



Integris.

Top Tips for Cutting Costs and Improving Efficiencies in Your NGO

Table of Contents

3 [Introduction](#)

4 [HOW NGOs are Becoming More Effective with Proper IT](#)

5 [Nonprofit Tech Trends for 2019](#)

- More Collaborative Delivery of Digital Services
- Nonprofits Are Acting on Cybersecurity.
- Measuring Impact
- “Design Thinking”
- Feedback Loops

7 [Ways to Cut Costs and Improve Efficiencies with Modern Technology](#)

- Think outside the box and tell better stories.
- Get social.
- Get in the cloud.

9 [Recommended Tools to Help Reach Your Goals More Efficiently](#)

- Google Apps
- Salesforce
- Vertical Response
- TechSoup

11 [Use an MSP to Get the Most from Your Tech](#)

Introduction

If you're a Non-Governmental Organization (NGO), your focus is on changing the world. You and your team are seeking to carve out your niche in an important area that needs improvement. You don't have a lot of extra time to try and figure out how to lower costs and deal with internal tech issues that slow down your workflow.

This is where a managed IT services provider comes in handy. Read about how the right MSP can remove much of the extra work and added stress you've been experiencing. Stop issues before they happen so there's no breakdown in your pipeline and things continue to flow as they should. When your workflow is able to run smoothly without issue, you simply get more done.

The latest technologies can help in many areas so your team can do what they need to do faster, more easily, more conveniently, and with more accuracy than ever before. Outdated methods of getting tasks done could be holding you back, even if nothing is technically breached or "broken."

Keep in mind, it's about working smarter rather than harder. It's important that you understand the best ways to operate more efficiently. Cut costs and save time with an IT vendor who is always on your side and looking out for you.

HOW NGOs are Becoming More Effective with Proper IT

NGOs across the board are becoming more efficient in how they track and record data and plan for future projects. New technology breaks down the complex information that NGOs handle every day, formatting data in a way that makes it simpler to utilize. Specifically speaking, Information and Communications Technology (ICT) encompasses various fields from radio and television to cell phones and computers.

NGOs can spread messaging more efficiently and through a larger range of platforms by using ICT. They can develop better technologies on-site in third-world countries and establish methods to record information on poverty around the world. For instance, when NGO teams travel to impoverished areas, they can accurately keep records of heights, weights, and ages of children during each visit to chart growth and provide the right amount of food or aid.

Among the many benefits ICT presents, using it for social development has been found to help NGOs have accessible, timely, relevant, and updated information. ICT means NGOs can make real-time decisions and improve social policy.



5 Nonprofit Tech Trends

Examining trends will help us see exactly how essential IT is becoming in the world of Nonprofit Organizations (NPOs) and NGOs. NPTEch experts believe they are seeing trends in nonprofit technology by way of more collaborative delivery of digital services, nonprofits increasingly acting on security, and more.

1. More Collaborative Delivery of Digital Services

SafeChat is an example of a collaboratively managed online peer counseling chat service for those impacted by domestic violence. It provides digital services in a networked way, working together to do what cannot be done alone.

2. Nonprofits Are Acting on Cybersecurity.

Nonprofits that have not cracked down on their security are at tremendous risk of being hacked and having the private, vital information on their networks compromised. When this happens, they're often out thousands, if not hundreds of thousands, of dollars.

It's clear that a tremendous amount of money can be saved by ensuring your security is tight. With all of the current advanced protection from threats, there is no reason not to look into security solutions. **Nonprofits may need even stronger protection than for-profit organizations.** Nonprofit organizations can be the targets of hostile governments and activist hackers. As these threats evolve, keeping your data secure requires more than just multifactor authentication.



This year we're seeing the implementation of advanced tools, such as machine-learning-based log monitoring, containerized encryption, and sandbox detonation. In the cloud, which we'll get to later, backups are easier than ever before.

3. Measuring Impact

Modern tools, such as artificial intelligence, can teach your organization to make better use of their data. It's about learning to use evidence-based approaches to understand how your interventions have an impact — or lack thereof — on the communities served.

4. “Design Thinking”

Design thinking is a process for creative problem solving. Now more than ever, organizations are thinking outside the box in order to design new, scalable interventions for society's various challenges.

