



How Nonprofits Of All Sizes Can Leverage Technology For Low To No Cost

The nonprofit sector is a crowded field and it can be daunting for nonprofits trying to break through the noise and amplify their voice. Thankfully, effective use of technology can encourage improvements in organizational efficacy, provide better mission delivery and foster innovation -- best of all, it doesn't have to cost an arm and a leg.

Here are just a few unique ways nonprofits of all sizes can effectively and strategically capitalize on technology to empower staff and provide transformative experiences for supporters, working within organizational capacity and resources.

CRM And Digital Platforms

Rather than manually updating spreadsheets, a customer relationship management (CRM) system can help your team track information, run reports and more. We have numerous online platforms both for internal staff, as well as external client use. Our charity and corporate partner portals provide instant-access to important information for our partners, who previously had to call or email us to get it. We still have a resource center (help desk) and helpful team members, but these online tools help us to be more efficient and effective.

Tapping Tech Giants

Amazon is helping nonprofits leverage the increase in voice-enabled digital assistants by allowing customers to donate through [Alexa Donations](#). Donors can simply say, "Alexa, make a donation," and the voice-activated assistant uses the payment information on file for that individual's Amazon Pay account. It couldn't be simpler. More than [200 nonprofits](#) are already participating in Alexa Donations. Of course, Amazon also offers the Amazon Smile program.

Google also has a long history of helping nonprofits reach more supporters and lower barriers to donating through Google for Nonprofits. This program, launched in 2011, provides nonprofits with access to Google products like Ad Grants, which provides \$10,000 of in-kind advertising from Google each month to create text-based ads that appear when users search for keywords associated with a nonprofit.

Google has taken its support a step further by featuring organizations on the Google for Nonprofits site and newsletter. This helps smaller nonprofits gain more visibility. Another great benefit of Google for Nonprofits is the YouTube Nonprofit Program. This benefit provides organizations with premium services, including website link cards on videos, optimized content and the opportunity to use Google's production resources and call-to-action overlays in your

videos. The company also allows Android users to donate to charities through their Play Store app.

For more digital and tech support, Microsoft's [partnership with TechSoup](#) provides qualified nonprofits with discounts on its products. This partnership ensures NGOs have the technology needed to be successful.

Facebook And Instagram

There can't be an article about nonprofit digital presence without mentioning the platform that dominates the social media landscape. According to the [Pew Research Center](#), nearly 70 percent of U.S. adults are Facebook users and roughly three-quarters of those users access Facebook on a daily basis.

In November of last year, Facebook members donated more than [\\$1 billion](#) to charities and personal causes. On Giving Tuesday alone, nonprofits raised more than [\\$125 million](#) through Facebook, and its birthday fundraising tool raised [\\$300 million](#) in its first year. Facebook also [eliminated transactions fees](#) on donations to nonprofits. Recently, Facebook also [announced](#) it is developing a tool to collect donations for nonprofits through its photo-sharing app Instagram.

One last way to engage with supporters and gain followers is with augmented reality. Facebook provides [free software](#) that generates customizable frames and interactive components that users can apply to their profile pictures to showcase their nonprofit support.

Technology Takeaway

Leveraging technology to elevate your organization doesn't require a massive IT department or a bottomless budget; it just takes ingenuity and a willingness to evolve with technology and trends. The key is finding the right technology that increases your organization's efficiency and effectiveness, all while weighing the return on staff time investment. Strategically selecting digital tools that empower staff and stakeholders to deliver on your organization's mission is no longer optional, it's essential in today's digital age.

Source: <https://www.forbes.com/sites/forbesnonprofitcouncil/2019/04/25/how-nonprofits-of-all-sizes-can-leverage-technology-for-low-to-no-cost/#1c0a5d63254a>