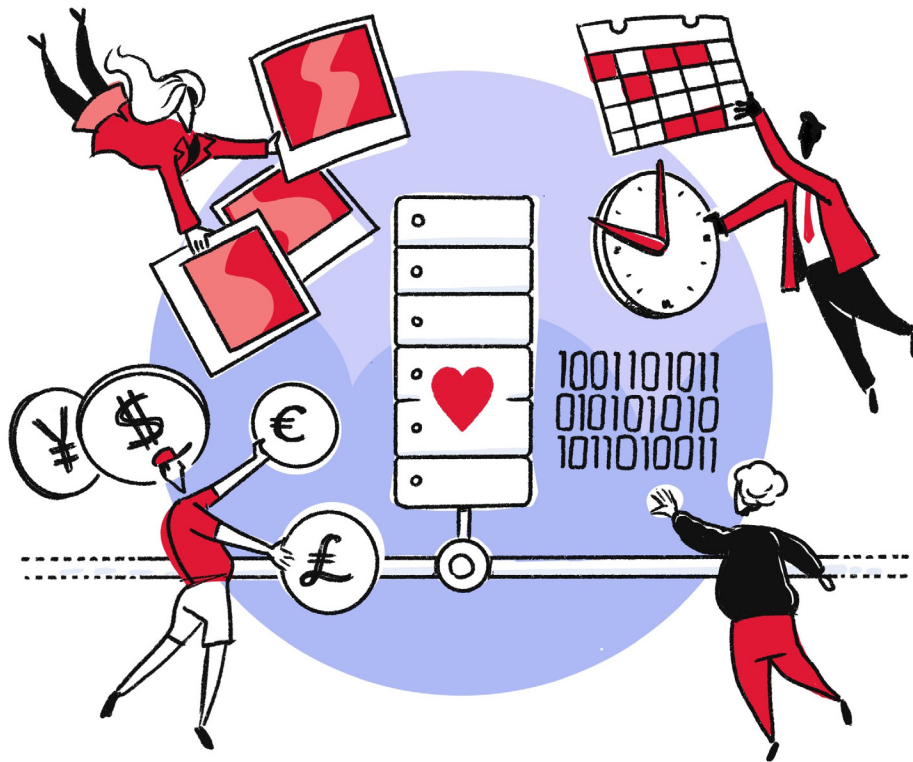
everything from the climate crisis to racial justice. You also notice a new behavior: people deliberately contributing their digital data to shared databases. This includes people posting photos of birds and plants to help track ecological damage over time and people in the "quantified self" movement sharing fitness and health data. You make a note to yourself that people now contribute three types of resources to the causes they care about: money, time, and data.

You can pick out the digital infrastructure undergirding the rest of the scene. You realize that this infrastructure—internet access, cell phone service, networked printers, "cloud storage" accounts, social media, digital payment applications, voice-activated assistants, and shared document folders—is actually connecting everything else laid out before you. Every person, every organization, every quickly assembling and disbanding association you can see is connected to these digital systems.

You're struck by a paradox. Regardless of the diversity of the groups before you, they are all relying on the same digital infrastructure. What appears to be a fragmented and independent set of activities and actors—a vibrant and dynamic space of civil society—is entirely dependent on digital systems owned and managed by companies and governments. You realize how true this is when you a notice a few "dark" spots in the well-lit scene before you—these are places where governments
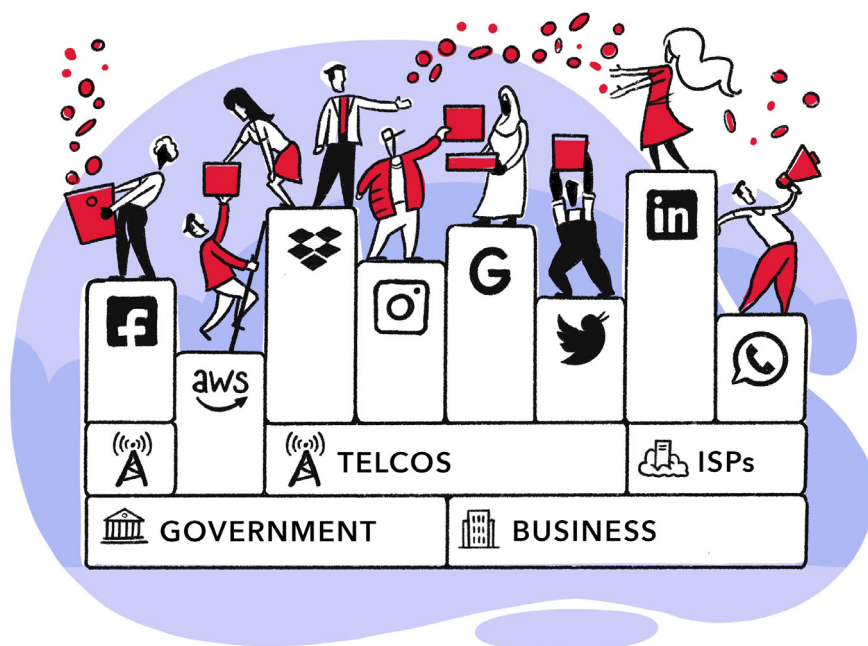
What appears to be a fragmented and independent set of activities and actors—a vibrant and dynamic space of civil society—is entirely dependent on digital systems owned and managed by companies and governments.

have decided to "turn off the internet." In doing so, they have also, at least temporarily, turned off civil society.

As you reflect on the irony of civil society organizations calling themselves independent even as they all rely on the same digital "landlords," you notice something off in a distant corner. You realize there are a few small hubs of activists communicating in an insider-only coded patois on encrypted messaging apps over mesh networks. They're working across national borders (and legal

jurisdictions) on distributed databases. You see data trusts and data collaboratives sprouting like green shoots, as well as open collectives, privacy-protecting software coders, advocates of sovereign digital identities, and those writing rules of use for their own community's data. This is the new edge of civil society.

Hovering over the entire scene like a string of patio lights are surveillance devices: cameras, license plate scanners, RFID readers, smart speakers, drones, building card-entry systems, as well as massive, detailed datasets of people's digital actions. If you darken the view so that only digital traces appear, you see a moving dot for each one of the six billion active cell phones we carry with us. Enabling all of these digital tools, data, and networks are corporate providers of hardware, software, and network connections. These telecommunication and internet service companies provide the

infrastructure upon which we communicate, connect, associate, and organize. Digital systems and networks underpin all of civil society today. We have reached the point where *all* of civil society is digital civil society.

CYCLES OF CHANGE AS CIVIL SOCIETY BECAME DIGITAL

Civil society's move to digital has been in process for much longer that just the decade since the *Blueprint* began.

The earliest manifestations of digital civil society took the form of groups of people coming together to share their enthusiasm for networked technologies, computing, and software. Back in the 1950s people came together to outsmart the telephone companies—discovering ways to make free long distance phone calls by mimicking the frequency and exact sound that an approved long distance code would make when dialed into the system. These "phone phreaks," as they were known, gave rise over the next four decades to groups of software developers sharing code, finding ways to govern the internet (which had no government or corporate owners), and starting nonprofit groups to manage and promulgate certain kinds of software and software licenses. The earliest days of digital civil society were about groups of people coming together to experiment with, manage, debate, and negotiate over certain kinds of digital systems. The first phase of digital civil society was when we took collective action *with* digital systems.

In 1990, a shift occurred. This was the year that a group of lawyers and technologists got together to fight for civil liberties in what was then called "cyberspace." The Electronic Frontier Foundation was founded to fight against the US government's overaggressive approach to fighting "cybercrime." The EFF argued that, in terms of the digital information on their computers, people had the same rights to privacy and protection against unwarranted search that they would have of the information on paper in their file cabinets. EFF's beginnings were rooted in fighting for the same rights and protections in digital space that we have in physical space. The second phase of digital civil society began when we started to take collective action *about* the regulation of digital systems.

