Cloud Computing for Nonprofits

How to Manage Your Mission in the Clouds

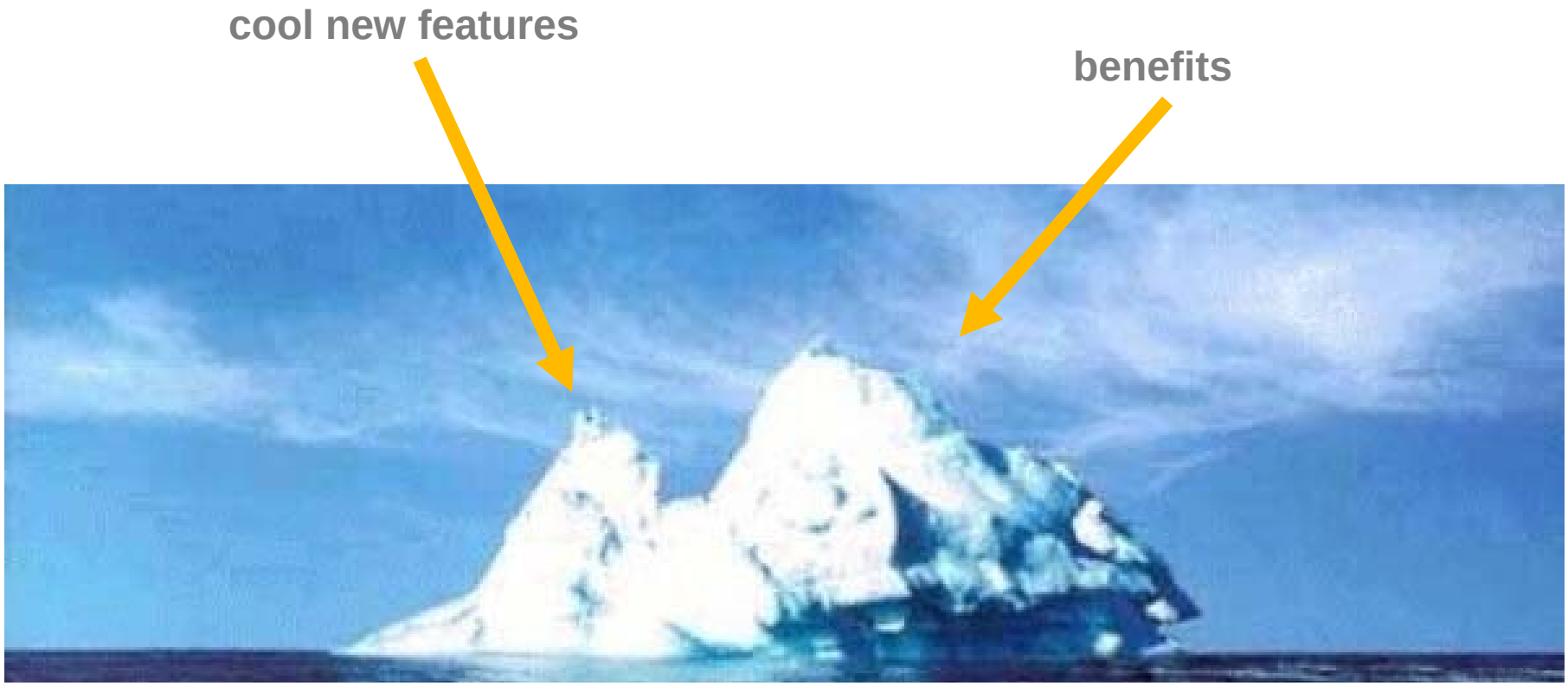
SECOND HARVEST HEARTLAND

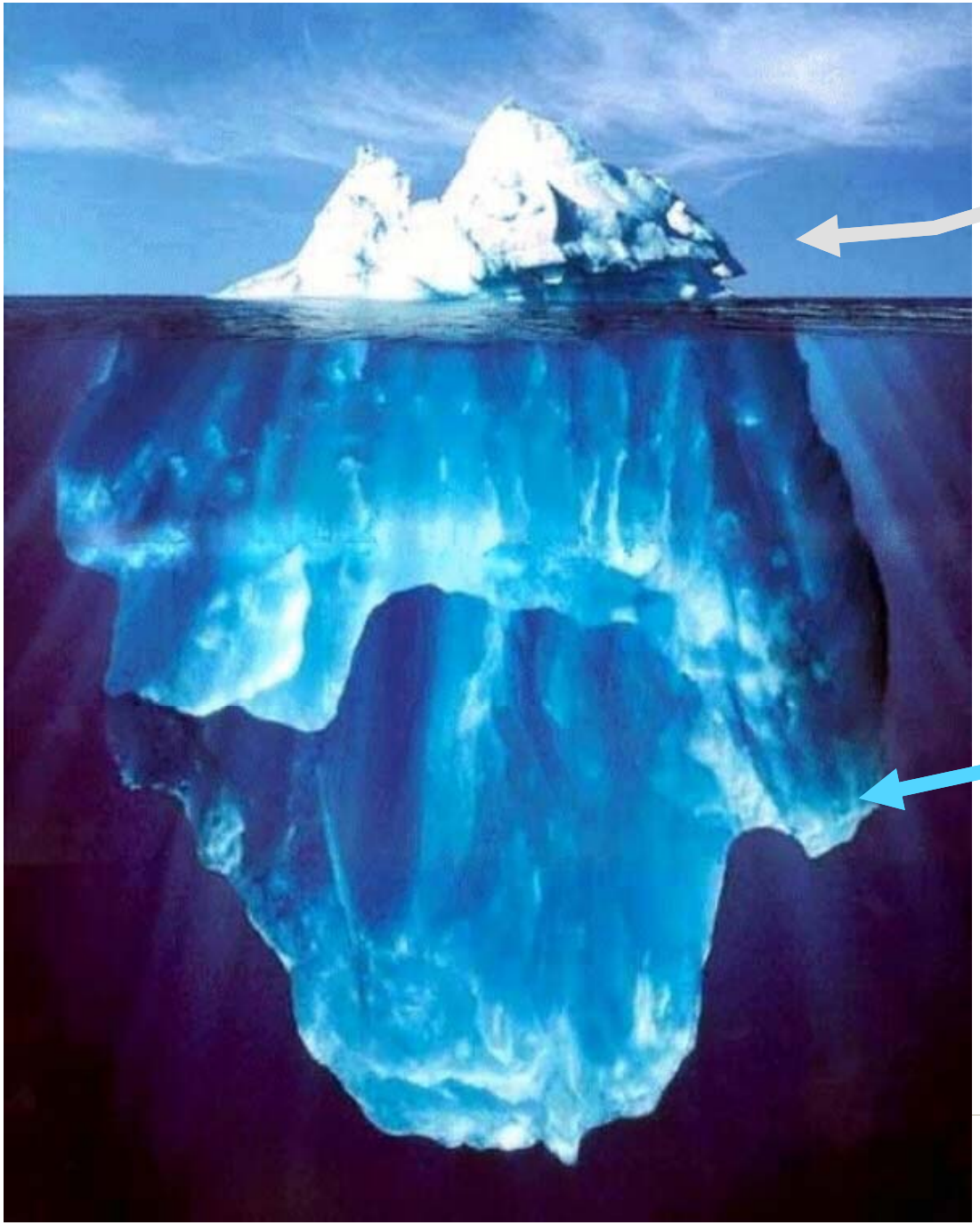
Joining forces to end hunger

HELLER CONSULTING

your fundraising technology team

Typical view of new software at purchase





True Total Cost

Software license costs

Staff training

Hardware
Consultants
Maintenance
Dedicated Staff
Upgrades
Infrastructure software
Other variables

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Cloud Computing for Nonprofits

