



# Moving Offline Communities Online

**Uli Retzlaff**  
**Public Interest Registry**



**Public Interest Registry: Providing a secure place for non-profits on the Internet**

**One of the original TLDs since 1985**

**407 Registrars in 53 countries**

**Registrants in 175 countries**

**Open & unrestricted TLD**

**Official, trusted and authentic**

**Active member of the non-profit community**

# Global stewardship of Internet extensions for numerous types of organizations

## .ORG

*A place for any organization,  
large or small*

+10 million domains



## IDNs

*A place for organizations to  
connect with non-English  
speakers*

.संगठन

.opr

.机构

.组织机构

## .NGO/.ONG

*A robust community  
restricted to validated NGOs*





## Factors that would bring NGOs online

***Distinction.***

***Discoverability.***

***Resource facilitation.***

***A voice.***

## Addressing the NGO community's needs

### *Distinction.*

A trusted environment

### *Discoverability.*

A specific web address and the ability to be searched with relevant criteria and be easily found.

### *Resource facilitation.*

Mechanisms to increase efficiency in areas such as driving donations via information and donor tools

### *A voice.*

Have an on-going dialogue with the community.

- › PIR requires validation of NGO status to obtain a domain.
- › PIR is launching a searchable directory and supporting profiles that will contain NGO-specific information.
- › Profile pages in the .NGO Directory will include information on key initiatives and other data of interest to potential donors or others looking to get involved.
- › PIR is launching the .NGO Directory as a space for NGOs to collaborate and learn from one another.

# NGO Directory and Profile

**.NGOHUB**

The Largest Global Directory of Verified NGOs

Find NGOs | Our Verification Process

Search for NGO  **GO**

- or -

I'm looking for:

Browse by country:  Select a country  Browse by mission:  Select a cause  **GO**

**100% VERIFIED** **764,192** verified NGOs listed

**56** countries represented

Just Joined...

Are you an NGO or Non-profit? **Join Now** [Learn about the benefits](#)

**.NGOHUB**

**Organization Name**

Mumbai, Maharashtra, India  
http://organizationname.ngo/  Forward this domain to this profile


+ Add your website No website? **Create One** (For a small fee. [Learn more.](#))

**100% VERIFIED** [Learn how we verify NGOs](#)

Focused On: [Education](#) | [Children](#) | [Community Development](#) | [\[ Edit \]](#)

About Us | Initiatives | Resources

**About Us**

 **100% VERIFIED**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.


**Our Work**

**Headquarters**

123 W Front Street  
Town, State, 98765

+ Add another office


Where we help people and local chapters



**Leadership**

Lorem ipsum dolor sit amet, consectetur adipiscing elit

You can also find us here:



