

Unlock Expert Insights to Drive Donor Confidence: 4 Focus Areas to Set Your Team Up for Success



Meet Your Facilitators



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Classy

Unlock Generosity Webinar Series

Session 1


Unlock Year-End Fundraising



[ACCESS REPLAY,
SLIDES & BLUEPRINT](#)

Session 2


Unlock Marketing



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Session 3


Unlock Your Story



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Session 4


Unlock Your Events



[ACCESS REPLAY,
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Session 5


Unlock Scalability



Thursday,
October 5

Session 6

Unlock Actionable Intelligence



Wednesday,
October 11

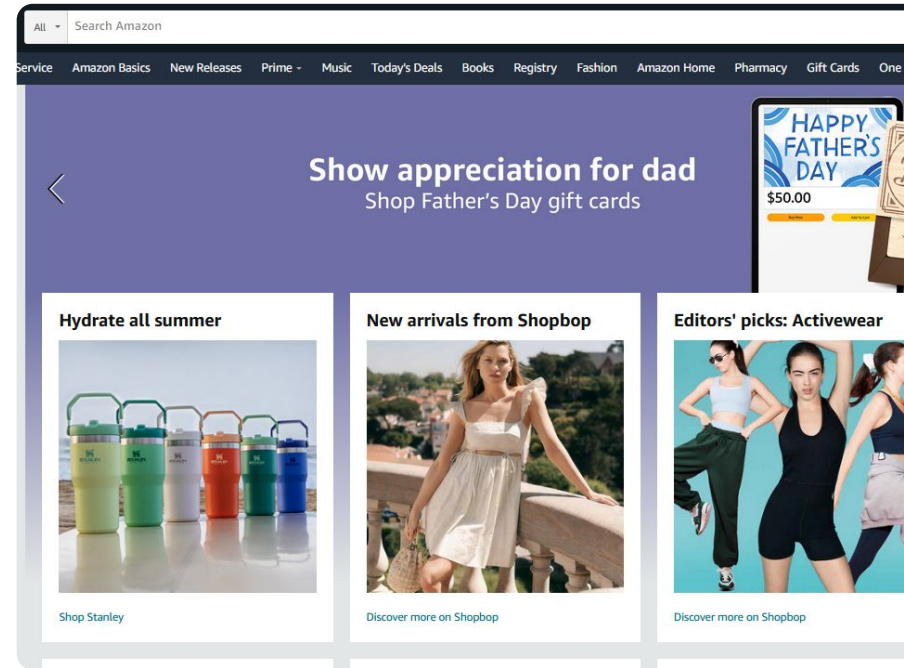
A Foundation To Start

What's the cloud got to do with donor confidence?

The Cloud: What Is It

AWS is the cloud computing arm of Amazon. With more than 250 services including solutions for:

- Storage
- Security and Disaster Recovery
- Computing and Processing
- Data Unification
- Reporting, Analytics and Modeling
- And so much more...



The Cloud: What It Allows You To Do

- Think of the cloud, not for what it is, but for what it allows you to do
- Cloud solutions power most our daily experiences
- Our sector's ability to remain relevant depends on the ways we leverage the cloud



**72% of Nonprofits are
advancing core strategies
without a plan for digital
transformation**

Areas To Get You Started



01 | Covering the basics:

Modernizing data from storage to security

02 | Preparing for the unexpected:

Resiliency in an evolving world

03 | Meeting donor expectations:

Personalization that offers surprise and delight with every touch

04 | Transparency equal trust:

Celebrating impact as a catalyst for continued growth

Focus Area I

Covering the basics:

Modernizing data from storage to security

Benefits For All



Security

- Security is 'Job Zero'
- Architected to be the most secure cloud infrastructure
- Identify, Prevent, Detect, Respond, Remediate

Savings

- Cloud economic tools
- Dynamic expenses (variable, not fixed)
- Pay for what you need and use

Scale

- Efficient growth
- Speed and flexibility
- Ability to go global

Take Away #1

**Where is the data
that's most vital
to your area of
focus stored?**



Focus Area 2

Preparing for the unexpected:

