

Case Study

.NGO/.ONG

“.NGO/.ONG helps non-governmental organizations create clear visibility for their causes worldwide, enhance their credibility and stand out in a crowded web space.”



 Website
<http://www.ongood.ngo>

 Registry Name
Public Interest Registry

 Location
Reston, Virginia, USA

Background

Public Interest Registry, which manages the .ORG top-level domain, saw in the New gTLD Program an opportunity to help address some of the key online challenges that face the non-governmental organization (NGO) and nonprofit communities.

Public Interest Registry has more than a decade of experience working with NGOs and nonprofits that have built their web presences on .ORG. The company also met with more than 16,000 fellow NGOs and nonprofits in more than 40 countries to better understand their pain points. They learned that most organizations have three key challenges: visibility, credibility and the ability to raise funds.


In early 2015, Public Interest Registry officially launched the .NGO domain and its Romance language equivalent, .ONG. These domain names are only available to organizations that meet a specific set of requirements. Once verified as an NGO or nonprofit, an organization gains membership in Public Interest Registry's new online directory, OnGood. The directory enables donors to connect with organizations that align with their interests and values with the comfort of knowing that these entities have been measured against certain standards.


Objectives

The goal of the .NGO and .ONG gTLDs is to help unite the fragmented, global NGO community by increasing its visibility, reaffirming the credibility of member organizations and helping these entities raise sufficient funds to carry out their missions. In a survey conducted by Harris Interactive on behalf of Public Interest Registry, two-thirds of respondents indicated they would be more likely to donate to a site with a validated domain name. In response, the company has built a system to address this need.

Organizations currently using .NGO and .ONG include the likes of the [Danish Refugee Council](#), a humanitarian group active in refugee causes, [GreenCar](#), which is the first NGO in India to offer carpooling services and [Threads of Hope](#), which gives 100 percent of the profit from sales of textile handiwork back to participating artisans. Public Interest Registry is working with NGOs through events, webinars and more to invite others into the .NGO community.

TRIVIA

 Date TLD available on Internet: **6 May 2015**

 Number of registrations: **4,502 domains as of 21 April 2016**

— **.NGO and .ONG operate as a set. Having a web presence on both enables NGOs to connect with audiences that speak Romance and non-Romance languages.**

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS

gTLD Key Stats

1930 total applications received by the deadline (May 2012)

1200+ new gTLDs or "strings" possible

Language Options

1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.

Applications By Region

17 Africa **675** Europe

303 Asia/Pacific **911** North America

24 Latin America/Caribbean

Safeguards In Place

17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.



One World, One Internet

