

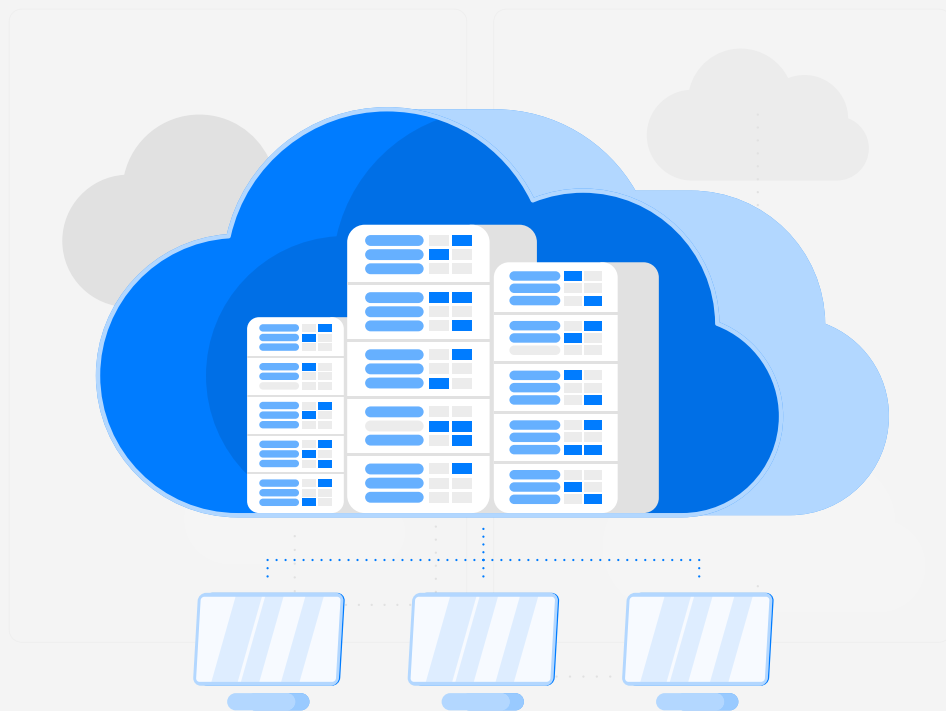


# Role Of Managed Service Provider For Nonprofit Organizations

One of the annoying things for nonprofit organizations is finding their real goals- their mission statements while they keep getting obstructed by the small mountains of day-to-day work. However, nonprofit operations can be improved significantly with the use of technology. As most nonprofits don't have a dedicated IT team, more people are required to handle the technical aspects of the nonprofit.

A solution for this is to partner with an MSP (managed service provider). An MSP allows nonprofits to leverage IT teams without paying for internal IT teams' costs.

Well, take a look at all the advantages an NPO can realize when partnering with an MSP.



## Cloud Services

Nonprofits are often tasked with trying to do more with less. Nonprofits have improved their overall lift through cloud services, expanding capabilities beyond what can be managed onsite. Cloud computing allows nonprofits to increase collaboration, decrease upfront expenses, and reduce carbon footprints. It let nonprofits bring new capabilities to market more quickly, innovate more easily and scale more efficiently – all while reducing technology and security risks. Nonprofits can use an integrated cloud-based platform to connect their organizations and break down the silos that hamper synergistic growth and opportunity.



## Securing Data

Nonprofits are one of the biggest targets for hackers due to their amount of confidential data. Hackers are aware that nonprofit organizations are some of the biggest recipients of donor capital; therefore, they hope to gain vital information to generate ransomware and phishing attacks. Cyber attacks can reveal sensitive donor information in addition to the organization's data that can lead to scams and theft for nonprofits. A single cyber-attack can undermine all of the nonprofit's efforts and close your doors permanently. A competent managed service provider can mitigate any risks and ensure your nonprofit stay proactive and vigilant about any threats.



The proper IT infra can help your organization reach its goals and find ways to optimize your current IT infrastructure. Managed Service providers help NPOs create a clear roadmap to improve their IT environment and ensure that they are always running.



## Data Breaches

Although nonprofit organizations' mission is to do good in their communities worldwide, many of their daily operations are commercial. They collect sensitive information from volunteers or as part of donation campaigns. However, unlike commercial enterprises, nonprofit organizations have fewer resources for monetary and staffing, which may cause them to struggle with securing donor data while keeping it accessible.

Since nonprofit organizations rely on the goodwill and trust of their donors, protecting their data should be a mission-critical priority. Partnering with the managed service provider can help nonprofits from these malicious attacks. An MSP can transform its operations digitally to continue to impact the world's most critical social issues.



## Fundraising

When thinking of ways to fundraise more capital for your nonprofit, working with a managed service provider isn't the first thought that comes to mind. A great managed service provider can help outline the goals and metrics needed for your fundraising campaigns and utilize various technologies to propel your efforts. For example, most nonprofits are unaware that 45% of global donors are enrolled in a monthly giving program; this knowledge coupled with a competent managed service provider can result in a tailored, monthly giving program for your nonprofit. This new revenue stream can result in your nonprofit changing how it is funded entirely. Instead of relying on extensive fundraising campaigns every so often, your nonprofit can be fully funded by a collection of monthly donors that are invested in your mission.



## Donor Management

Donor management is one of the most vital aspects of running any nonprofit. Donors love to see how their dollars are utilized and the impact it is making in your nonprofit. When you work with an MSP, you can utilize software to power all aspects of donor management. You can use donor management software to ensure your donor base is engaged and informed about your nonprofit's efforts, from email marketing to announcing events. By increasing the engagement of your donors, you can ensure you have their continued pledge and support; this directly improves the number of donors and their spending on your nonprofit.



# About Fourth Dimension Technologies

Fourth Dimension Technologies empowers communities and nonprofits to use technology to serve the world better. We create custom IT solutions tailored to your organization's needs using our "Proprietary transformation model." Being a leading provider of technology and solutions for nonprofits and their communities, we design budget-friendly technology services that maximize your nonprofit's return on investment, so you can better serve the community.

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