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
ACCESS REPLAY, SLIDES & BLUEPRINT

Session 3
Unlock Your Story
ACCESS REPLAY, SLIDES & BLUEPRINT

Session 4
Unlock Your Events
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Session 5
Unlock Scalability
Thursday, October 5

Session 6
Unlock Actionable Intelligence
Wednesday, October 11
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
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
Where is the data that’s most vital to your area of focus stored?
Prepared 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
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*
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
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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