

Empowering Your Mission: How an MSP Can Transform Your Nonprofit

Unlock efficiency, security, and growth through
managed IT services



TABLE OF CONTENTS

| | |
|---|-----------|
| The importance of technology for nonprofits | 1 |
| The challenges nonprofits face with technology | 3 |
| What are managed IT services? | 5 |
| What can an MSP do for your nonprofit? | 6 |
| Selecting the right MSP for your nonprofit | 9 |
| Measuring the ROI of managed IT services | 11 |
| How partnering with an MSP empowers your nonprofit | 13 |

The importance of technology for nonprofits

As a nonprofit organization, your mission is to make a positive impact on the world. You are focused on delivering services and programs to help those in need, raise awareness for important causes, or drive social change.

Technology may not be the first thing that comes to mind when thinking about achieving your mission, but it is becoming increasingly vital for the success of nonprofits.

Technology has the power to enable and amplify your mission in several ways. Firstly, it can help you **run your organization more efficiently and effectively**. With the right tools, you can streamline processes, automate tasks, and improve communication within your team. This allows you to focus more time and resources on your actual mission rather than on administrative tasks.

Secondly, technology is essential for **data management and analysis**. Your nonprofit likely collects large volumes of data from various sources such as donors, volunteers, and program participants. With a robust data management system, you can gain valuable insights into your operations, track progress toward your goals, and make data-driven decisions.

Lastly, technology plays a crucial role in **reaching and engaging with your target audience**. In today's digital world, having a strong online presence is essential for any organization to stay relevant and connect with supporters. Through social media, email marketing, or online fundraising platforms, technology can help you reach a wider audience and call attention to your cause.



The challenges nonprofits face with technology

Despite the benefits of technology, many nonprofits struggle with these common IT challenges that hinder their ability to fulfill their mission:

Limited IT budget and staff

Nonprofits often operate on tight budgets, and technology investments can be perceived as a significant expense. As a result, IT may not receive the necessary funding, leading to outdated or inadequate systems. Additionally, many nonprofits do not have dedicated IT staff or rely on volunteers to manage their technology, which can pose challenges when urgent or complex technical issues arise.

Difficulty in integrating new technologies

Adopting new technologies can be a daunting task for nonprofits, especially when their existing systems are outdated or incompatible. The challenge of integrating new technologies with existing processes can lead to operational disruptions and increased costs, discouraging nonprofits from embracing the latest tech solutions.

Security risks and compliance concerns

Nonprofits are not immune to cybersecurity threats, and a data breach can have severe consequences. With sensitive donor information and other confidential data at stake, security must be a top priority for nonprofits. Compliance with regulations such as the General Data Protection Regulation and the Health Insurance Portability and Accountability Act also adds another layer of complexity to IT management.

Lack of IT expertise and strategy

Nonprofits are typically formed by passionate individuals with expertise in their specific cause, rather than IT. This can result in a lack of understanding or strategic planning around technology. Without an experienced IT professional guiding the organization's technology roadmap, nonprofits may struggle to make informed decisions about their IT investments and miss opportunities to leverage technology for their mission.

Resistance to change

Like any organization, nonprofits can face resistance to change from staff and stakeholders who are accustomed to current processes and tools. This resistance can hinder the adoption of new technology, as individuals may be hesitant to learn new systems or fear disruptions to their daily work. Overcoming this resistance requires effective change management strategies and training to ensure smooth transitions and buy-in from all parties involved.

What are managed IT services?

Managed IT services is an approach to IT management where a third-party provider, or managed IT services provider (MSP), takes responsibility for the ongoing monitoring, maintenance, and support of your technology infrastructure. Unlike traditional break/fix IT services, where you call for help only when something breaks, managed IT services take a proactive approach to prevent and address technical issues before they become major problems.

