

# FUNDRAISING TODAY

*Using Cloud to Streamline & Enhance Fundraising Activities*

POWERED BY:



# A conversation with:



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# For our time together

- Understanding what's what
- Practical applications
- Resources to get you started





# Understanding What's What

## Show appreciation for dad

Shop Father's Day gift cards




### Hydrate all summer




Shop Stanley

### New arrivals from Shopbop



Discover more on Shopbop

### Editors' picks: Activewear



Discover more on Shopbop

### Celebrate dad with a gift card

Shop the selection



### Get ready for movie night

with color-changing smart lights from Amazon Basics

works with alexa Shop now



Sponsored



# One Amazon





**aws**

is the cloud computing arm of

**amazon**

# Familiar examples



- **Netflix**
- **Airbnb**
- **Lyft**
- **Salesforce**
- **And millions more**

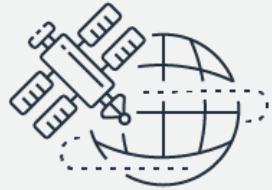


# Benefits to all



## Significant Savings

- Dynamic expenses (variable, not fixed)
- Pay for what you need and use
- Internal resources



## Ability to Scale

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



## Superior Experiences

- Member/donor
- Mission recipients
- Partners

More than 85,000 nonprofits  
use the AWS Cloud.





# Practical Applications

# Sound familiar?

- Reduce staff burn out and employee churn,
- Identify where your supporters want to hear from you,
- Increase business efficiencies to increase mission investment,
- Provide more efficient and personal support for your users,
- Deliver enhanced experiences for your constituents,
- Test and learn faster to drive innovation?

# Three common themes



Getting a  
**360 VIEW**



Making use of  
**DATA**



Elevated  
**EXPERIENCES**

# Getting a more complete view. . .

## Share Our Strength

An organization working to end hunger and poverty. This requires continuous strategic fundraising activities, streamlining various giving channels and comprehensive impact reporting.

**Problem:** Lack of actionable connected online & offline Data; No shared understanding of donor records

**Solution:** Data Lake; AWS Glue, AWS Lambda, Amazon Athena

**Impact:** Leveraged the Data Lake to perform donor analysis and reporting. Enhanced ability to track metrics like revenue vs. donor acquisition expense





# Making use of the data. . .

## John F. Kennedy Center for the Performing Arts

**Problem:** Increase financial transparency and reporting. Ensure diversity in performers, audiences, and donors. With over 2 million visitors, many are non-ticketed. Lack of actionable data informing a high percentage of decisions; data analysis lacked breadth; need to alleviate the risk associated with legacy systems and outdated implementation.

**Solution:** Rapid prototyping for MVP; Data Lake & Amazon QuickSight for visualization

**Impact:** A massively more flexible and adaptable ecosystem for exploration, analysis, reporting, and predictive modeling. The modular system data load time for a single day's worth of data was reduced from 26-36 hours to six minutes.