We're seeing this in “user-centered design,” “iterative prototyping,” and “design thinking.” These terms are used especially in the startup world. These terms are used especially in the startup world and essentially mean that nonprofits should be building new services in collaboration with their communities. Keeping as up-to-date as possible and staying ahead of the curve is crucial.



5. Feedback Loops

You need ways to quickly see and understand your impact in the NPO and NGO sector. Feedback loops use immediate data collection from surveys and other tools to give your staff a real-time sense of how they're doing, virtually. **This way, you can observe how even small changes to your services improve** — or even negatively impact — our communities, then immediately change course if necessary. Or, in other words, edit your process as you go.

There are a lot more tips where that came from to get your organization to a level it should be and make everyone's lives easier. When your team can work more productively and with less stress, they can help more people. And when you save money in the process, those funds can be allocated toward more important things!

Ways to Cut Costs and Improve Efficiencies with Modern Technology

We've gathered some of the [best tips from leaders](#) in the nonprofit space. Even if you have implemented some of these strategies already, it's wise to learn about what other organizations are finding valuable. You can use this knowledge to fill any gaps in strategy that you may have missed. We tend to thrive and advance by exchanging ideas with the biggest and brightest of those around us. Growing your networks and collaborating with them will bring about smarter solutions

Think outside the box and tell better stories

When an NPO or an NGO learns about a crisis, they need to be ready to use cutting edge technology (such as mobile apps and digital campaigns) for new purposes. Your donors and supporters usually prefer digital payments because they are more convenient for them, **so be prepared to meet them where they are**. In the digital age, everyone feels like a storyteller. Raising awareness, attracting donors, and even rewarding them for their loyalty are all things you can do when taking advantage of digital tools.

You want to optimize the donor experience, making it easier for them to donate. Create an efficient, user-friendly platform to process donations and other fundraising revenue and be sure it represents the aesthetic of your brand. **A strong donation management platform incorporates all the essential features and ultimately leads to increased contributions and higher engagement from your constituents.**

You'll want to give a voice to donors, volunteers, and those you serve by going through different channels and keeping things interesting, and pulling on the heartstrings a bit, too. Videos are a go-to medium because they make for easily digestible and highly shareable content, with [ROI that has been proven](#) over and over again. Remember, how you use technology is critical to connecting with donors and the rest of the world around you.

Get social.

You need to get a sense of how people want to get involved and provide them with opportunities to do more. **Try a tool such as Attentive.ly, which can help you find your top social media influencers.** Social media influencers will be your ambassadors, so encourage them to get in on the conversation and invite them to speak out for your team's cause. Figure out where your supporters most engage with you and focus on those platforms.

Do your research. **You can also use social listening software** before you start a particular fundraiser. This type of technology will analyze what piques your donors' interests when it comes to things like email and social messaging. With this information, you can make educated decisions and get the most out of your team's efforts.



Get in the cloud.

Your team can spend more time on the mission when you let the cloud do the heavy lifting. The cloud can streamline your data and analytics, making them more accessible. Cloud-based donor management software can be accessed anywhere, at any time, so everyone can sync up. Many legacy fundraising CRMs have been switching to the cloud as next-gen products continue to evolve.

You no longer need to waste thousands per year bringing in a tech person every time the smallest thing goes wrong. In fact, you don't even need a server. Many NGOs and NPOs may opt to continue to use a local server to host their email, drive, website, and perhaps use server-based project management or accounting software. Keep in mind, though: an outdated setup can lead to a crash, loss of important emails, and generally wreak havoc on your budget when things need fixing.

Your organization may be struggling with expensive and burdensome locally installed software, or you may not even have much software at all. With a cloud-based infrastructure, NGOs and NPOs have been seeing immediate results from the time and money saved on data storage and hosting key applications, such as being able to host a server or website remotely.

Another significant benefit of having software for cloud-based donor management is how **it can be accessed from any computer and by multiple fundraisers within your organization at once, eliminating the risk of missing a donation because of poor records.**

Recommended Tools to Help Reach Your Goals More Efficiently

NGOs and NPOs are frequently turning to technologies like these to shrink costs and lower the impact on their budgets. You may want to try one, two, or more. You will figure out what works best for your team through trial and error. The ultimate goal is to keep moving forward and not stick with what you have simply because you're "used to it." We can improve our systems, starting now! Chances are, you will try some of these and never want to go back.