MSPs typically offer the following services:

- **24/7 monitoring and maintenance** – regular monitoring of your IT systems to identify and resolve issues before they affect your operations.
- **Help desk support** – a dedicated team available to provide technical support and troubleshooting for any IT-related issues.
- **Security services** – implementing security measures such as firewalls, antivirus software, and data encryption to protect against cyberthreats.
- **Business continuity planning** – developing a plan to ensure your IT systems and data are backed up and can be quickly recovered in case of a disaster or an outage.
- **Strategic IT consulting** – providing guidance and expertise to help align your technology investments with your nonprofit's mission and goals.

What can an MSP do for your nonprofit?

MSPs offer valuable solutions that can help your nonprofit overcome IT challenges and transform your operations through the following:

Cost savings and predictable IT budgeting

One of the primary benefits of partnering with an MSP is the potential for cost savings. MSPs charge predictable monthly fees, eliminating the need for upfront capital expenditures and reducing the burden of hiring and managing internal IT staff. With a fixed IT budget, your nonprofit can allocate more resources toward your mission.

Enhanced security and compliance

MSPs implement robust cybersecurity measures to protect your nonprofit's sensitive data and systems. By continuously monitoring for threats and providing timely updates, MSPs help safeguard against data breaches and other security incidents. Moreover, they can assist with compliance by ensuring your technology systems adhere to relevant regulations and standards, reducing the risk of penalties and reputational damage.

Access to expertise and 24/7 support

Partnering with an MSP grants your nonprofit access to a team of experienced and certified IT professionals who can handle all of your technology needs, from day-to-day support to strategic planning and implementation of new solutions. Additionally, MSPs often provide 24/7 support, ensuring your organization's critical systems are always up and running.

Improved productivity and efficiency

MSPs can enhance your nonprofit's efficiency by identifying areas where technology can streamline operations. Through automation, workflow optimization, and collaboration tools, MSPs empower your team to work smarter and achieve more with less effort.

Scalability and flexibility

As your nonprofit grows and evolves, your technology needs will change. MSPs offer scalable solutions that can adapt alongside your organization, providing the flexibility to upgrade or expand your IT infrastructure as needed. Whether you're launching a new program, growing your team, or reaching a broader audience, an MSP can ensure that your technology systems are equipped to handle increased demand.

Disaster recovery planning and preparation

An unexpected event such as data loss or system failure can significantly impact your nonprofit's ability to operate and serve your mission. MSPs can mitigate this risk by implementing disaster recovery solutions, including data backups and contingency plans. When disaster strikes, MSPs can help your organization quickly recover and resume operations with minimal disruption.

Change management

Implementing new technologies and processes requires effective change management to ensure smooth transitions and adoption within your nonprofit. MSPs can provide guidance and support in managing change, including training, communication strategies, and stakeholder engagement. By facilitating a structured approach to change, they help minimize resistance and ensure that your team embraces new systems and practices confidently.



Selecting the right MSP for your nonprofit

Given the crucial role that technology plays in your nonprofit's success, choosing the right MSP is a critical decision. When evaluating potential MSPs, consider the following factors:

Experience working with nonprofit organizations

It's essential to choose an MSP with a proven track record working with nonprofits. An MSP with experience in your sector will be familiar with the unique challenges your nonprofit faces. They understand the complexities of balancing limited resources and maximizing the impact of every dollar spent. This means they can offer solutions specifically tailored to your organization's mission-driven goals.

Service offerings tailored to your specific needs

Technology is not a one-size-fits-all solution, and your nonprofit's technology needs may differ from those of other organizations. A reputable MSP will take the time to fully understand your goals and challenges and develop a customized service plan that meets your specific requirements. This way, you can be sure that the services provided by the MSP align with your organization's mission.

Security certifications and compliance expertise

To ensure the safety and confidentiality of your nonprofit's data, it's crucial to select an MSP with adequate security certifications and expertise in compliance regulations that apply to your organization. Failing to comply with regulations can result in hefty fines and reputational damage, so it's essential to partner with an MSP that takes data security and compliance seriously.

Transparent pricing and communication style

When it comes to cost, transparency is key. A reputable MSP will communicate all fees and charges upfront and provide clear explanations for any additional costs that may arise. They will also maintain open and ongoing communication to ensure that you understand the services provided and any changes or updates made to your technology infrastructure.

