



## HOW CAN TECHNOLOGY SUPPORT FUNDRAISING?

Nonprofit organizations can boost their fundraising effectiveness with technology solutions that help identify and attract new donors, retain and engage current donors, measure performance and easily collect donations through multiple channels.

### NONPROFIT CHALLENGES

#### Understand who their donors are and what motivates them

- Metrics are key to understanding why and when donors give
- Donors differ in how they prefer to give and to communicate
- Impact donors and funders increasingly request impact data or program metrics to justify donations
- It's easier to collect data than figure out how to use it effectively
- A clean, updated donor/prospect database is essential

#### Cost-effective outreach, communication and engagement strategies

- Donors expect to give and be engaged through their preferred channels, which increasingly means mobile – including text messaging, email and social media
- Personalized, donor-centric marketing is a highly effective strategy
- Donor retention is critical because it costs less to retain donors than attract new ones
- Building relationships and trust strengthens donor retention



#### Protect donor data

- Like any organization, nonprofits are at risk of cyberattacks
- Safeguarding sensitive donor data and privacy is critical
- A security breach can be costly in terms of dollars, reputation and donor confidence
- Sufficient security measures to prevent against hacking and data loss or theft are a must-have
- Proper backup and disaster recovery should be part of a comprehensive security approach

### HOW CDW CAN HELP

#### Data analytics

- Identify the biggest and most frequent donors
- Track donor retention and attrition
- Compare and contrast effectiveness of multiple donation channels, events and campaigns
- Help develop stronger, longer relationships with donors
- Provide metrics to funders to justify donations
- Keep donor database updated with correct contact information, preferred method of contact, donation history and preferences

#### Mobile point-of-sale solutions (mPOS)

- Enable wireless, point-of-purchase payment for collecting donations at events, eliminating time-consuming follow-up to collect pledges
- Instantly store updated donor contact data for future use

#### Collaboration

- The right platforms for enterprise email and messaging support fundraising campaign effectiveness
- Enterprise collaboration tools make it easier and more convenient to connect with colleagues, donors, members and board members anywhere, anytime
- Automate and personalize donor communications, particularly online and via mobile devices

#### Cloud solutions

- Provide a convenient way for widely dispersed, highly mobile donors, staff and volunteers to access apps and data
- Streamline fundraising administration
- Cloud-based mPOS systems are cost-effective and can be scaled up or down to meet changing needs

#### Enterprise mobility management

An EMM strategy protects mobile devices, networks and data from unauthorized access and other security threats

#### Infrastructure, cloud and data security

Next-generation firewalls, unified threat management, email and web security, and advanced malware protection protect donor data

## VALUE PROPOSITION

CDW Nonprofit's fundraising technologies, including data analytics, cloud solutions, mPOS, collaboration solutions and security, can help nonprofit organizations:

- Better track fundraising results and improve effectiveness
- Strengthen donor retention, engagement and revenue
- Acquire new donors
- Protect donor data
- Enable supporters to donate through their choice of preferred channels
- Advance their mission through more cost-efficient and effective fundraising

Working with top vendors, we help nonprofit organizations select, implement and support cost-effective, secure solutions designed to help them achieve their fundraising goals.

## SPECIALIZED SERVICES

CDW Nonprofit's end-to-end services provide guidance on leveraging technology solutions to help nonprofit organizations expand and enhance their fundraising capability. Our team of certified engineers can provide the following services:

- Network assessment, planning and design services to ensure fundraising technologies align with the nonprofit organization's development and donor engagement goals
- Data loss prevention and risk assessment services to help protect donor data and privacy
- Hardware and software configuration
- Point-of-sale and scanning solutions
- Cloud assessments and planning
- Mobile application development

## HELPFUL RESOURCES TOP TECHNOLOGY PARTNERS

- [mPOS white paper "Mobile POS for Fundraising"](#)
- [Nonprofit Tech Report 2016](#)
- [Association of Fundraising Professionals: 2016 Fundraising Effectiveness Survey Report](#)
- [Infographic from MobileCause: A New Generation of Giving](#)
- [Blackbaud report: Philanthropy by the Numbers 2016](#)



## INDUSTRY TRENDS

### #Giving Tuesday – A Catalyst for Year-end Giving<sup>1,2</sup>

- Founded in 2012, the Giving Tuesday movement now engages more than 10,000 organizations worldwide.
- 19% of 2015 online giving happened in December with Giving Tuesday as a major catalyst.
- In 2015, nearly 700,000 Giving Tuesday donors contributed \$116.7M, an increase of 145% over 2014.

### Donors are eager to give on the go, on Giving Tuesday and all year round<sup>2,3</sup>

- In 2014, 13% of Giving Tuesday donations were made on a mobile device. In 2015, that figure jumped to 17%.
- Mobile donors have a 60% higher conversion rate to monthly donations than nonmobile donors.

**Help your customers make the most of #Giving Tuesday! Check out our [Giving Tuesday Survival Guide](#).**

**For more information, contact your CDW Nonprofit account manager at 888.294.4239 or visit [CDW.com/nonprofit](#).**

Sources: <sup>1</sup>blackbaud.com, "#GivingTuesday Trends," June 2015 | <sup>2</sup>huffingtonpost.com, "#GivingTuesday Online Donations Grow 52%," December 2015 | <sup>3</sup>mobilecommons.com, "Greenpeace's Mobile Subscribers Were 60% More Likely to Become Monthly Donors than Non-Subscribers," July 2016

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