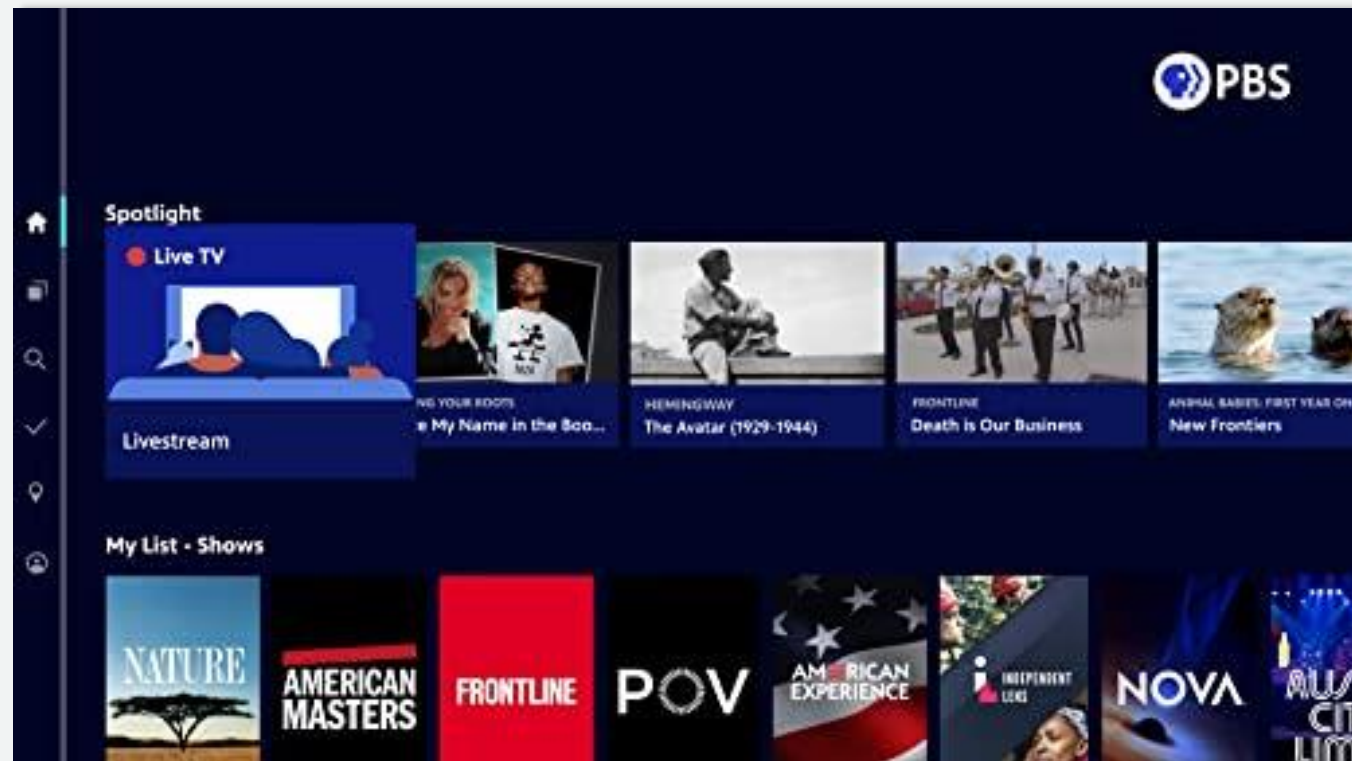
# Elevating experiences. . .

## Public Broadcasting Service (PBS)

**Problem:** Convert visitors into members; provide users with relevant recommendations

**Solution:** PBS used Amazon Personalize to build a content recommendation engine that surfaces the most relevant programs to their viewers and offers the highest quality content recommendations, personalized and tailored to individuals' interests and preferences based on their behaviors.

**Impact:** Provides in-app recommendation to users; Saved thousands of hours of in-house engineering; Personalized recommendations on new titles based on past history





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## Resources to get you started

