

**Simple tools to  
grow membership,  
build community  
support, or run  
a public campaign.**

CREATE COMMUNICATE  
CONNECT COLLABORATE

 **flightdec.com**  
websites  
Your future, right now.

 **flightdec.com**  
websites

Your future, right now.

The 'Collective Impact' model is a pathway for positive change. Flightdec provides a vehicle. See more at [flightdec.com/CollectiveImpact](http://flightdec.com/CollectiveImpact)

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"The original idea of the web was that it should be a collaborative space where you can communicate through sharing information."

**Tim Berners-Lee**  
inventor of the world-wide-web

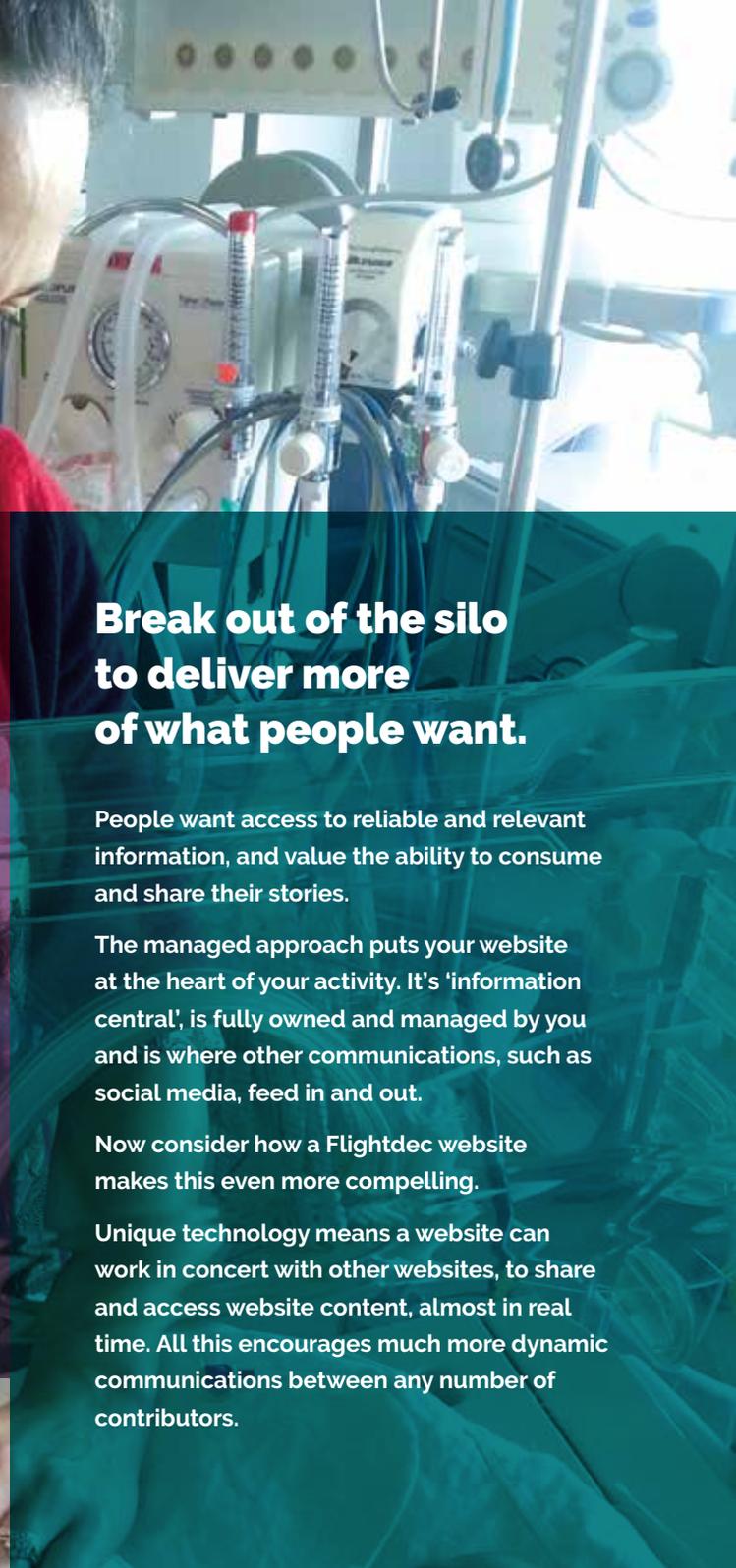
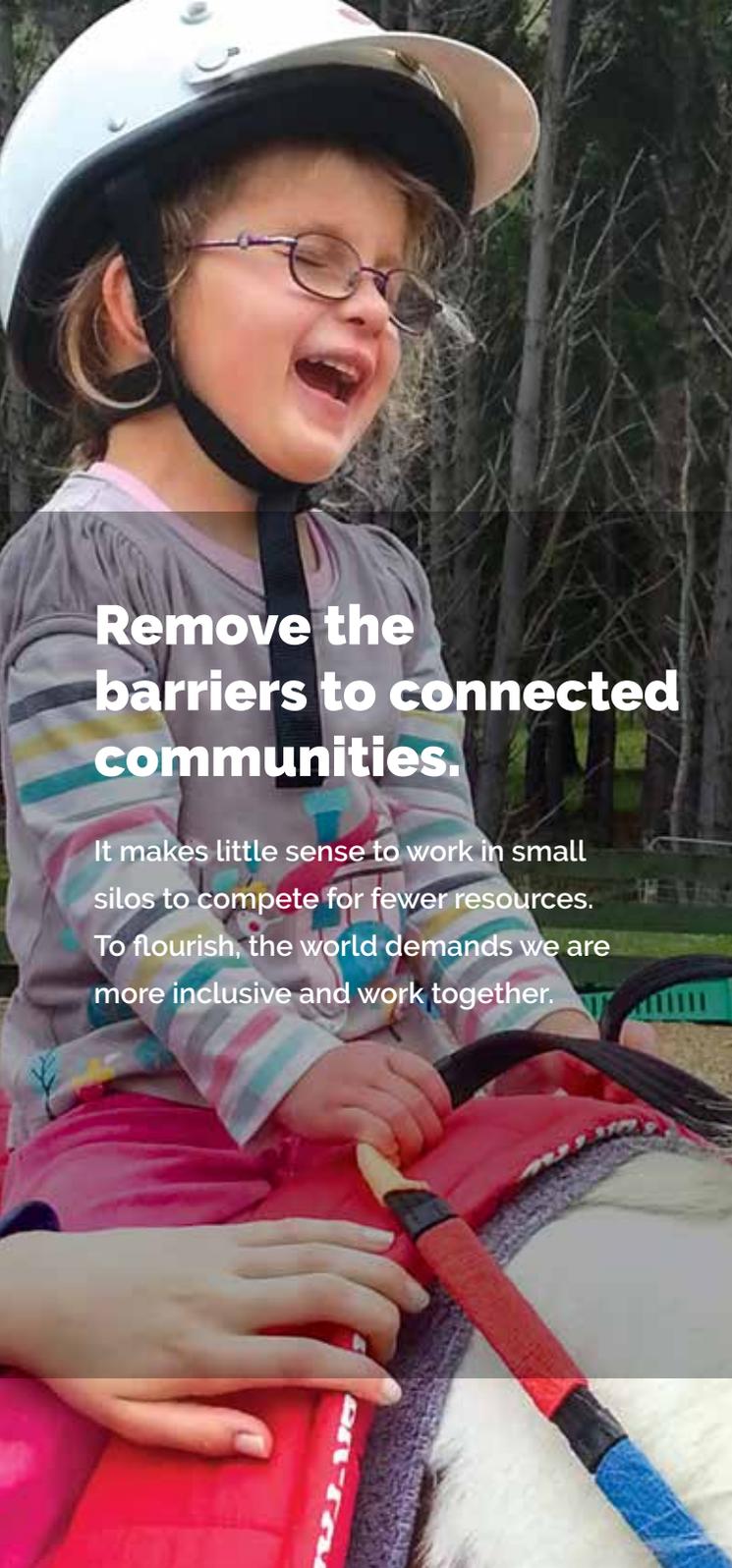
"The future presented by the internet is the mass amateurisation of publishing and a switch from 'Why publish this?' to 'Why not?'"

**Clay Shirky**  
TED Talker, teacher, consultant and writer

"While the idea of membership will continue, the antiquated models of recruiting, retaining, and engaging members cannot survive in an increasingly challenging and ever-changing operating environment."

**Belinda Moore**  
Australasia's leading membership specialist





## **Remove the barriers to connected communities.**

It makes little sense to work in small silos to compete for fewer resources. To flourish, the world demands we are more inclusive and work together.

Any good community endeavour needs continuous two-way communications to build trust and relationships.

Giving a voice to others and enabling better connections puts you in a leadership position and opens a world of possibilities to engage people in your important mission.

Easier said than done? Here's good advice.

## **Use the power of your website to join and build communities that matter to you.**

## **Break out of the silo to deliver more of what people want.**

People want access to reliable and relevant information, and value the ability to consume and share their stories.

The managed approach puts your website at the heart of your activity. It's 'information central', is fully owned and managed by you and is where other communications, such as social media, feed in and out.

Now consider how a Flightdec website makes this even more compelling.

Unique technology means a website can work in concert with other websites, to share and access website content, almost in real time. All this encourages much more dynamic communications between any number of contributors.