

Hello

你好

Hola

こんにちは

Xin  
chào

Bonjour

Привет

مرحبا

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# Translation & Localization For Non-Profits & Small Businesses

Zitkovich Consulting

# Why Add Languages?



Non-profits and small businesses in Washington can benefit by having their services or content in languages other than English.

- Adding languages expands the number of people who understand the organization and its mission
- Adding languages increases accessibility and reach of the content
- Adding languages encourages interaction by engaging in a person's preferred language

*But planning how to get translations done and implement them can be intimidating!*

# Benefits Of Offering Translations



- Increased program participation (impact)
- Improved community trust and engagement
- Through the expanded reach of the program(s), more opportunities for future funding and/or sales.

# How Zitkovich Consulting Helps



We make it easy and affordable for small organizations to present their content in different languages.

We apply experience and technology from the tech industry to small-scale organizations.

**Our mission is to enhance the impact of non-profits and small organizations. We keep your costs as low as possible to maximize the impact of your limited budget.**

# Zitkovich Consulting Services



Professional translation software and processes for doing translations and cultural adaptations, and for managing multilingual content over time.

- AI-first translations, with human editing as needed
- Set up process to upload translations to website or to print or in art installation
- Translations stored in a Translation Memory System (TMS) for re-use

Zitkovich Consulting manages the technology/software, but the non-profit owns its content.

Zitkovich Consulting will gladly train people at the organization on how to run and manage the translations and software. Professional skills opportunity to learn the abilities!

# Process: Evaluation



We work with the organization to understand their goals then discuss how those goals can be expanded by adding languages.

1. Identify organization need/desire
  - a. Which languages
  - b. Types of materials (ex. website, social media, print)
2. Identify organization goals
3. Identify current processes & resources compared to what would need to change
4. Produce cost for adding languages
  - a. Implementation
  - b. Ongoing

# Process: Planning



1. Decide which technologies to use to translate
2. Outline the processes to produce + implement translations
  - a. Connect translations to processes within organization
3. Make an implementation schedule
  - a. Tasks with assignees
  - b. Timeline

# Process: Implementation



1. Gather the original text to be translated
  2. Get original text translated
  3. Check the returned translations for accuracy
    - a. Refine translations as needed
  4. Upload / implement translations
- Throughout the project, reporting to stakeholders

# Process: Ongoing



- Maintenance plan from Zitkovich Consulting
- Regular content updates and new translations as needed
- Performance tracking and optimization
- Continued staff training and support
- Annual review and strategy updates

# Next Steps



1. Free 30-minute consultation to discuss your specific goals
2. Custom cost estimate based on your actual needs
3. No obligation assessment of translation opportunities

# Contact



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# About Steve Zitkovich



Steve grew up in Seattle: Garfield High School & University of Washington graduate.

His interest in languages and cultures led him to live 15+ years in 8 countries across Europe.

Since 1997 Steve has been managing translations and multilingual marketing for global companies (Microsoft, Getty Images, Starbucks) as well as startups taking their first steps internationally.

Improving understanding across languages and cultures is fundamental to his approach to life.