# Powering Purpose

Educational resource

## Embracing & Embarking

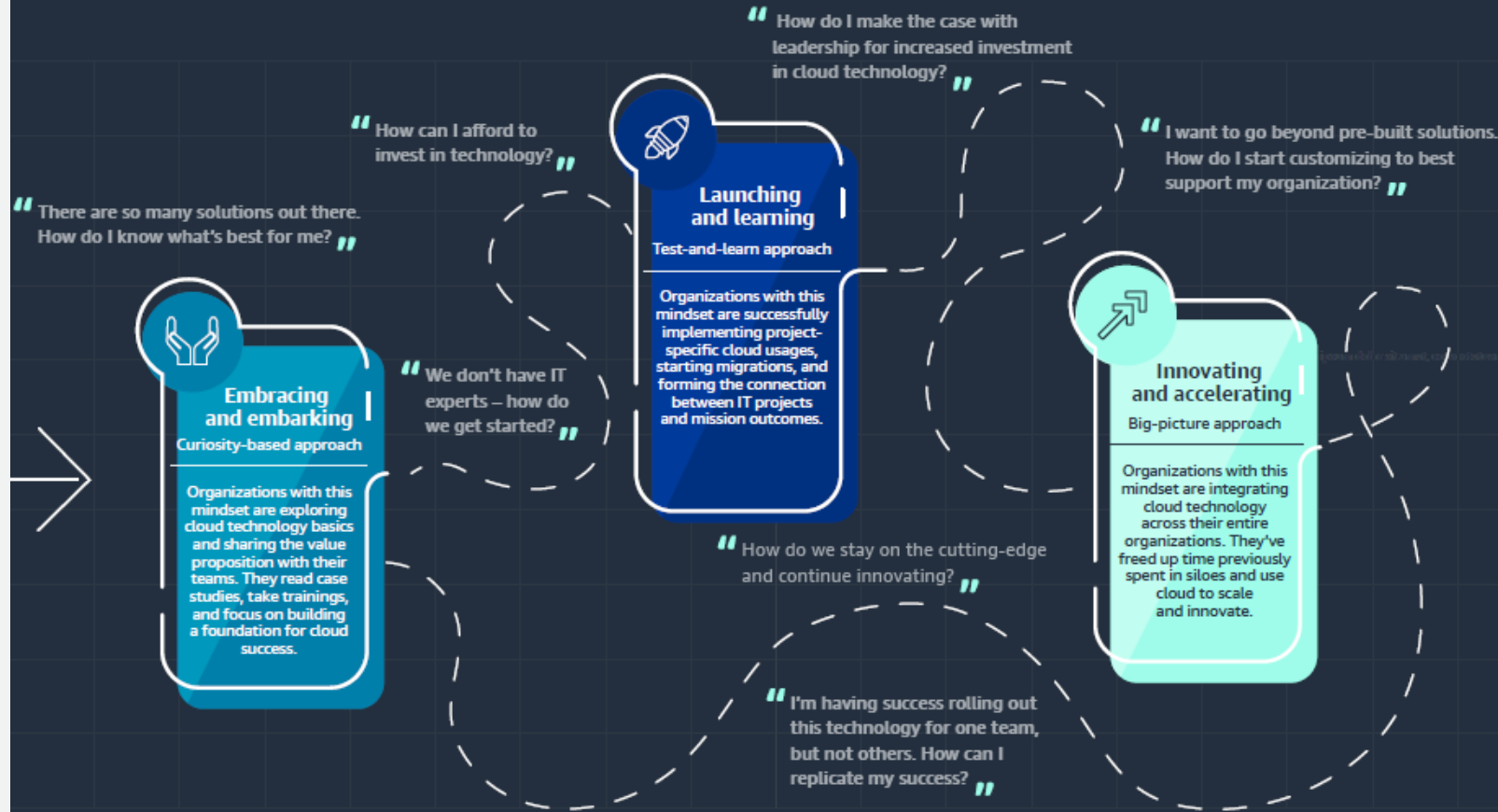
- Drive organizational awareness and increase donations and revenues
- Improve operational efficiencies and reduce costs in favor of allocating more funds towards mission
- Expand programs and services.

## Launching & Learning

- Improve efficiencies and reduce costs in order to allocate more funds toward mission
- Expand programs and services
- Improve organizational sustainability
- Increase donations and revenues

## Innovating & Accelerating

- Expand programs and services
- Drive organizational awareness and increase donations and revenues
- Improve efficiencies and reduce costs in order to allocate more funds towards mission



# Scaled Implementation



Build it  
Yourself



Engage AWS  
ProServe



Leverage a  
Partner

# Accelerators



Provides nonprofits with credits that can be applied toward AWS Cloud usage fees.



Online software store that helps customers find, buy, and immediately start using software and services that run on AWS.



A public grant opportunity open to registered nonprofit organizations who are using cloud technology to accelerate their missions.





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# An Invitation

# Here to help



**Learn More:** connect with your AWS account manager, a nonprofit industry advisor, or one of our solutions architects to learn more about AWS



**Get Planning:** If you know your goals and are ready to work backwards, let's start planning the pathway that allows your mission to benefit from the power of AWS

# Reach out any time



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