



White Paper

# Cloud for Nonprofits





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Nonprofits deal with a lot of obstacles. Recently, they have faced increased pressure, oversight, a public demand for transparency, major competition for funding and accountability for success and outcomes. Compared to other organizations, nonprofits have

never truly been on an even playing field. Because of the obvious limitations they face, nonprofits could certainly use advanced technology tools, and the cloud can help provide those.

According to Nonprofit Technol-

ogy Network1's survey, over 90% of respondents use some kind of cloud-based software, and 80% use more than one cloud solution for non-critical applications. But the benefits of cloud computing technology can expand beyond that.

Cloud computing is the chance for nonprofits to save without sacrificing anything (and in many cases, actually getting an upgrade).

# Nonprofits and Technology

The majority of nonprofits are using cloud for common tasks like email, but only about 15% are using it for cloud-based accounting and fundraising solutions today. - *npEngage*

57% of nonprofits say they are not properly using the donor data they have for potential marketing and fundraising drives. - *iATS Payments*

64% of CFOs said that adopting cloud technology would cut operational costs by up to 20%. - *npEngage*

88% of nonprofit professionals expect digital fundraising to more than double from 7% of total fundraising to 20% in the next ten years. - *Charity Dynamics*

## So why cloud computing?

So how can cloud computing address the issues and obstacles that nonprofits constantly face? There are multiple ways.

Cloud computing leads to improved efficiency, which is useful for any type of organization. Additionally, nonprofits can reduce costs. This is especially important, as they are often limited in this area due to the nature of the sector. The cloud can help in-

crease nonprofit visibility, and allows these organizations to benefit from the latest advancements in technology, especially when it comes to security, compliance and data privacy.

Cloud computing has already been proven as a valuable resource for non-profit organizations, but of course, it takes some preliminary research to get the best solution. Choosing a great

provider is key, as is defining organizational strengths and weaknesses. Cloud computing can address the specific needs of a nonprofit, due to its wide range of benefits and customizable nature. What's better than fixing your exact problems while saving money and re-focusing your team?

Now, let's delve deeper into the benefits of cloud computing.





# The Benefits

## Mobility

Most organizations can benefit from flexibility and accessibility, but this is especially beneficial for nonprofits. When discussing the cloud, more than 42% of nonprofit organizations cited “remote access” as a distinct advantage.

These organizations have people working everywhere - there are constant off-site projects happening, remote writers or participants, and board members who are constantly on the road. With cloud computing, it's easy to access data from any location, at any time, using any computing device. That means 24x7x365 access to necessary information. Better yet, it's easy to collaborate and share data with users, regardless of location. These organizations have to be flexible, and with the cloud, they can be. This will improve efficiency and allow for real-time communication, action and insight.

## Cost Savings

Investing in the latest and greatest technology has always been just a dream for nonprofits. They've simply always had to deal with limited budgets, so reducing IT costs can be extremely valuable. After all, every single dollar spent on unnecessary infrastructure is one less dollar going towards the nonprofit's mission.

With cloud computing, nonprofit organizations can eliminate hardware, software and IT costs, lowering their TCO and moving their focus to more important things. The cloud provider handles the equipment, installation, maintenance, upgrades and time commitment of the necessary computing resources. The nonprofit, on the other hand, simply pays to use these resources via a pay-as-you-go plan. This means a nonprofit organization can use the resources it needs, when it needs them, while scaling back whenever necessary. This is true cost efficiency, and it means nonprofits can get going with their missions faster, thanks to the minimal start-up costs and predictable expenses.

## Security

Just like any other organization, nonprofits need to make sure they're secure! They face increased compliance and privacy requirements, so security is top of mind. Nonprofits aren't accustomed to enterprise-grade security because it wasn't previously accessible. But thanks to the cloud, organizations of all sizes and all backgrounds can experience the benefits of top notch security, backups and disaster recovery, regardless of budget. It will most likely be cheaper to implement these things with the cloud than doing so alone.

Nonprofit organizations aren't often experts when it comes to IT and data security. Cloud providers are though. They invest a lot in computing and security expertise and resources, allowing nonprofits to benefit from higher levels of security than they ever could have previously afforded or provided for themselves.

Rather than using a few resources, or picking and choosing what's absolutely essential, nonprofits can have it all. They can access everything they need for prices they can realistically afford. The cloud vendor simply helps incorporate the latest standards and controls.

## Re-Focus

Thanks to the scalability, reduced costs, security and mobility that the cloud provides, nonprofit organizations have a chance to re-focus and strengthen their efforts. With cloud computing, nonprofits can better manage outreach and fundraising and focus both their attention and resources on their causes, advocacy and extremely important work.

## About RapidScale

RapidScale, a managed cloud services provider, delivers world-class, secure, and reliable cloud computing solutions to companies of all sizes across the globe. Its state-of-the-art managed CloudDesktop platform and market-leading cloud solutions are the reasons why RapidScale is the provider of choice for leading MSOs, VARs, MSPs, Carriers and Master Agents throughout the United States. RapidScale is not only delivering a service but also innovating advanced solutions and applications for the cloud computing space. RapidScale's innovative solutions include CloudServer, CloudDesktop, CloudOffice, CloudMail, CloudRecovery, Cloud Backup, CloudApps, and more.

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For More Information Contact Us Today

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