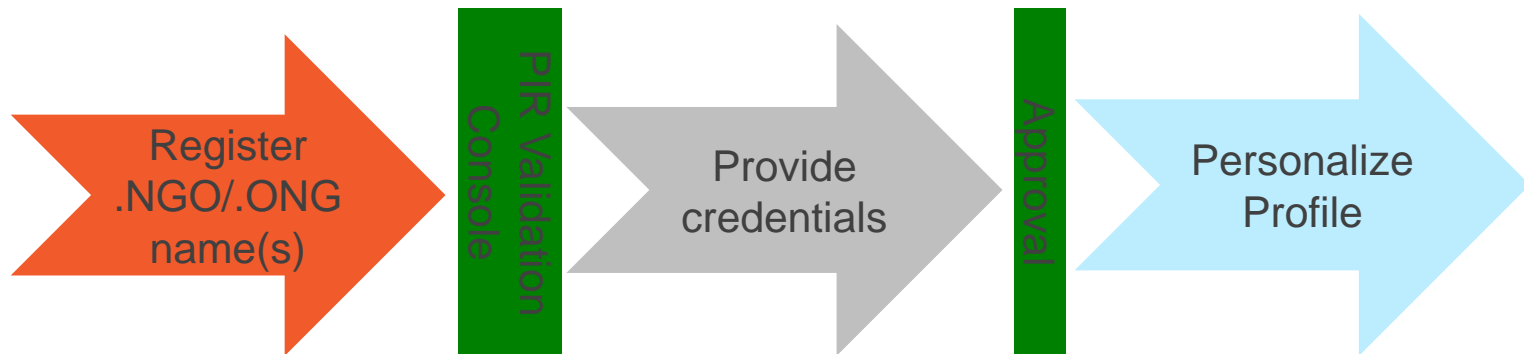
+ Add link + Add link + Add link

Other website: Add link



# Registration, Validation, and Setup

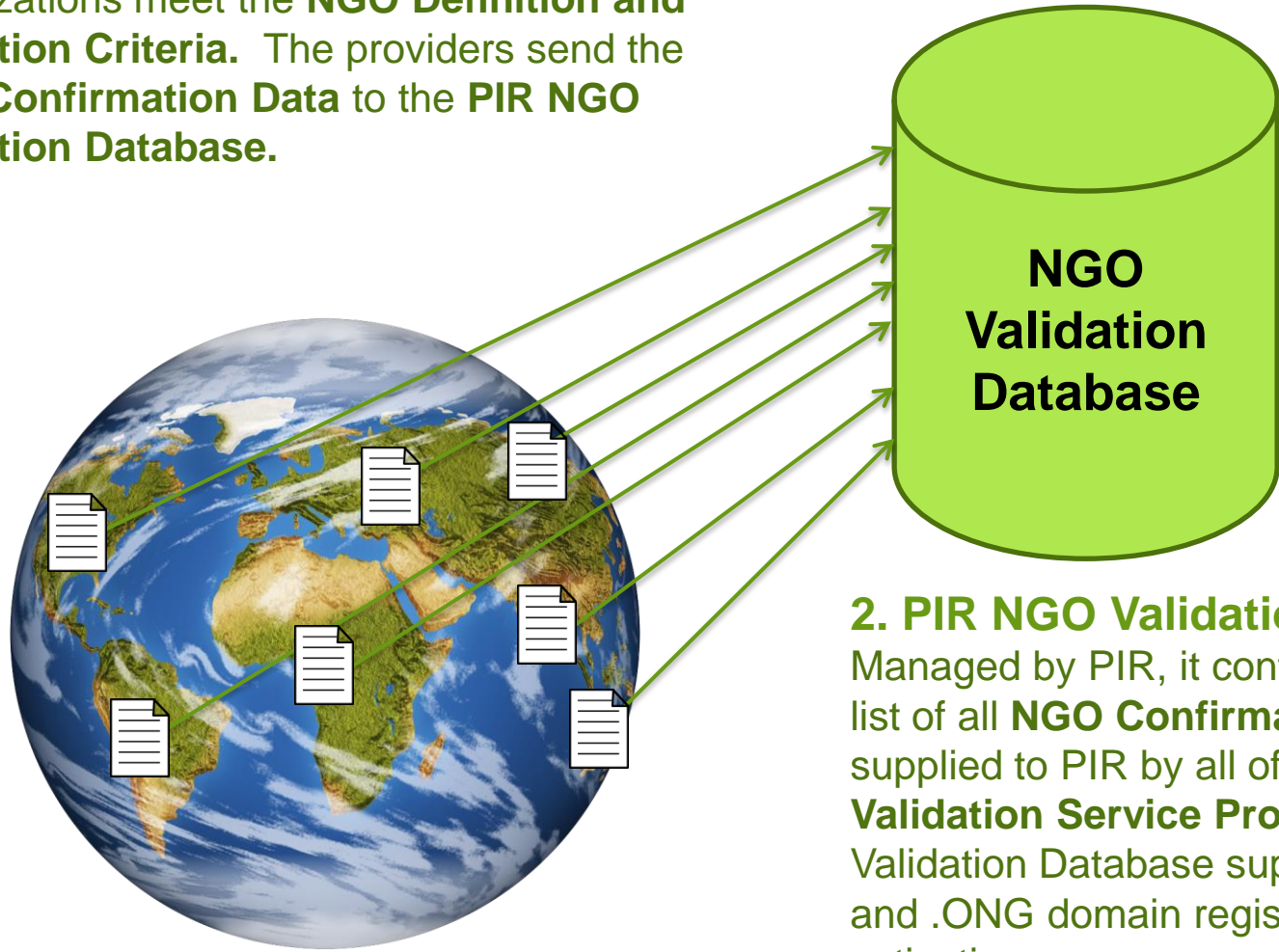
- ① Register .NGO/.ONG name[s] with a Registrar
- ① Begin the Validation process: Log-into the secure account management system to provide PIR your organization's information
- ② Personalizing your directory profile: Upon registration approval, update your .NGO/.ONG profile with the information you want to share with the world



# The .NGO/.ONG Validation System: Two Primary Elements

## 1. Validation Service Providers

Regional organizations confirm if organizations meet the **NGO Definition and Validation Criteria**. The providers send the **NGO Confirmation Data** to the **PIR NGO Validation Database**.



## 2. PIR NGO Validation Database

Managed by PIR, it contains a compiled list of all **NGO Confirmation Data**, as supplied to PIR by all of its **NGO Validation Service Providers**. The NGO Validation Database supports the .NGO and .ONG domain registration and activation process.





## Maintaining the Integrity of Validation

- 1. PIR compliance checks.** Random, monthly checks that registrants are still on current lists
- 2. Community Challenge Process.** PIR will provide instruction for parties to challenge a .NGO/.ONG registrant's status (as meeting the PIR definition and criteria for a NGO), through a dispute resolution provider
- 3. Domain dispute resolution.** Existing, defined methods of dispute resolution that address rights to a .NGO/.ONG domain name

**Thank you.**

**@PIRegistry | [pir.org](https://pir.org)**