

Leading Through Change: Strategies & Technologies to Maximize Revenue in a Social Distancing World



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Utilizing Technology to Drive Your Mission Forward



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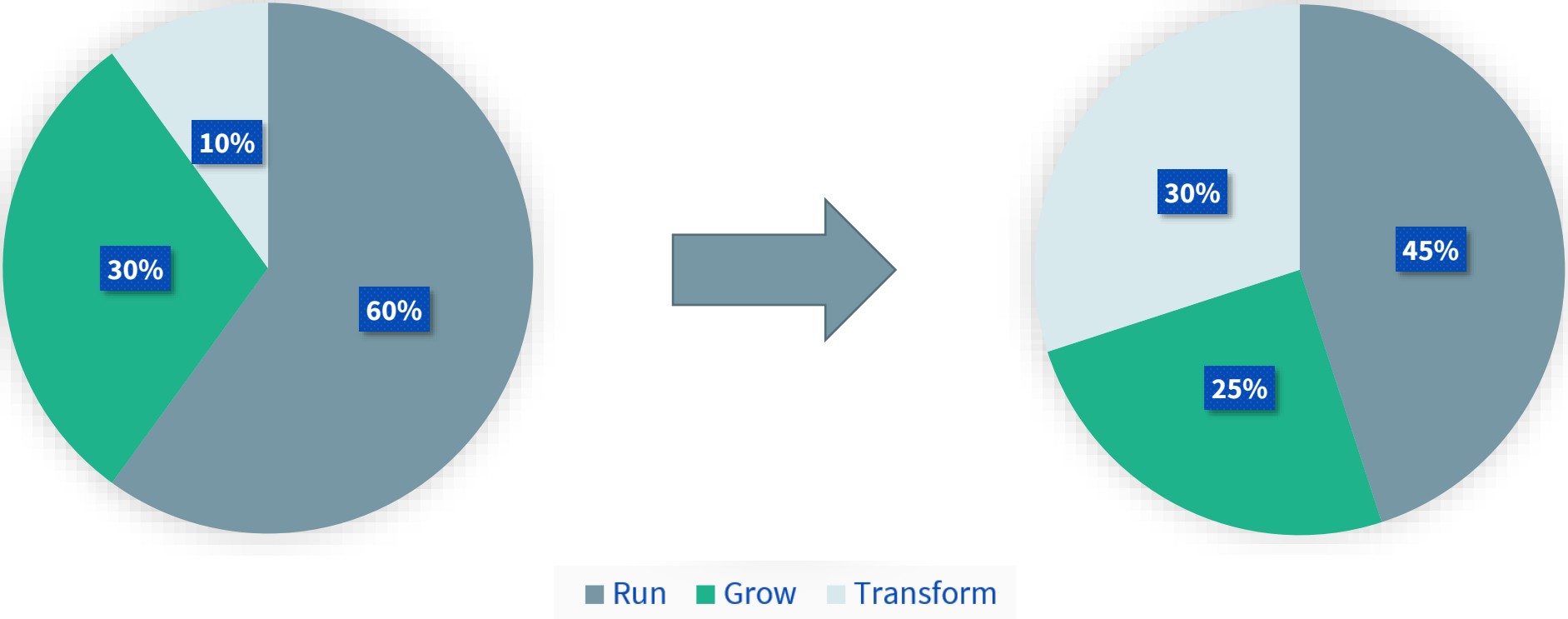
Agenda

In this session we will cover:

- **Shifting Budgets** – Strategies to “find” money to innovate
- **Unlocking Your Data** – Create internal and external value
- **Case Studies** – How other NFPs are using technology to adapt
- **Security** – “New Normal” means new threats

Technology Spending

Technology budgets need to shift to successfully navigate through change



Optimizing “Run the Organization” Expenses

Cloud technology creates opportunities to be more efficient and spend less

- Organizations need to have a strategy & roadmap in place to be in a “true cloud” state
- Hybrid or traditional approaches for infrastructure and systems are costly and create inefficiencies
- True cloud organizations gain efficiencies and security benefits that are highly relevant in today’s world
- A cloud foundation is paramount to being able to effectively adopt new technology to transform an organization

Effectively Increasing “Transformational” Spending

Transformational spending comes with a higher degree of risk

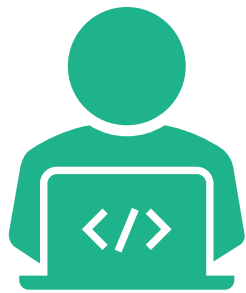
- Consider the ramifications of new technology as it relates to the sprawl of data, security/privacy implications, and any integrations that may need to be considered
- Prepare for the “what-ifs”, piloting new technology comes with unexpected outcomes
- Having a technology steering committee creates visibility and control around the spending and use of new technology
- Review contracts to ensure a complete understanding of ownership of data, how the data can be used post-event, and best- and worst-case financial scenarios

Data Creates Opportunities

Use data to create internal and external value

- Look for trends in data that show gaps in constituents served and low donor counts; technology-based approaches can be a low risk approach to expand the mission and donor base
- Donors are looking for more insight into how money is being spent, “personalized” transparency creates sticky donors that give more
- Organizations need to be nimble in the current environment. A comprehensive, real-time, view of data is critical to ensure successes can be accelerated and low ROI efforts “fail fast”

Case Studies



Programs



Donor Relations



Events

Staying Secure – What We're Seeing

Common security threats are on the rise and new threats are emerging

- COVID related phishing attacks are on the rise
- Approval processes that once had a face to face element are now happening remotely – not just for payments
- More devices are now outside the firewall than ever before
- Holes have been opened in networks to allow remote access of systems
- Personal devices are being used to access work resources

Staying Secure – What You Can Do

Cybersecurity strategies haven't changed – ensuring they're in place is key

- **Implementing Multi Factor Authentication** across all applications remains the single most effective method in decreasing risk
- **Employees are the weakest link, but also the best defense;** consistent training is key along with ensuring proper controls remain in place for approvals
- **Understand any risks created by opening networks to allow for remote work;** “temporary” measures can easily become permanent
- **Transforming to cloud-based infrastructure and applications** inherently solves many issues when architected properly

Cloud Transformation

Implementing and Optimizing Your Cloud Strategy





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