We're now in a third phase, and on the brink of a fourth. The third phase is the way we are *adapting* collective action to digital systems. As more and more of the world's population has become digitally dependent, our associations and communications have also changed. New organizations and associations are born digital. They often have small staffs but a global, dispersed membership. They raise money online and are sure to "listen" to their social media channels. The aspiration is to decentralize decision-making, encouraging far-flung individuals to raise money on their own, plan their own events, and tweak the branding of the movement to fit local needs. This describes everything from #GivingTuesday to the Sunrise Movement, MoveOn to the Extinction Rebellion, political campaigns to the Digital Public Library of America. Digital dependencies haven't made organizations irrelevant, but they have made them operate differently. There are signs that even the most resistant to change— the centralized, pre-digital civil society organizations—are beginning to grapple with the challenges of digital relationships. Staffed foundations are spending time and money on data governance policies and are thinking about the digital security challenges facing their grantees. Participatory grantmaking efforts are increasing, premised in part on decentralizing and diversifying decision makers.

The fourth phase is visible in small ways, but has not yet become the norm. We see it in the diverse alliances seeking to address the discriminatory and rights-violating

Collective action on any social issue requires attention to the ways that digital regulations influence and shape every other policy domain.

effects of certain technologies. These include civil rights groups, civil liberties groups, racial justice organizations, community and economic development advocates, disability rights groups, transit and environmental activists, and many others. Other examples include efforts by European and California organizations to expand data and privacy protections in their respective jurisdictions. This work brings together domain expertise with digital expertise (both technological and legal). Rather than simply jumping on the bandwagon of new technologies, this phase considers both the benefits and harms of digitally dependent organizations and regulations. This phase will be marked the widespread recognition that every domain of action in which civil society organizations now work is *shaped by* digital assumptions, products, and laws. Collective action on any social issue, in this fourth phase, requires attention to the ways that digital regulations influence and shape every other policy domain.

And these cycles will repeat with each new leap in technology. Today's collective actions about artificial intelligence— the groups rising up to understand it, demystify it, and write new laws about AI—are similar to their predecessors in the 1980s and 1990s who were taking action to regulate the internet. The technology keeps changing, our collective responses follow in identifiable phases. These cycles are not linear, evenly distributed, or consistently paced. Figure One below shows phases one through three as they've played out in the United States. The timing and examples differ in other parts of the world.
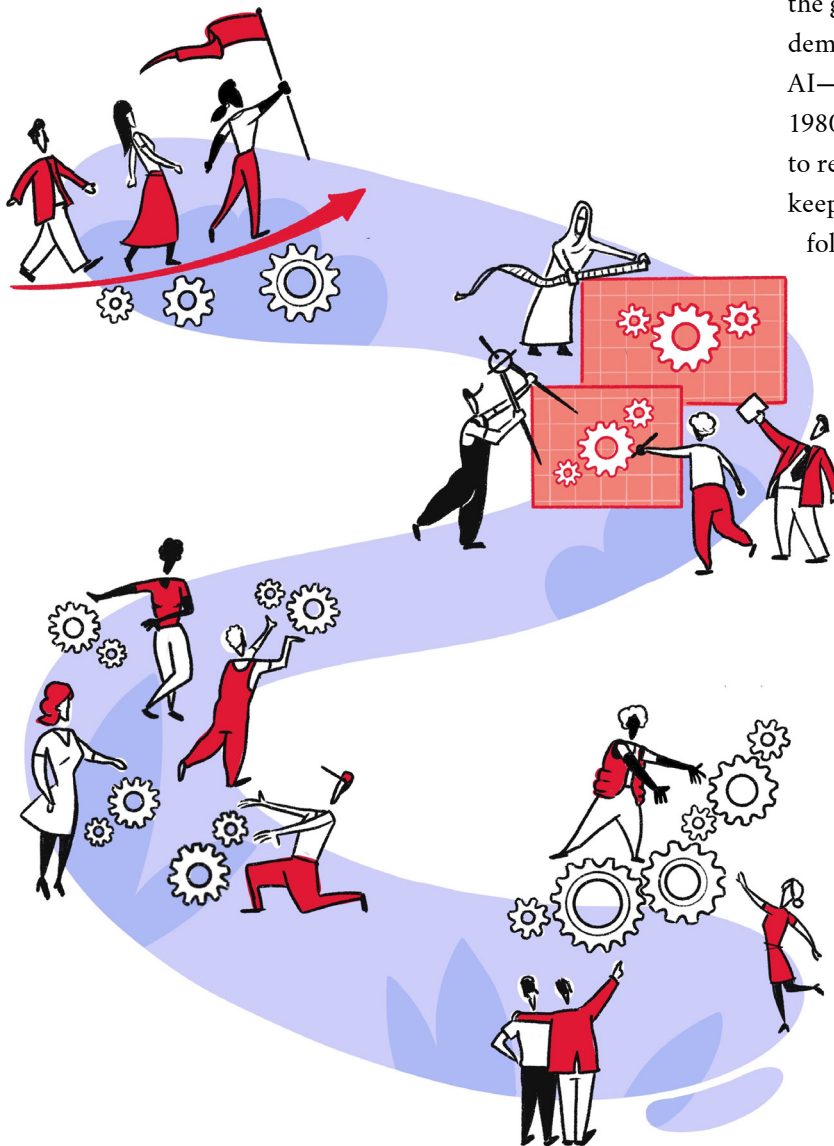

Figure One: Cycles of change in digital civil society

WHERE WE ARE IN 2020

Today, we're experiencing the shift that naturally happens when something ceases to be new and becomes familiar, ceases to be optional and becomes essential. Not only are we dependent on our digital systems, our work is shaped by the regulations, motivations, and product design decisions of the companies that manufacture and provide our digital tools. Our work is also shaped by the governmental policies that regulate the way our digital systems work.

As civil society is now digital we face new decisions at every level, from the individual to the organizational, from civil society to democratic governments:

- Decisions people make about their own digital behavior, including protecting their privacy, being aware of surveillance, or deciding what is trustworthy information and what is not;

- Decisions that organizations make about hiring staff and selecting board members with expertise on digital security and data collection, access, use, storage, and security;

- Decisions that nonprofit/philanthropic managers make about what information to collect, hold, or share as well as increasing awareness of data regulations on certain sectors or populations (health, finance, insurance, children); and

- Decisions that governments make about laws on data rights; regulation of internet platforms and telecommunications companies; surveillance technologies; civil liberties and human rights. At this level we also get considerations of the marketplace of technologies—what alternative tools and products and systems might we want, need or develop?

As 2020 dawns, we are perched at this transition from adapting to digital systems to assuming them as givens and addressing them as part and parcel of civil society's remit. Here's a visualization of how this happened, drawing from the cycles of change above:

Software foundations, internet governance

Digital implications for analog rights, justice

Services, rights in digital space
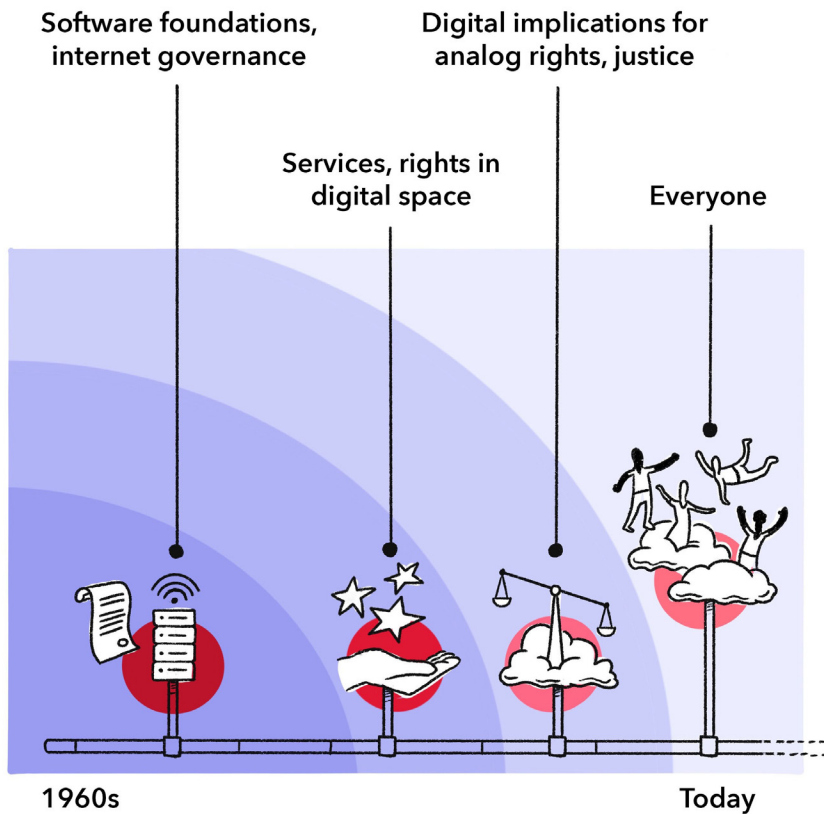
Everyone

1960s

Today

Figure Two: A brief history of the way civil society became digital

Digital civil society will advance effectively in the year(s) ahead if it is marked by collective action in three broad arenas. And since all of civil society (everyone) is now digital civil society, the implications and opportunities pertain to us all.