References and testimonials from other nonprofit clients

One of the best ways to assess an MSP's capabilities and reputation is to hear from their current and/or past clients. Ask for references or read testimonials from other nonprofit organizations they've worked with to get a better understanding of their experience with the MSP. This will give you valuable insights into the provider's level of customer service, technical expertise, and ability to deliver on promises.



Measuring the ROI of managed IT services

Investing in managed IT services is an important decision for any nonprofit, and it's essential to understand the return on investment (ROI) of such a partnership. While it can be challenging to measure the ROI of IT services accurately, there are certain factors that can help you determine the value of your MSP:

- **Uptime** – Measure the percentage of time that systems are operational and accessible. High uptime indicates reliable IT systems, minimizing disruptions to your nonprofit's operations and ensuring that services and information are available when needed.
- **Downtime** – Track the frequency and duration of system outages. Reducing downtime can prevent productivity loss and maintain trust in your nonprofit's operations, as consistent access to systems is crucial for daily activities.
- **Ticket response time** – Measure the average time it takes for IT support to respond to and resolve issues. Quick response times can lead to faster resolutions, which in turn reduce disruption and increase overall staff satisfaction with IT services.
- **Security incidents** – Track the number and severity of security breaches. A lower number of security incidents reflects the effectiveness of your MSP in protecting sensitive data and systems from threats.

- **Data breaches** – Monitor the frequency and impact of data breaches. Preventing data breaches can minimize financial losses and damage to your nonprofit's reputation while protecting donors' confidential information.
- **Cost savings** – Calculate the cost savings achieved through reduced hardware purchases, energy consumption, and IT staff expenses. Effective managed IT services optimize resources and reduce unnecessary spending, contributing to more efficient use of your nonprofit's budget.
- **Productivity gains** – Assess improvements in employee productivity due to enhanced IT support and reduced downtime. With a better IT infrastructure, staff can focus on their core responsibilities without technology distractions, resulting in more efficient operations.
- **Donor engagement** – Measure changes in donor satisfaction, retention, and acquisition rates. Efficient managed IT services can help improve communications and engagement, which are crucial for maintaining and growing your donor base.
- **Fundraising efficiency** – Evaluate the impact of IT systems on fundraising efforts, such as increased online donations or improved grant application processes. Streamlined IT support can lead to more effective fundraising activities, increasing the resources available to fulfill your nonprofit's mission.



How partnering with an MSP empowers your nonprofit

Overall, partnering with an MSP can be a game-changer for your nonprofit organization. It allows you to focus on your mission while leaving the complexities of managing technology to experts. With an MSP as your technology partner, **you can expect:**

- **Improved efficiency and productivity**
- **Increased security and compliance with regulations**
- **Access to a team of experienced IT professionals**
- **Scalable solutions that grow with your organization**
- **Disaster recovery planning and preparation for unexpected events**
- **Seamless implementation of new technologies and processes**
- **24/7 support to keep your systems up and running**
- **Reduced costs through transparent pricing and customized service plans**

A reliable MSP can be a valuable asset to your nonprofit, providing the necessary support and expertise to keep your organization running smoothly. By carefully evaluating potential MSPs and understanding the benefits of managed IT services, you can make an informed decision that empowers your nonprofit's success.

Are you ready to transform your nonprofit's IT operations?

Contact us today to find out how we can help you achieve your mission.

Phone: (815) 991-2400 Email: yourteam@sundogit.com

In Good Hands with Sundog's Dedicated IT Team

“No matter our issue, the team at Sundog works so well together to address any issue we have. Whenever needed, they will have one or more engineers dedicated to helping bring our service issue to a quick resolution. They work well as a team internally and especially as a partner to us. When it comes to security, knowing we are as about as secure as you can be against those trying to phish or attack us is a great relief. We know that if it happens, by having Sundog as our IT provider, we know we are in good hands.”



Heather

Quality Assurance Manager
Nonprofit