What is it?

- Outsource your IT, let others stress about it!
- Anytime, anywhere access to your information
- Integration is part of the DNA, so lots of “mashups”.

Why should you care?

- **F**lexibility
- **O**ngoing Investment
- **C**apacity
- **U**pgrades
- **S**ecurity

amazon
web services™
facebook
Google™
convio®
salesforce.com
SOFTWARE
Success On Demand.™
mozy
BY DECHO
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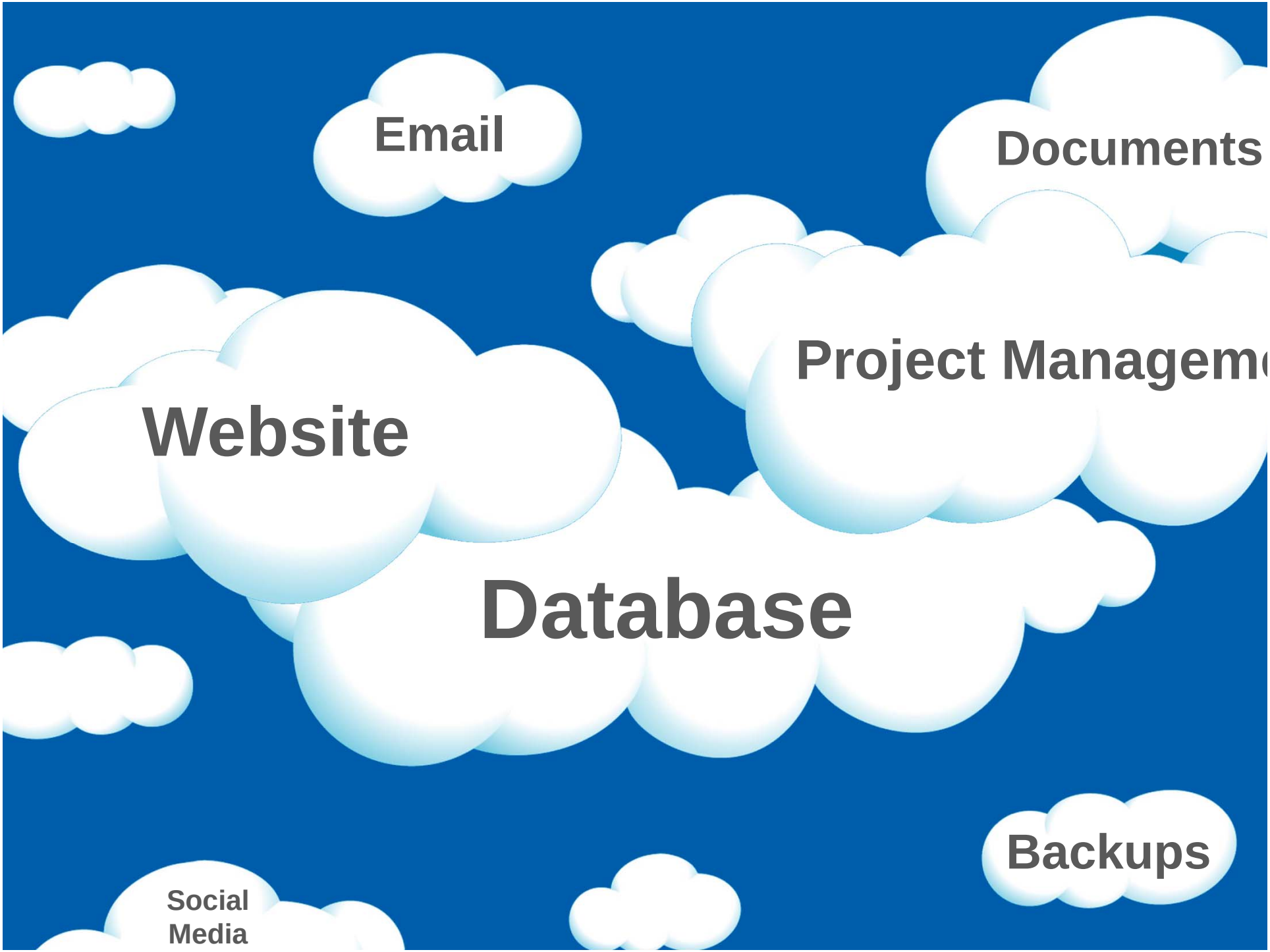
Email
Documents
Project Manageme
Website
Database
Backups
Social
Media