First, nonprofit and foundation capacity building efforts must recognize digital security and data governance issues

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as core parts of an organization's responsibilities. Effective organizations will be those that manage and govern all of their resources—time, money, staff, data, and digital systems—toward mission. Today, technological support and advice, board governance, management or operations training, and program development are siloed—within organizations and from the vendors and trainers that serve them. These will be integrated in the years to come. One example: the **Citizen Clinic** (a digital security organization at UC Berkeley), the **Center for Nonprofit Management** (a Los Angeles-based capacity-building organization for nonprofits), and **Community Partners** (a fiscal agent and capacity provider for small associations) are working together, with the Digital Civil Society Lab at Stanford, to develop and test integrated approaches to digital and organizational capacity building.

Second, integrated advocacy efforts must recognize that civil society today is shaped by laws about digital technologies, and that the **digital policy agenda is civil society's policy agenda**. Examples include **diverse alliances of rights groups** fighting against the use of facial recognition technologies or foundations and nonprofits working together to support expanded privacy protections for individuals. Every domain where civil society is active—from humanitarian aid to health care, education to environmental justice, immigration to cultural expression—is being shaped by digital technologies and the laws that pertain to them. Safe and effective service delivery and advocacy requires understanding the ways digital technologies shape the issues on which you are working.

Third, civil society must create or call for digital systems that reflect civil society's values. There are two global success stories here—Mozilla with its Firefox browser and Open Whisper Systems' Signal, an encrypted

messaging application. Mozilla and Open Whisper Systems are nonprofits. Firefox and Signal are globally used, open source, noncommercial products designed in the first case to protect access to the internet and in the second case to protect private conversations. These two successes shouldn't mask how hard it is to get widespread adoption of noncommercial alternatives.

Civil society must create or call for digital systems that reflect civil society's values.

The graveyard of failed open source or nonproprietary digital tools is crowded, but efforts to build and use independent information tools and digital technology continue. As proprietary software makers continue to push everyone onto commercial clouds (read: commercially owned and monitored servers) efforts to create viable, sustainable, easy-to-use alternatives become ever more necessary. Pressure is building for companies to build more appropriate tools. Expect an "impact investing-like" effort to emerge, in which investors pressure companies to build and sell more privacy-protecting technology. Early evidence can be found in **Ranking Digital Rights**, the Omidyar Network's **Race to the Top**, and the **Investors Alliance for Human Rights**.

WE NEED NEW OPEN SYSTEMS

Harry Potter fans know that Platform 9 3/4 at King's Cross Station is where you go to be transported from the regular world to the wizarding world. I'm a bit old to be making such literary references, but the train platform is an apt metaphor for what I want to discuss here. Simply put, philanthropy and civil society need to address the current ways in which people interact with digital systems, not the old-fashioned concept of going online. Today's truth is we go back and forth from physical to digital (or wizard to muggle world, in Potter parlance) all day, every day. And we need digital civil society and philanthropy to understand just how tied together the physical and digital are, and how our human rights and associational opportunities are implicated by several new "platforms" connecting the two.

People who came to the internet via desktop computers and web browsers may still think they are in control of when they "go online." This quaint belief may lead them to think they are in control of when they generate digital data. This is no longer true. Here's a list of today's "doors" between physical and digital:

- Building sensors
  (e.g., the ID badge in your pocket);

- Commuter transponders
  (e.g., in your car or your train/bus card);

- Constant communication between your cell phone and communication towers;

- Any form of "smart" device you might wear on your wrist or have installed in your home (e.g. thermostat, television, doorbell, voice-activated anything);

- Ubiquitous surveillance cameras in public spaces and your home "security" system;

- Government and/or workplace-required ID cards, numbers, badges, licenses, passports;

- Any DNA genealogical service you or a family member has used;

- Credit card or payment apps, and

- Any installed workplace monitoring software you are forced to use (e.g., time clocks, keyboard trackers, remote computer controls).

The number of such digital surveillance portals increase dramatically for people of color and marginalized communities (see the videos/readings from the Color of Surveillance conference for more examples). We are almost always slipping back and forth between digital and physical spaces. Most of us are digitally connected more than we are offline. Going offline takes conscious action; being tracked is the norm.

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We need to recognize that each of the many systems that tie our physical selves to our digital twins is a commercially controlled, surveilled portal. In the 1990s Mozilla was created to prevent Microsoft from "owning" the browser space. It was a community and technology effort to ensure that one company didn't control what was then the front door

to the internet. The ensuing "browser" wars were about making sure that there were lots of ways to get online and that, at least one browser (Mozilla's Firefox), was open source.

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Today, there are many such "doors" between physical and digital. Four of these are particularly important for digital civil society and philanthropy:

- Voice-activated systems,

- Digital money,

- Genetic testing, and

- Digital ID systems.

If there's an "always on" listening device in your house, all visitors will be heard. If payment is only possible via credit card or phone app, many of us can't shop not because we don't have money but because we don't have the "required" digital version of it. If any of my blood relatives submits their DNA to a genealogy service, I'm implicated. As national databases of people's biometric identities grow, they will be hacked, abused, and used to discriminate and oppress.

In such a world, our 30-year-old notions of consent, privacy, control, access, and networks of relationships don't help us. We in philanthropy and digital civil society need research, civic action, law, and technology that understand and protect the rights of all humans in the digital/physical world we've created for ourselves. Today, we go back and forth through Platform 9 3/4 multiple times every day. We need community-based innovation focused on security, privacy, and decentralized governance to keep the portals between the physical and the digital safe for civil society. Open systems—those that can be used, added to, audited, tweaked, and repurposed by members of the public, and that are not locked down as corporate property—enable this innovation.

LARGER, CONTEXTUAL SHIFTS SHAPING DIGITAL CIVIL SOCIETY AND PHILANTHROPY

The first section of this *Blueprint* is meant to position digital civil society as the frame within which we consider other important shifts. It's the space we occupy and the ground from which we take action. All around us are important shifts that are both the focus of our actions and the forces changing how we work. Here are a few of them.

CLIMATE CRISIS

We know what happens when we ignore the warning signs of change. The climate crisis is now the biggest and most existential threat to humanity since we first unlocked the power of nuclear weapons. Many people find themselves ruefully remembering the first warnings from climate scientists, almost fifty years ago. Others, especially younger people who've come of age experiencing ever more uncertainty, are putting their all into calls for different economic systems, different political priorities, and less extractive lifestyles as ways to save the planet. They are acting as if their very lives depend on these changes. As they do.

And their opponents, who have distracted, obfuscated, denied, and confused the presentation of the science and have delayed and undermined previous efforts to address this collective crisis, will fight even harder as the transitions become unavoidable. The fingerprints of the climate crisis are found all over political battles on issues that initially seem unrelated, from immigration to executive power, human rights to states' rights', national sovereignty to international alliances. Reducing the severity of the climate catastrophe and adapting to its inevitable changes require direct action from governments, corporations, and civil society. And, the ecological effects will in turn contribute to the reshaping of each of these sectors.