Resiliency in an evolving world

Preparing for the Unexpected



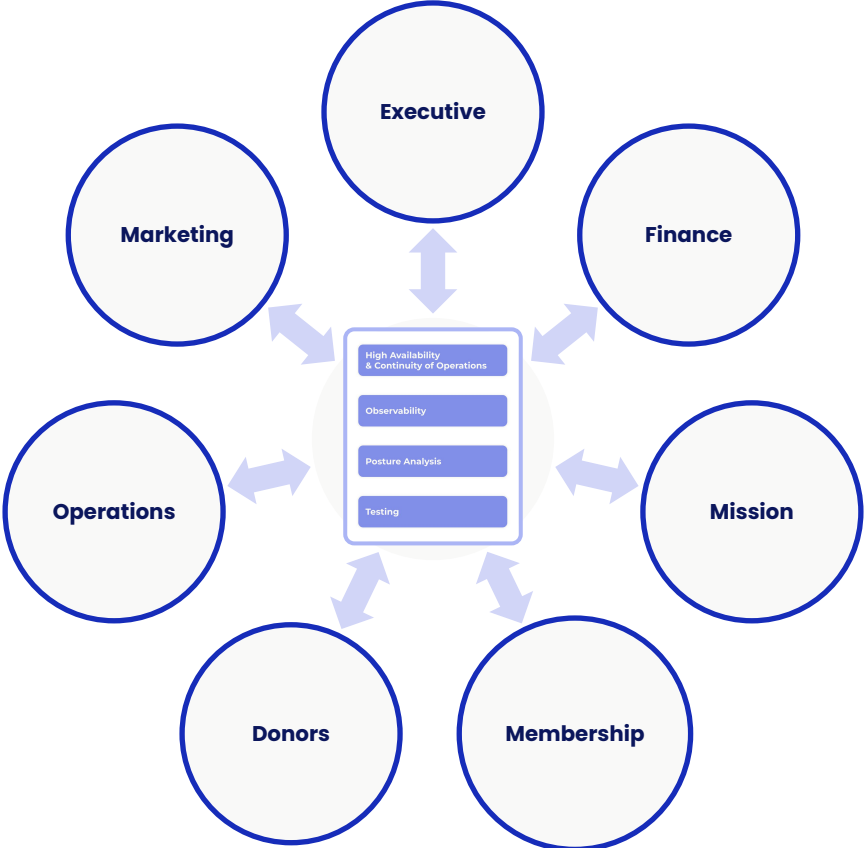
**High Availability
& Continuity of Operations**

Observability

Posture Analysis

Testing

Fortified From the Inside Out



Take Away #2

**Have you
contributed to the
disaster recovery
plan for your
organization?**



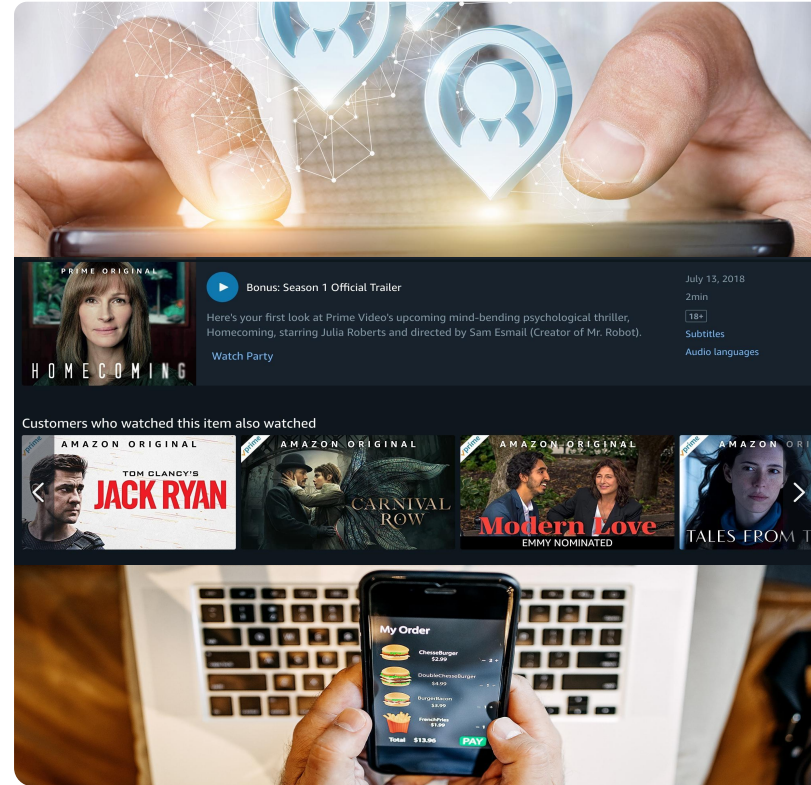
Focus Area 3

Meeting donor expectations:

*Personalization that offers surprise
and delight with every touch*

Perception Is Reality

- 63% of customers see personalization as the standard level of service
- 21% growth in online giving YOY, 28% of which is given via mobile
- Online now makes up 13% of all giving in the US....
- While e-commerce sales accounted for 14% of all commercial sales.

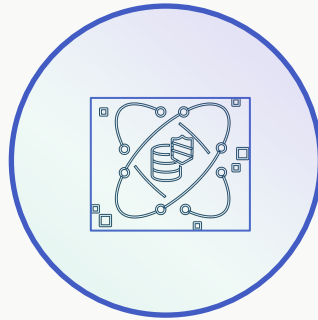


The Goal



Getting a
360 VIEW

Data Unification
(ex: data lake)



Making use of
DATA

Analysis & Modeling
(ex: AI/ML)



Elevated
EXPERIENCES

Customized Content
(ex: hyper personalization)

The Challenge

- Staff burnout and employee churn
- Ability to report on outcomes
- Increased business efficiencies
- Personal support for users
- Culture of innovation



Take Away #3

Is the data that's most vital to your area of focus, unified, augmented, visualized and benefiting from AI?