About Heller Consulting

HELLER CONSULTING
your fundraising technology team

Keith Heller, Principal

We help non-profits streamline fundraising operations and maximize their use of fundraising technology.

- **13 Years, 700+ Clients, 1400+ projects**
- **3 Offices: San Francisco, Chicago, New York**
- **20 people**

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Introduction to Heller Consulting

- Our approach and expertise grows out of our real-world, hands-on experience working in non-profits
- We've developed best practices to address the most common challenges our clients face

Clients Include…

TEACH FOR AMERICA

ALLINA Hospitals & Clinics

HISPANIC SCHOLARSHIP FUND

SIERRA CLUB FOUNDED 1892

ROBIN HOOD
TARGETING POVERTY IN NEW YORK CITY

SECOND HARVEST FOOD BANK of SANTA CLARA and SAN MATEO COUNTIES

JEWISH COMMUNITY FEDERATION
of San Francisco, the Peninsula, Marin and Sonoma Counties

MercyCorps
Be the change

THE CARTER CENTER
Waging Peace. Fighting Disease. Building Hope.

BerkeleyLaw
UNIVERSITY OF CALIFORNIA
Boalt Hall

Lions Clubs International

AVON
the company for women

CITY YEAR
give a year. change the world.

American Red Cross
Bay Area Chapter

AMERICAN JEWISH WORLD SERVICE

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Top 5 Problems My Clients Face

1. Software doesn't do what they need
2. Can't get the information they need how they need it
3. Doesn't work how they work – in Outlook, by remote
4. Doesn't support their strategies –actually have to modify (or curtail!) strategies based on software limitations
5. Too many systems that don't share information

About Second Harvest Heartland

SECOND HARVEST HEARTLAND
Joining forces to end hunger

John Nesbitt,
Systems Administrator

Second Harvest Heartland operates the fourth largest food bank in the United States, helping feed 77% of the hungry in our service area by distributing over 48 million pounds of food annually.

- **Moved to Common Ground from DonorPerfect in August 2009**
- **36 staff users**
- **170,000+ records**

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Second Harvest Heartland

Advancement Activities

- Numerous direct mail campaigns in support of annual fund
- Major gifts, corporate and sponsored events
- Food and Fund Drives
- Matching gifts

Challenges prior to Common Ground

- Unreliable data
- Minimal automation
- Obsolete database
- Limited reporting capabilities

Out with the old, In with the New!

- Now we can…
  - Receive high value dashboards automatically
  - Customize the reports to analyze our strategies
  - Use bar code scanners to enter gifts en masse
  - Customize the presentation to hide, add, monitor or remove fields and user page layouts
  - Use workflows to validate, move and update information
  - Easily include other stuff like NCOA Certification & Project Management (Dreamteam)

We've securely and significantly improved how, when and where we access our information!

Our Staff Love It Because…

Executives

- Automatically receive information-rich reports

Development Staff

- Can create their own reports
- Can keep using systems they like (e.g. Outlook, Excel)

Non-development staff

- Can compare lists, use the contact management features and contribute to the data integrity

Demonstration

A Donor Database Cloud Mashup

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