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One way the climate crisis is shifting civil society is by centering communities that have long been ignored, marginalized, and worse. As is so often the case, demands for justice are being led by the poor and most vulnerable. Around the world, people in deep poverty and those on threatened landscapes are leading calls for the biggest changes. Women, people of color, poor coastal communities, and young people are leading efforts from the **Sunrise Movement** to the **Extinction Rebellion** to **Climate Strikes**. They are pressing national governments and international bodies to rescue entire island populations. They are

using their power as organizers and voters to demand new regulations and enforcements on carbon-emitting industries and using their power as consumers to attract market alternatives. These efforts are inspirational and multi-pronged, as the activists leading them see natural allies with other justice-seeking communities. There is a tremendous opportunity for civil society organizations—small and large, local and international—to join these efforts. In doing so, if they join with sincerity, humility, and a mindset of adaptation, established leaders and their organizations will not only learn how to be part of the climate solution, they may well find their way to a thriving future for civil society and their own organizations.

THE NEW ECONOMY HITS HOME

The world last experienced a global recession in 2008. Since then, official statistics such as job growth, gross domestic products, and stock market indices have had a pretty remarkable upward run. These top-line numbers, analyzed by economists and governments, are generally given a positive spin by the media and politicians, even as stagnant wage growth, decreasing job security, and concerns about automation shape the working experience of more and more people. When those top-line numbers falter, and they will (by the time you read this, they may already have), the lived reality underneath them will be on stark display.

This matters to civil society and nonprofits in both immediate and abstract ways. The immediate future for nonprofit funding in the US is complicated and uncertain. The implications of the tax law changes from 2017 are no longer predictions of future events, they are underway. The Fundraising Effectiveness Project began reporting decreases in donor retention in 2016. Analysis of annual giving in the US between 2000 and 2014 revealed a 12% drop in households that give—falling to just more than half of all households.[2]

Economic realities, and the stories we tell about them, matter. When the mainstream story is one of economic boom, the individual and community experiences of despair, employment uncertainty, unaffordable housing, and insufficient wages are relegated either to the proverbial back pages or dismissed as examples of "winners and losers."[3] In contrast, when economic downturns hit, the stories we tell ourselves also change. Suddenly, those who were on the economic margins during the boom are not other people, they are us. To rephrase an aphorism, the lip gloss of economic growth disappears and we're left looking at the pig. We know this is going to happen. We know that our current economic structures are not working for many people, but are we preparing now for the inevitable moment when this truth will demand to be seen?

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Some big companies are beginning to address the human upheaval of increasing automation even as they race each other to reap the benefits to their corporate bottom lines. In other words, these companies are both implementing automated systems and trying (in some cases) to ease the impact on their own employees. McDonald's, Booz Allen, and Amazon all offer retraining opportunities for their employees even as they continuously experiment with automated systems that reduce the need for human staff.[4]

Nonprofits, on the other hand, are in a strange place when it comes to automation. A large proportion of nonprofits provide services that require a human touch, making them difficult to automate. In the US at least, employment in the sector is booming.[5] While the private sector doubles down on automation, the

nonprofit sector now accounts for more than 10% of all jobs in the US This raises questions for the sector and the economy as a whole. First, nonprofit jobs are typically lower paying with worse benefits than private sector (and government) positions. The nonprofit sector needs not just to create jobs, but to create living-wage, family-supporting jobs. Is celebrating the growth in nonprofit employment a shortsighted, positive spin on an overall economy built on low-wage jobs? The political power of nonprofits and civil society has traditionally come from holding the public and commercial sectors accountable, not from being viewed as a growth industry in and of itself. Does the focus on the nonprofit sector as an economic force shift its ability to serve as a political force?

There are other aspects of the relationship between nonprofits and automation. The sector is a potential customer for many vendors of automated products; this is evident in all the advertising offering donor research powered by artificial intelligence. The areas in which nonprofits work are also being transformed by others' use of automated decision-making systems. There

are several examples of this. In Australia, activists uncovered systemic overcharges and mistakes in an automated welfare system, and the #RoboDebt movement has been fighting the government for almost three years. In the last few years, nonprofits have been crying out for help to fight social media companies' content-moderation practices; these processes are largely dependent on algorithms and are deliberately opaque and uncontestable.

Preparing for the effects of structural economic change demands more from civil society than implementing a recessionary fundraising plan. Civil society writ large needs to consider the broader implications of economic restructuring on its role in democracies. Yes, there will be implications for every organizational mission: Who will they be serving, what needs will these people have, and what constellation of programs, services, and organizations can do that best?

Sadly, given the tenuous nature of most civil society funding, even this kind of planning will only begin *after* the changes are upon us, not before.

Who is having the collective discussions about the larger role, shape, contours, and power of civil society writ large in a world of global digital dependency, weakened democratic practice, and accelerating economic inequality? It's time to ask questions about each of these whenever and wherever the activists, the associational innovators, the public, the policy makers, the funders, the press and scholars come together.

GIVING IS CHANGING

Tax incentives aren't what they used to be. They're not even *for whom* they used to be. They've always benefitted upper-middle-class and wealthy givers while being mostly irrelevant to the rest of us. But the influence of those incentives changes as the super wealthy turn to LLCs instead of foundations,

middle-income families disappear from the tax record data that informs our understanding of giving, and the rest of us respond to near daily crowdfunding pleas. If taxes still matter, they matter for fewer and fewer donors.

How do we give now? When thinking about the world we want to see, how do we choose whether to make a donation to a charity or a political group? Should we give time or money? Perhaps we should focus on aligning our purchasing power with our values, as consumption accounts for the majority of most of our spending. And what about investing? If we put money away for retirement, does it make sense to try to channel those funds toward a sustainable environmental future?

Since the end of World War II we have concentrated on an understanding of civic engagement (in the United States, but also elsewhere) that privileges tax-exempt nonprofits and tax-deductible donations. We count these annually, report them out publicly, craft policy legislation that privileges them, and build policy and professional associations to support them. The numerous other ways people use their time and money to make change in the world—including political engagement, consumer choices, mutual aid, career paths, investment planning—are viewed as adjacent areas of action, complementary but not in competition.

It's less clear than ever that these choices should be seen as adjacent and complementary. As giving rates dip, we must ask ourselves, "What are the people who used to give but aren't anymore doing?" Have they stopped caring? I doubt it. Do they have fewer resources? Probably. This is why it's important to look beyond the top line figures on economic growth. If we shift our gaze to consider the data on US families struck by gun violence (40,000 people killed in 2017),[6] families affected by opioid addiction

Many of the people we might think would be making charitable contributions have a whole lot of other things going on.

(hundreds of thousands), those burdened by student debt (44 million people together owing more than $1.5 trillion),[7] people dependent on gig economy jobs, thereby lacking both job security and benefits (34-56 million),[8] the continuing wage gaps between white men and women of every race, (black women earn 61% of what white men earn; Indigenous women, 57%; Latinas, 54%),[9] diasporic people sending remittances home ($529 billion),[10] the lack of real income increases for wage earners over the last forty years,[11] and the rise of people with jobs but not homes,[12] we'd realize many of the people we might think would be making charitable contributions have a whole lot of other things going on.

Are they making choices *between* options; substituting one for another? It's worth asking. In order to do that we need to expand our understanding of who gives and how. In past *Blueprints* I've called for the development of indices that would track charitable giving, political donations, impact investing, and consumer behavior together, so we could look for relationships between them.[13] The longitudinal data on giving points us in the direction of asking where people in the middle have gone. We also need qualitative research on how people—all people, not just the wealthy—make these choices.

There are at least four efforts that I'm aware of to better understand these dynamics. The Gates Foundation's **Giving By All** initiative has funded experimental design, new applications and giving platforms, and research on giving circles. The Raikes Foundation is **building tools** to help charitable donors learn more. And the Giving USA Foundation is a leading supporter of a Generosity Commission that is in the early

stages of prompting a national conversation on giving. I'm writing a book, called *How We Give Now: Philanthropy by the Rest of Us*, that considers these questions and extends them to thinking about how digital data might be a third resource that individuals consider when supporting the causes they care about.[14]

I think about these issues both practically and metaphorically. The rise of cause-marketing, impact investing, donor-advised funds, crowdfunding, consumer organizing, and political engagement all depend, in some part, on the choices individuals make about how to spend their time or money. Charitable giving is one possible choice. We've studied and tracked it (in the US) quite closely for decades. But we haven't done a good job of understanding how it works in relationship to these other behaviors.