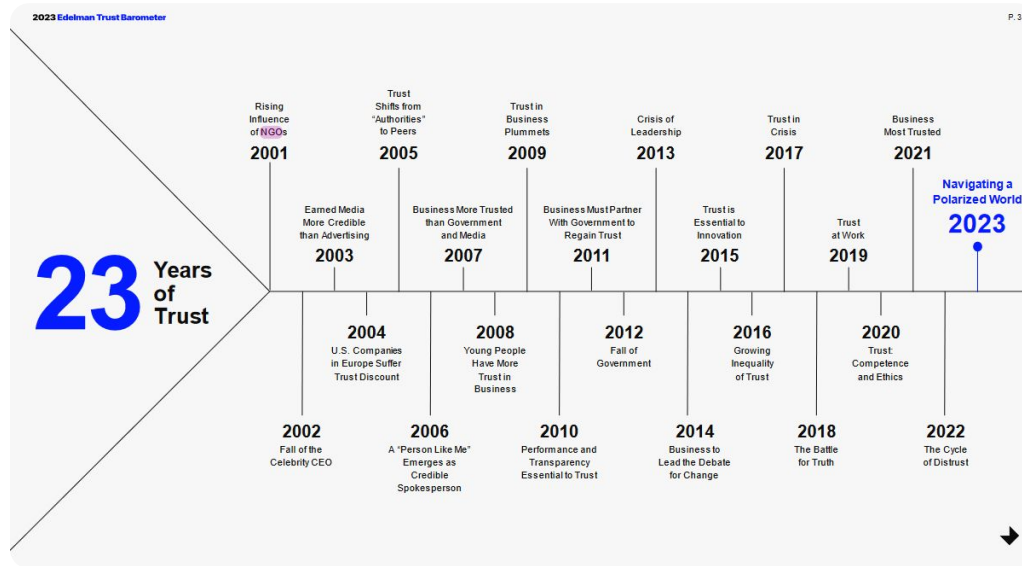
Focus Area 4

Transparency equals trust:

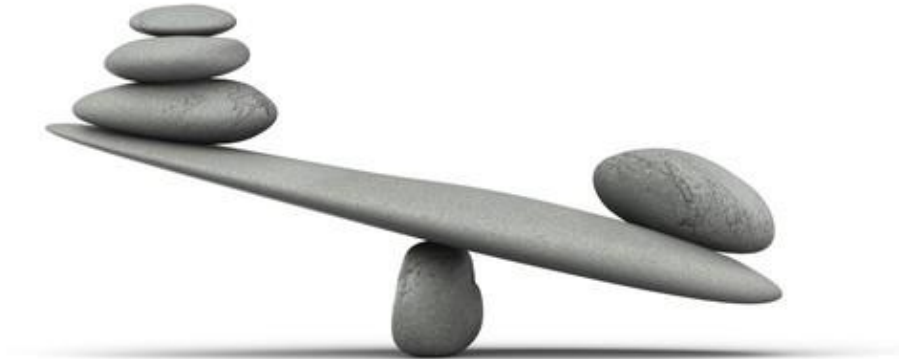
*Celebrating impact as a catalyst
for continued growth*

Relationships Are Based On Trust

Trust in nongovernmental organizations (i.e., nonprofits) has remained steady at **54–56%** since 2018, despite the rise in influence in 2021.



Fundraising Is Based On Relationships



- \$499 billion dollar were contributed last year, 64% (\$310 billion dollars) came from individuals
- Individual giving declined by 13.4%, - a deficit of \$49.1 billion in charitable gifts
- This decline is 3.8x greater than any decline we've seen historically

Take Away #4

What strategies does your organization have in place for the purpose of earning (and maintaining) trust with your supporters?



Focus Area 4

Offers and Next Steps

Free tools and resources to get started

Get Started Today



1. Where the data that's most vital to your area of focus stored?
2. Have you contributed to the disaster recovery plan for your organization?
3. Is the data that's most vital to your area of focus, unified, augmented, visualized and benefiting from AI?
4. What strategies does your organization have in place for the purpose of earning (and maintaining) trust with your supporters?

- Take a 5 min survey to assess your cloud maturity
- Download Powering Purpose for actionable next steps
- Leverage the Amazon Partner Network to augment your team
- Explore the Amazon Marketplace for existing innovations
- Connect with you Account Executive - a free resource available to nonprofit leaders



Get Started Today



aws.amazon.com/NPO

Recommended Resources: From Classy



- 01** | [AWS for Nonprofits Resource Center](#)
- 02** | [Why Cybersecurity Matters for Nonprofits and 6 Ways to Secure Fundraising](#)
- 03** | [Getting Ahead of Data Privacy Changes to Inform Your Acquisition Strategy](#)
- 04** | [Tech Talk: Edward Norton, Classy, Salesforce, and Zeck Discuss Nonprofit Technology](#)

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