Google Apps

[Google's nonprofit program](#) can get you set up with calendars, free email, and real-time collaboration tools. Everyone in your organization can access their email and shared documents through Google Apps anywhere, any time. It's perfect for professionals who travel as well as for distributed teams, which are quite common in the NGO and nonprofit sector.

You won't even need someone particularly tech-savvy to set this up. Once your organization has its domain, an administrator will be able to create new accounts by following user-friendly instructions, and each team member can create a custom email address. **Security and reliability is much stronger with this method than with most local systems you'll find.** That means less downtime and a significantly lower risk of attacks by hackers.

In addition, Google offers the ever-popular [Google Adwords](#). **This can also be accessed through the Google for Nonprofit programs. Adwords offers up to \$10,000 of free, pay-per-click advertising every month to nonprofits, so you have more great ways of boosting your visibility online.**

Salesforce

[Salesforce.com](#) offers a powerful donor and constituent management system with all sorts of apps that your organization can readily utilize for growth. **They'll donate as many as 10 licenses to nonprofit organizations, resulting in an estimated value of \$15,000 each year.** Many of the companies in their app exchange network offer nonprofit discounts, so you'll want to take advantage of that.

Vertical Response

[This handy platform](#) is similar in functionality to Constant Contact and other distinguished mass email tools, but adds the ability to seamlessly integrate with Salesforce. What's more, **they provide 10,000 free emails to nonprofits every month**, and enormous discounts on emails over 10,000. You'll definitely benefit from using this one.

TechSoup

Being an NGO or NPO, you can take advantage of savings with the perks of this tool, too. It's called [TechSoup](#), and it's a company dedicated to finding affordable technology and making sure it's easily accessible to nonprofits. If there's a deal, you'll likely find it there. Similar to the other tools mentioned, they understand the important goals of organizations like yours and they are there to help. **Take a look through their website, as you may find discounts on Microsoft products, and new computers as well.**

Use an MSP to Get the Most from your Tech



As you can see, there are many recent products out there that make things easier, faster, and less expensive. Some systems are easy to use, whereas you may need a little help with others. Running a nonprofit comes with enough challenges, so don't let technology slow you down. While we admit it's a lot to tackle alone, staying up to date is necessary for the smooth management of your NPO or NGO.

Integris provides managed IT services to nonprofits in Colorado, Florida, Kansas, New York, and Texas areas and beyond. **We understand your nonprofit IT functions are crucial when it comes to financial reporting, performance measurement, safeguarding sensitive data and information, and staying focused on your mission.** You should not have to be distracted by setting everything up or paying someone else to set up an outdated, local system, and then charge you per visit whenever something breaks.

Not only do you need someone looking out for you at all times, you need predictable pricing. You don't need to work harder to do great work for your community. An MSP automatically operates efficiently at levels you never imagined reaching with your team. Simply put, MSPs let you work smarter. The digital evolution embraces the betterment of mankind. Technology can and should be used to accelerate the eradication of poverty, illness, hunger, and more.

Due to new methods and capabilities, people across the globe are beginning to see major changes. Society today is all about **maximizing efficiency and saving money, and technology is constantly evolving to meet those demands. We can get you set up to hit the ground running, then stay with you for the rest of your journey** to make sure you're operating at your optimal level. With Integris, you're never slowing down; you're only improving.

WHO IS INTEGRIS?

We're a one-stop shop for all your managed IT services needs. Integris understands that NPOs and NGOs don't have the time or money to waste trying to figure out why your technology isn't working. We know that the last thing you need to do is to spend money recovering from an avoidable breach. When you partner with Integris, you can get back to your mission and leave the rest to us.

We believe that every organization has the right to technology that works for them when they need it. We're here to remove the hurdles, keep your equipment proactively updated, and offer your network top-notch protection so you can

WHY CHOOSE Integris as your Partner?

When it comes to security, you can't pick and choose which areas to focus on and which to ignore. An MSSP offers you a comprehensive security package that safeguards your entire organization, while still fitting your limited budget.

If IT and security issues are draining your resources, or if your team is overwhelmed by trying to fix gaps in your system, consider starting with a network audit and security assessment from Integris. You'll receive an unbiased evaluation that's easy to understand, helping you choose the best next step for your NPO or NGO.

[Contact Us Today!](#)