Think about each of these behaviors—shopping, workplace giving, investing, donating time, career choices, giving money, donating data, political activism, etc.—as individual rooms in a house. One room is well lit—it's the charitable giving room. The light is on here because we've been tracking and studying it for so long. From outside, the other rooms appear dark. But that doesn't mean there's nothing going on in those rooms, nor does it mean that the people in the house aren't moving from room to room. It simply means we haven't turned the lights on to see what's going on.[15] In this image, the room with the light on—charitable giving—looks even brighter than it might be, only because the rest of the house is dark. But we know people don't hunker down in only that room. It's time to look at each of those rooms—to light up the whole house—to understand what's really going on.

Better understanding of these behaviors will allow us to consider policy proposals that might better serve civil society as it is currently lived by people, not just by how tax, corporate, and charity law frame it. It will allow us to focus on deeper questions, such as: How do we **balance transparency in our political systems with anonymity in charitable spaces**? What practices/laws do we need to develop to allow individuals to donate their personal data to health, education, or other causes they care about? What safeguards do we need to protect peaceable assembly and associational opportunities in a digitally intermediated world? Our tax laws currently incentivize and privilege specific institutional structures funded by charitable giving. Are there other ways to encourage private action for public benefit?

Our tax laws currently incentivize and privilege specific institutional structures funded by charitable giving. Are there other ways to encourage private action for public benefit?

Here's one thing I know for sure (I've even put it in the predictions section): Technology will not provide solutions to decreases in charitable giving.

CIVIL SOCIETY'S "PUBLIC SQUARE" AND THE INFORMATION ECOSYSTEM

Integral to civil society—and serving a similarly critical function to the health of democracies—is the idea of a public square. Long debated and oft-redefined by scholars, this is the shared information space where we collectively learn about, discuss, and debate information and facts. The public square includes professions and industries such as journalism and news, and it includes the shared places where people discuss and make sense of the events of the day. These places take many forms, from coffeehouses to houses of worship, town halls to taverns, front stoops to hair salons. The public square also includes all the digital manifestations of these conversations and sense-making activities,

from social media to news aggregators, blogs to video sites, friend feeds to chat groups.

If we define the public square as the combination of places, sources, and discussions where new information is found, shared, analyzed, and considered, it's easy to observe how it keeps changing. Over the last two decades we've experienced a major shift in this space, from big news organizations swatting away blogs to the takeover of the digital public square by commercial platforms. Credible news organizations committed to truth telling are a part of this space, and some are even beginning to thrive again as business enterprises, but they are now a small part of a space filled with propaganda, self-reification, and outright rot. I don't know if there's an official measure of the ratio of harmful trash to vetted credible truth, but it doesn't seem to be tipping in favor of the truth.

DIGITAL ACTIVISM IN CIVIL SOCIETY IS ALIVE AND WELL

Paradoxically, as online networks have contributed to the death of independent news and mainstream reporting, they've also made possible extraordinary feats of data-driven journalism. Civil society, academia, and journalism have been slowly building an infrastructure of access to digital platform data that enables a better public understanding of corporate activity. This includes research on content moderation and new theories of anti-trust and extends to investigations of proprietary tools being used for criminal sentencing and benefits allocation. In just a

few years a new subsector of civil society has emerged—call it the "disinformation hunters" and "democracy defenders."
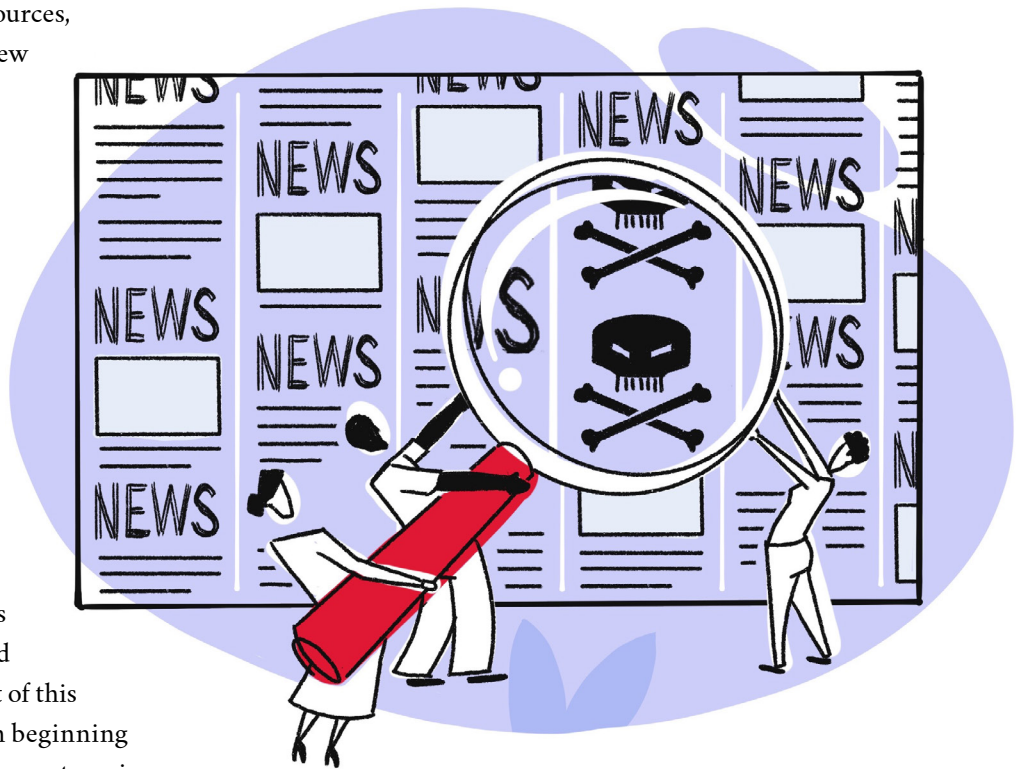
These activists are helping to create a new face of civil society. They know the power and limits of digital technologies. Some of their work is aimed specifically at both corporate and government systems that have been using technology to keep social movements in check. Others are focused on more familiar, analog-era civil society issues—such as living wages, affordable housing, public art, and environmental protections—but with an eye to addressing these concerns as they are complicated by digital technologies. Immigration rights activists seek to end biometric data collection, labor activists build their own technology platforms, and educational groups demand parental and student involvement in data issues. In fact the front edge of digital civic and political activism is led by these intersectional approaches— approaches that recognize the ways digital systems alter pre-existing social challenges and how real-world harms from digital technologies hit already vulnerable communities first.

Whatever form and structure civil society is becoming, it is being invented, tweaked, experimented with, and spread by those leading today's social movements. Groups like JOLT in Texas, led by young Latinx activists, are fighting for a just future by focusing on the intertwined issues of climate, debt, and immigration. The Movement for Black Lives continues to adapt and innovate in organizational form, alliances, leadership, and political focus. There are tensions, sometimes extreme, within communities as new leaders and new organizational efforts rise up. It is often the established, comfortable leadership of pre-existing organizations who feels that pressure first. The future shape of civil society will, in part, result from the ways these tensions resolve. It will be shaped by whether and how young and old groups and groups with different methods, leadership types, and funding strategies pit themselves against each other or find ways to blend and collaborate.

> *Whatever form and structure civil society is becoming, it is being invented, tweaked, experimented with, and spread by those leading today's social movements.*

Civil society activists also deserve credit for pressuring companies to incorporate human rights considerations into their digital products, advocating for data protections, pushing tech companies to acknowledge the addictive nature of their devices, and raising public awareness of the potential dangers of artificial intelligence. Increasingly some of this pressure also comes from the inside, from employees of the tech companies.

Philanthropy and the nonprofit sector are themselves becoming a focus of activists and are facing the kind of scrutiny our democracy requires. This past year was a boom period for philanthropic scandals, from the evergreen issue of rip-off fundraising companies to the horrific revelations about philanthropic reputation washing by child rapists.[16] The Center for Public Integrity uncovered a particularly bold twist of bad behavior, where fundraising campaigns claiming to be for charity instead funded political action committees.[17] We should expect more such malfeasance and manipulation in the US during a presidential election year. Conveniently for politics-based miscreants, the regulatory body (the Federal Election Commission) is lacking a quorum of appointed members.

Another trend runs parallel to this and is a sign of the growing interest in political activism: the growing number of 501 (c) (4) organizations. IRS records show that applications to operate as a (c)(4), the US designation for social welfare organizations that engage more in political advocacy, have more than doubled between 2016 and 2018.[18] The growth of C4s is complicated. They are an important legal vehicle for civil society activism, and their growth can be considered a positive sign of political engagement. There are rules around these organizations, which, if followed, provide transparency, accountability and a path to engagement. As some have noted, donations to C4s might even be thought of as "more charitable" than gifts to C3s, as gifts to a C4 do not earn donors any tax benefits.[19] Our current systems of tracking donations, counting organizations, and "measuring" civic engagement don't pay enough attention to C4s. Too often, these organizations are created to slip between the cracks of public attention. Our system needs a legal, visible, accountable mechanism for civil society to engage in political discourse; this is the purpose of the C4. Because their proximity to politics makes C4 organizations easy to manipulate, we need to improve our oversight of them. Most importantly we need to ensure they do not become simply a means of running political contributions through a charitable system with the intent of removing donors' names but not their influence.

DIGITAL CIVIL SOCIETY SPEAKS

In the 2019 *Blueprint* I challenged myself and others to get out of the way. To meet this challenge in the *Blueprint* I put out a call to colleagues from around the world, of different ages and backgrounds, to share their thoughts on digital civil society, why it matters, and what makes them hopeful about it. Here's a selection of responses. More can be found on **https://digitalimpact.io/blueprint/**, and feel free to join us in conversation and share your voice.

A digital civil society is critical because the world is now digital, social movements are digital, and threats to rights and opportunities all intersect with digital issues. If there is not an effective digital civil society, rights and opportunities cannot continue to be effectively protected and advanced in the 21st century. … The most exciting thing I see is the increasing connection and collaboration across organizations and issue areas to draw attention to the impacts of digital issues, to the interconnected threats to communities, particularly communities of color, and to a push for real change. … By working together, mutually reinforcing interconnected issues, and combining power there is a real opportunity to demand and get real change. … Digital civil society is nascent and we can learn from other social movements on how to create the structures and potentials for collaborative power development.

*Nicole Ozer*
ACLU Northern California

In my field—medicine—more evidence emerges daily suggesting that socio-environmental influences play a larger role in determining health than do rote biologic ones … innumerable disparities have been noted between marginalized/vulnerable demographic groups and privileged ones. To the extent our institutions and infrastructures cause disproportionate suffering in these subgroups, the role of civil society is tethered closely to health.

[M]any … AI/ML algorithms are trained on datasets with intrinsic biases. If left uncorrected, these can worsen rather than improve health outcomes for vulnerable subgroups. It is incumbent on authors, academic institutions, journals, funders, and policymakers alike to demand minimum thresholds of inclusiveness and representativeness to ensure that AI/ML is introduced equitably from the outset to all patients. … I wish students and young professionals had more of an opportunity to engage with DCS (and philanthropy, more broadly) early in their careers.

Eli Marcel Cahan
Knight-Hennessy Scholar, MS Candidate
in Health Policy, MD Candidate

"[T]he frame of digital civil society is important to understanding how groups around the world can ensure digital rights for everyone. I've seen my work—from helping with content moderation for activists to partnering with groups

across the ocean on human-centered AI strategy—as collaborative, interconnected, and interdependent within the digital civil society space. ... [T]he work of the Digital Security Helpline ... strikes me as a place where digital civil society is filling in for the missteps and misunderstandings of industry. ... In particular, **Syrian Archive** is starting to broaden their scope/mandate to help recover censored footage from conflicts around the world. ... It strikes me that there is a lot of parallel research in the national security space on things like AI and censorship that could and really should be informed by experts in digital rights advocacy and protection, and vice versa.
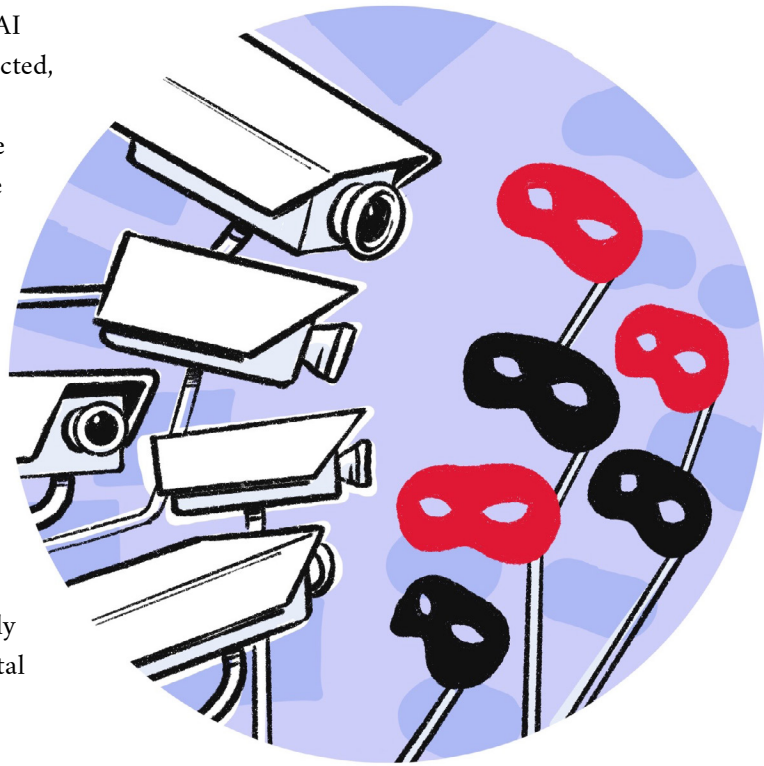
Madeline Libbey
College senior,
summer intern at AccessNow

I see an organization's—or constituency's—ability to navigate the digital space as directly related to their ability to navigate power, and better understanding political power dynamics defines a lot of what I do, particularly when it comes to who votes, and who doesn't. ... The future of a healthy civil society and a functioning democracy very much depends on local civil society groups being well positioned to adapt to major digital shifts underway in how their constituents are communicating, forming community, and emerging cultural norms. ... In the not-too-distant future, I do think "digital civil society" will just be "civil society," similar to how in the civic engagement space "digital organizing" is increasingly blending into just "organizing."

Nick Chedli Carter
2020 Vision Ventures

I believe that if digital transactions and data extraction were more equitable, we might be able to exist in a more civil society. My work is rooted in struggling against the impact of inequitable systems on marginalized communities. It is also rooted in pushing back against the conflation of safety and security/surveillance. This conflation undermines the potential for civility in digital and non-digital society. ... I am a fan of coalition work. ... I think that in order for this to change, humans who have access to these systems have to prioritize people over outcomes and consider the impact that biases or indifference to biases have on the drive to pursue those outcomes.

Tawana Petty
Poet, activist, Detroit Community
Technology Project

Lack of access to technology and information has contributed to the isolation of communities and continues to be a problem in Colombia. This issue of access to basic digital rights and information is not addressed often enough and is still an issue. We are concerned that the 4IR (Fourth Industrial Revolution) will actually broaden social gaps instead of reduce them. ... We also see a challenge (but also an opportunity) in misinformation and fake news and the role of digital civil society. The role of education and "infomediaries" is key to minimize the impact of fake news in decision making.

Catalina Escobar
MAKAIA

The question I find myself asking is: How can we in India continue to build an equal and just democracy in a time of political upheaval and expanding government control over the digital and media sphere, as well as of tech monopolies and digital platform centralization? How does all this intersect with the exponential growth and penetration of digital technologies? And can this digital growth actually *help* in working with institutions and communities for political and economic empowerment?

Divya Siddarth
Microsoft Research India

I am excited and encouraged when I see the grassroots efforts emerging and sustaining a fight for collective digital futures. This includes, for example, the successful campaigns that persuaded municipal governments in Oakland, San Francisco, Berkeley, and Somerville, MA to ban the use of facial-recognition technology by city government agencies. Though the prohibitions are limited, covering only use within geographic and institutional boundaries, these successes represent the potential outcomes of collective efforts to combat the encroachment on human rights through technologically assisted programs. Further, grassroots actions— like the campaign in Toronto against a public-private data dragnet in the form of the proposed smart city Quayside, Detroit community activists' uses of blockchain to form autonomous communities, and national collaborative efforts in support of digital inclusion among others— demonstrate that no matter the challenges, communities and collectives will engage in mutual aid.

Jasmine McNealy
University of Florida

I'm excited to see more charities discussing the ethical implications of data and tech. ... We need civil society to hold organizations that make use of these techniques to account. Tech companies need to demonstrate that the algorithms they develop are fair and do not further entrench or exacerbate existing societal biases, that they are transparent, and have been thoroughly evaluated. ... An issue of concern is the charity sector's reliance on big social media organizations to engage with donors and service users who do not share the same (or any) values for upholding privacy and safeguarding that a democratic society needs. ... I really wish that funding was being made available for civil society to invest in data infrastructure—responsible data collection, data standards, technology. ... I'd also like to see the awakening of civil society to the unfettered power of tech companies and a move towards decentralized systems.

Tracey Gyateng
DataKind UK

I wish there was more happening on digital literacy (getting NGOs, givers, and policy makers to understand the changes due to things going digital—opportunities, how to leverage them for social good, and how to safeguard people's privacy). ... I wish there was a significant leap in multilingual capabilities so that millions can participate more effectively.

Pushpa Aman Singh
Guidestar India

This ... is the remaking of citizenship on a new plane. Except that the digital plane has largely been co-opted by commercial interests. ... We are now in an active fight for the maintenance of civic space and for the soul of our work. ... Capturing the benefits of digital communication technologies while mitigating the externalities of a commercially driven online landscape will be key to expanding rights for citizens while checking public and private power as we reimagine the project of our species on a warming planet. ...

I'm incredibly excited to see activity at the grassroots community level where there is rapid organizing and agitation to push back

against harmful uses of individual-level data that are proposed by funders, vendors, and public sector agencies as "community improvement" mechanisms. Communities are often told: "You just don't understand what we're trying to do here." Conversely, impacted communities are historically grounded and in the best position to understand how predictive analytics become digital redlining and how ostensibly ethical uses of data can run roughshod on privacy and civil rights. ... [A]fter all, this isn't ever about the technology being proposed, it's always about the same old fights for agency, equity, autonomy, representation, and power.

Michelle Shevin
Ford Foundation

It's getting harder for companies to get away with widespread surveillance tactics without, for example, legal pushback and boycotts. It's also inspiring to see the number of more ethical alternatives for each platform and for software that doesn't respect and honor their users' privacy and digital rights. There is still a lot of improvement necessary towards making this conversation less US-centric. ... I wish more foundations understood their roles
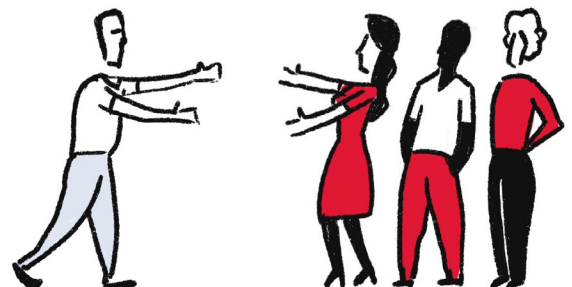
better, as so many of them are misinformed about the short-term and long-term needs of digital civil society. For the field to improve drastically, the power dynamics need to change. ... The way the system currently operates makes the vast majority of digital civil society organizations fail, particularly those in regions that already have very little access to resources. Positive change starts with equality and accessibility, and we remain far from that.

Esra'a Al Shafei
Majal.org

Buzzword Watch

This is the jargon you'll be hearing in the news, at conferences, and around meeting tables in 2020. Some of it's ephemeral, some is meaningful. Get your conference session BINGO cards ready.

BILLIONAIRE

No matter what happens in the 2020 US presidential election, the word has already become a buzzword for the year. Two presidential candidates are running against billionaires and two actual billionaires have jumped into the race. According to *Forbes*, the moniker accurately describes only **2,153 people** on the planet so it's weird to keep hearing about the "billionaire class." It will be interesting to see how philanthropy responds as public use of the "b-word" shifts, and it becomes shorthand for all of the public policy choices that have fueled the greatest degree of income inequality in a half-century.

CHINA

Yes, it's weird to name a country a buzzword. Here, I'm referring specifically to the way the US tech industry holds up China as the scary bad guy when discussing privacy, digital rights, artificial intelligence, government surveillance, and limits on associational or expressive rights. Venture capitalists, entrepreneurs, and public agencies justify investments in creepy AI technology because, they argue, otherwise we'll lag behind what China is doing. The reality is we're moving ever closer to emulating China in practice and hiding behind rhetorical critique rather than offering a distinct alternative. We'd be well served to stop relying on this facile comparison and start writing regulations and building technologies that protect human rights rather than pointing the finger and saying, "Because, China."

FINGERTIP GIVING

A description I heard in China to describe giving that is built into mobile phone apps such as WeChat.

5G

This is the *Faster! Better!* cellular wireless standard that telecom and tech companies are promoting. The fight to **build this infrastructure**—including millions of new access points at street level—is already pitting nation against nation, cities against companies, and neighborhood advocates against driverless car manufacturers. I list it here as a philanthropy buzzword because **every community** will be affected by how this unfolds. The physical systems that will enable 5G are, quite literally, the equivalent of **plumbing** and bridges for our towns and cities. The battles over equitable access, democratic governance of infrastructure, and ever more pervasive and sensitive (and monopolistically controlled, yet publicly subsidized) systems of data hoovering are this generation's policy and infrastructure battle. Will civil society and philanthropy show up?

HUMANE TECH

Have you used a screen time or digital wellness application on your phone to assess how much time you spend on various apps? If so, you can thank the Center for Humane Technology and the movement to nudge, push, beg, and threaten the tech companies to design devices that are either less manipulative or less addictive, or at least less opaque about their use of these methods.[20] Other actors in this movement include Purposeful and the Digital Wellness Collective.

INFLUENCE

It may be too early to claim "influence" as a replacement buzzword for "impact," but it's in the mix. Now that "being an influencer" is a possible career aspiration, it's time for philanthropy and civil society organizations to recognize the role of influence in their strategies. The good news is that thinking about influence requires thinking about power and how it works—something much of institutional philanthropy has been hesitant to take on.

SURVEILLANCE HUMANITARIANISM

A dangerous precedent is set by the creation of digital IDs and the use of biometric and other digital tracking systems as part of providing aid to vulnerable populations. These actions are fueled (once again) by enthusiasm for efficiency and scale over human rights. Mark Latonero of Data & Society catapulted the term into public awareness in his writing about the 2019 partnership between the World Food Programme and Palantir. Requiring biometric data, like iris and facial scans, shifts the social contract between governors and the governed.

SYSTEMS CHANGE

Systems change is the big talk among big philanthropists. Some of them seem to think it's about more money, some of them take seriously the science of systems, some of them are making meaningful shifts in how they think about power and leadership. Some of it has teeth, and some of it is just buzz.

TOKENIZATION

I'm talking about tokens as they relate to cryptocurrency, not the practice of claiming inclusivity or diversity by appointing or associating with token representatives of certain demographic groups. In this case a "token" is the word for a digital asset—be it money, game pieces, points, or shares—that are exchanged via cryptocurrency (a bitcoin is a token, for example). Facebook announced that its new Libra cryptocurrency would use Libra tokens. Several of Facebook's commercial partners (Visa, Mastercard, PayPal, and Stripe) stepped back from the alliance as regulators got more involved, but nonprofits such as Mercy Corps and Kiva continue. In case it's not clear, extending nonprofit dependency on Facebook for everything from communications to financing is not a healthy trajectory for an independent civil society or democracy.

VENTURE STUDIOS

These are hybrids of consulting firms, startup accelerators, and pooled funding intermediaries. Examples include Entanglement Studios, Blue Ridge Labs, and Creative Capital. Yet another new blurred-boundary type of civil society organization.

BONUS POINT
BUZZWORD

PHILANTHROSOPHIZING

This is what is happening when "thought leaders" debate big giving practices (H/T to the Twitter account of San Diego Grantmakers).

PREDICTIONS FOR 2020

Making meaningful predictions seems to get harder every year. But I'll still try.

Prediction 1:

Electoral politics will suck up more money than ever before. Among other effects, this will contribute to a precipitous drop in philanthropic support for US charitable nonprofits.

Prediction 2:

Technology will not provide solutions to decreases in charitable giving.

Prediction 3:

People will use social media less because deepfakes, lies, and bots will have taken over the platforms. User numbers will drop.

Prediction 4:

Politicians' stances on digital rights will become an increasingly important issue for voters.

Prediction 5:

There will be a global economic recession in 2020, following on chaos from the US presidential election and Brexit.

Prediction 6:

Young women of color will continue to lead on global climate activism and will be resisted at every step by corporations and governments led by Caucasian men. The climate struggle will be racialized (more so than it already is).

Prediction 7:

The US presidential election will be inconclusive and the results will be contested. Beyond that, I can't bear to put my thoughts in writing.

Prediction 8:

Human migration rates will reach new heights.

Prediction 9:

Climate adaptation technology—from smoke masks to generators—will become "normal" supplies at both home and work.

Prediction 10:

Protest movements about climate and inequality, from striking auto workers to full-scale pro-democracy efforts, will grow in intensity and frequency.

Over at the World Bank, Tiago Peixoto and Tom Steinberg put together a great list of predictions about tech and civic engagement.[21] Read their **whole report**. With full credit (and responsibility) to them, here's their list of eleven predictions:

Prediction 1:
The "fake news" arms race will grow further, shifting the focus of public debates.

Prediction 2:
"Social scores" will influence political and governmental responsiveness.

Prediction 3:
ID technologies will increase citizens' pressure on decision makers.

Prediction 4:
More political parties will develop policy and choose candidates using digital platforms.

Prediction 5:
Different national regulation of social media will lead to increasingly different spaces for public debate.

Prediction 6:
Activists and tech companies will fight over who gets to speak to citizens.

Prediction 7:
"Free internet" will influence civic and political conversations.

Prediction 8:
Augmented reality may become a driver of increased citizen awareness.

Prediction 9:
Automation will reduce certain kinds of citizen feedback.

Prediction 10:
Bots will be used to acquire, mobilize, and coordinate activists.

Prediction 11:
Many will try to use blockchain to raise trust in participative exercises.

One other great resource on future digital civil society issues, concerns, and predictions is this collection of short essays, **Some Thoughts**, inspired and coordinated by community members active in Toronto's fight over "smart" cities.

SCORECARD: RENOVATIONS TO 2019 PREDICTIONS

PREDICTION	RIGHT	WRONG	NOTES
Funders will jump into funding census outreach —too late.	✔	✔	They're in. Too little, too late? Too early to know.
Tech workers' opposition to their employers' work practices (either work conditions or certain types of government contracts) will lead to some form of unionization or formalized collective action.	✔		Major protests at Google. Buzzfeed recognized a union.
Aggregate US giving will continue to rise, but the total number of givers will continue to decrease.	✔		The "missing middle" of donors is on everyone's mind.
The US Supreme Court will rule against affirmative action in higher education.		✔	
An "internet of things" hack involving a nonprofit—drone, car, medical device—will cause significant damage akin to the ransomware attack on the UK's National Health Service.	1/2	1/2	I couldn't find useful data on this. On the other hand, ransomware attacks hit many cities and school districts in 2019. You decide if I was right or wrong.
Nonprofits will band together into Information Sharing and Analysis Organizations (ISAOs) to try to develop collective defense against online threats to their communities. Faith-based groups have already developed one for congregations.	✔		There are at least 42 ISAOs listed in the US (https://www.isao.org/information-sharing-groups/) with dedicated groups for credit unions and faith-based groups. Most of the groups are nonprofits and many of them include nonprofit members as well as private and public sector representatives.
Government shutdowns of internet access will increase.	✔		Controlling access to communications infrastructure is now a core part of government "security" strategies
Cyber insurance will become a budget line item for every nonprofit and foundation.		✔	Not yet, but soon. Either as good management or compliance
Giving via video game platforms and streaming sites such as Twitch will get mainstream attention.	✔		When Fortnite champions win millions playing in major stadiums the olds among us should start paying attention
Making sure your organization is in the vocabulary (database) of Alexa/Siri/Google Home will replace search engine optimization as a key marketing strategy for nonprofits.	✔		"Tell your smart speaker to play NPR or your local public radio station."

ENDNOTES

1. Draftsmen don't really exist any more in the age of computer-aided design (CAD). This was just coming into practice at the time I'm referring to, and there were still people (the ones I knew were all men) who hand drew every draft of every blueprint. They've gone the way of typing pools.

2. Patrick Rooney, https://nonprofitquarterly.org/total-household-growth-decline-small-medium-donors/

3. There is no county in the US in which full-time employment at minimum wage is enough to afford a two-bedroom apartment. Patrick Sisson, Jeff Andrews, and Alex Bazely, "The affordable housing crisis, explained," *Curbed*, May 15, 2019 https://www.curbed.com/2019/5/15/18617763/affordable-housing-policy-rent-real-estate-apartment

4. See Heather Hadden, "Restaurants Sweeten Pay and Perks to find Scarce Workers," *The Wall Street Journal*, July 21, 2019, accessed online, https://www.wsj.com/articles/restaurants-sweeten-pay-and-perks-to-find-scarce-workers-11563751663; "Upskilling 2025," Amazon Web Site, accessed online, https://www.aboutamazon.com/working-at-amazon/upskilling-2025; and Ezequiel Manaya, "Companies Seek to Fill Skills Gap by Retraining their own Workers," *The Wall Street Journal*, March 8, 2019, accessed online, https://www.wsj.com/articles/companies-seek-to-fill-skills-gap-by-retraining-their-own-workers-11552041000

5. https://ccss.jhu.edu/2019-nonprofit-employment-report/

6. Ben Casselman, Mathew Conlen, and Reuben Fischer-Baum, "Gun Deaths in America," https://fivethirtyeight.com/features/gun-deaths/

7. Zack Friedman, "Student Loan Debt Statistics, 2019," *Forbes*, February 25, 2019, https://www.forbes.com/sites/zackfriedman/2019/02/25/student-loan-debt-statistics-2019/#27d141f3133f

8. Data from Freelancers Union https://www.freelancersunion.org/

9. 2019 data, https://www.thelily.com/it-looks-like-the-wage-gap-closed-significantly-this-year-heres-why-it-actually-didnt/

10. https://www.worldbank.org/en/news/press-release/2019/04/08/record-high-remittances-sent-globally-in-2018

11. https://www.pewresearch.org/fact-tank/2018/08/07/for-most-us-workers-real-wages-have-barely-budged-for-decades/

12. https://newrepublic.com/article/154618/new-american-homeless-housing-insecurity-richest-cities

13. See calls for Purple Index in *Blueprint 2015* and *2016* and predictions in subsequent *Blueprints*.

14. The Giving USA Foundation is supporting some of the research for How We Give Now, including a series of community conversations that were held across the US in the summer of 2019. Materials from those conversations, including a DIY guide to holding your own, are available here: https://pacscenter.stanford.edu/how-we-give-now-philanthropy-by-the-rest-of-us/.

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